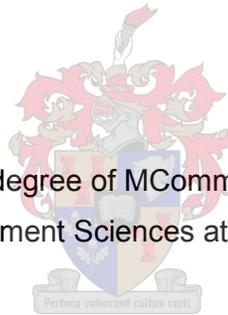


**FEAR-BASED ADVERTISING APPEALS:
ASSESSING EXECUTION STYLES OF SOCIAL MARKETING
CAMPAIGNS**

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Economic and Management Sciences at Stellenbosch University



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December 2010

DECLARATION

By submitting this thesis electronically, I declare that the entirety of the work contained therein is my own, original work, that I am the authorship owner thereof (unless to the extent explicitly otherwise stated) and that I have not previously in its entirety or in part submitted it for obtaining any qualifications.

Date: November 2010

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ABSTRACT

South Africa faces an epidemic, namely, HIV/Aids, which has grown substantially over the last ten years. It can be regarded as the country with the most alarming statistical figures concerning HIV infection rates. Even though South Africa is a country under scrutiny, given the high prevalence of HIV/Aids, this epidemic also constitutes as a global problem, given that an approximate number of 7400 individuals are infected with HIV every day. The number of Aids related deaths has risen from 100 000 in 1999 to over 400 000 in 2009.

Given the concern, and in an effort to combat the fast spread of HIV/Aids, the South African government has implemented various educational and support programs. Marketing efforts are related to the above topic, given that various marketing-related practices have been implemented by non-profit organisations in an attempt to create awareness of HIV/Aids and the related risks. These marketing communication programs are referred to as social campaigns. HIV/Aids social campaigns involve communication strategies which attempt to persuade the target market to ensure that they adhere to safe-sexual practices, by making individuals aware of the threat that infection poses to their lifestyles. Various campaigns also explore how an individual can ensure safe sexual behaviour.

Empirical research stretching back to 1975 has provided marketers with guidelines as to what social communication campaigns, concerning threats to human health, should include regarding an emotional, cognitive aspect. Evidence exists for the need to include emotional cues that would stimulate medium to high levels of fear, rather than low levels of fear, in order to effectively persuade an individual to adhere to a protective behavioural pattern. No research has been conducted in order to conclude whether one type of execution style or specific advertising content would result in significantly increased intentions to behave in the recommended protective manner.

This study investigated whether different execution styles would result in significantly different levels of attitude, fear and behavioural intention. This was done by sampling a group of 450 respondents who participated in an experimental study. Three execution styles were tested by means of a post-test self administered questionnaire including items

related to variables of the Protection Motivation Theory (PMT). The PMT explores the effects that fear appeal would have on attitude change. Not only was it found that different execution styles result in significantly different levels of the mentioned variables, it was also found that one execution style is significantly more effective in evoking these cognitive responses in one race group as compared to another. The empirical results of this study reveal that by discontinuing mass communication, and, in preference, segmenting the market towards which HIV/Aids social campaigns are currently aimed, based on race, these awareness campaigns would be more effective in inducing protective sexual behaviour.

OPSOMMING

Suid-Afrika word gekonfronteer met 'n epidemie, naamlik MIV/Vigs, wat aansienlik gegroei het oor die afgelope tien jaar. Suid Afrika kan beskou word as die land met die mees ontstellende statistieke met betrekking tot MIV-infeksie. Selfs al is Suid-Afrika die land met die hoogste gevalle van MIV/Vigs, is hierdie epidemie ook 'n wêreldwye probleem, gegewe dat 'n ongeveer 7400 individue met MIV besmet word elke dag. Die aantal Vigs-verwante sterftes het toegeneem van 100 000 in 1999 tot meer as 400 000 in 2009.

Gegewe bogenoemde en in 'n poging om MIV/Vigs verspreiding te beveg, het die Suid-Afrikaanse regering verskeie ondersteunende en opvoedkundige programme geïmplementeer om hierdie doel te bereik. Die verwantskap tussen bemarkingspogings en die betrokke onderwerp is dat verskeie bemarkingsverwante praktyke geïmplementeer word deur nie-winsgewende organisasies in 'n poging om bewustheid van MIV/Vigs en die verwante risiko's te skep. Hierdie bemarkingskommunikasie programme word na verwys as sosiale veldtogte. Die relevante MIV/Vigs-veldtogte behels sosiale kommunikasie strategieë wat die teikenmark probeer oorreed om te verseker dat hulle voldoen aan veilige seksuele praktyke, deur individue bewus te maak van die bedreiging wat infeksie inhou tot hul lewenswyse. Verskeie veldtogte brei ook uit oor hoe 'n individu veilige seksuele gedrag kan verseker.

Empiriese navorsing wat terugstrek tot 1975 voorsien bemarkers met riglyne oor wat die sosiale kommunikasie veldtogte, wat 'n bedreiging vir menslike gesondheid behels, moet insluit met betrekking tot 'n emosionele, kognitiewe aspek. Bewyse bestaan in guns van die noodsaaklikheid van emosionele leidrade wat medium tot hoë vlakke van vrees in 'n individu sal stimuleer, eerder as lae vlakke van vrees, om sodoende 'n individu effektief te oorreed om te voldoen aan beskermende gedragpatrone gegewe die bedreiging wat bestaan. Geen navorsing bestaan tans met betrekking tot of 'n sekere tipe advertensie uitvoeringstyl of spesifieke advertensie-inhoud sou lei tot 'n aansienlik hoër voorneme om te reageer op die aanbevole beskermende gedrag nie.

Hierdie studie ondersoek of sekere advertensie uitvoeringstyle sou lei tot aansienlik verskillende vlakke van houding, vrees en gedrag. Die ondersoek is gedoen deur middel

van 'n groep van 450 respondente wat deelgeneem het aan 'n eksperimentele studie. Drie uitvoeringstyle is getoets deur middel van 'n na-toets self-voltooiingsvraelys wat items ingesluit het wat verband hou met veranderlikes van die beskermings-motiveringsteorie (BMT). Die BMT ondersoek die uitwerking wat vreesaanlagte sal hê op houding en aanpassing daarvan. Hierdie studie het bevind dat verskillende advertensie uitvoeringstyle bydra tot aansienlike verskillende vlakke van die bogenoemde veranderlikes, asook dat een uitvoeringstyl beduidend meer effektief is in die ontlokking van kognitiewe respons in sekere rasse-groepe in vergelyking met ander. Die empiriese resultate van hierdie studie bewys dat bemarkers die doeltreffendheid van MIV/Vigs sosiale veldtogte kan verbeter deur massa-kommunikasie te staak en eerder segmentering toe te pas binne die mark op wie veldtogte gemik is. Segmentering op grond van rasse-groepe sal veroorsaak dat bewusmakingsveldtogte meer effektief is met betrekking tot hul invloed op die toepassing van beskermende seksuele gedrag binne die teikenmark.

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“Trust in the Lord with all your heart and lean not on your own understanding” Prov 3v 5

“Commit everything to the Lord and it will succeed” Prov 16 v 3

Through the grace of God I have been blessed with the presence of the above mentioned people. His grace is endless, and in His hands, I place my future.

“For nothing in life that is worthy
Is ever too hard to achieve
If you have the courage to try it,
And you have the faith to believe.
For faith is a force that is greater
Than knowledge or power or skill,
And many defeats turn to triumph
If you trust in God's wisdom and will.
For faith is a mover of mountains,
There's nothing that God cannot do”

Helen Steiner Rice

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CHAPTER 1: INTRODUCTION AND OVERVIEW

1.1 INTRODUCTION

Renowned politicians like Nelson Mandela have often made use of phrases concluding that the children are our future (Nelson Mandela Foundation, 2010). The current health of South African youth, however, does not bode well for the future. Approximately 4 percent of males and approximately 13 percent of females, in South Africa, between the ages of 15 to 24, were living with HIV/Aids in 2007. This constitutes approximately 17 percent of South African youth (World Health Organisation, 2008). Since 1998 South Africa has been considered the epicentre of the HIV and Aids crisis. Even though the prevalence of HIV/Aids seems to be stabilizing currently, an alarming increase in statistics can still be seen when analysing the national prevalence in antenatal clinic attendees, which has risen from approximately 25 percent in 2001 to roughly 30 percent in 2007 (HIV and Aids Statistics for South Africa, 2009). The fight against HIV/Aids can be summarised as “taking two steps forward and five steps back”, given that for every two people who receive antiretroviral treatment, five people are infected. The number of Aids related deaths has risen from 100 000 in 1999 to over 400 000 in 2009 (Country Progress Report on the Declaration of Commitment on HIV/Aids, 2010, UNAIDS, 2009). Statistics reveal that more than five million people were living with HIV/Aids in South Africa in the year 2009 (Stats SA, 2009).

Statistics show that the root cause of the current 1 400 000 orphans in South Africa is parental deaths related to HIV/Aids (World Health Organisation, 2008). The distressing change in the South African mortality rate can be utilised as a means of grasping the impact that HIV/Aids has had on the country (Avert, 2010), especially when considering that 5 700 000 South Africans were living with Aids in 2007 (HIV InSite, 2009) with an average life expectancy of 49 years (Avert, 2010).

Given the alarming statistics, it is evident that the spread of HIV/Aids in South Africa has major consequences for the future of the country. Various marketing-related communication programs have been implemented by non-profit organisations in an attempt to create awareness of HIV/Aids and the risks related to the epidemic. These marketing communication programs are referred to as social campaigns. Even though various social awareness campaigns and intervention programs promoting safe sexual habits have been implemented (Avert, 2010), statistics reveal no sign of the campaigns' effectiveness. Literature provides significant evidence of the influence that marketing initiatives can have on consumer behaviour, provided that such campaigns are composed and executed effectively (Shimp, 2010; Wiles & Danielova, 2009; The Annual Apex Awards, 2008; Egan, 2007). Given that the South African government entrusts a considerably large amount of resources and domestic finances to the fight against HIV/Aids (which increased from US\$ 479million in 2004/5 to US\$ 878 million in 2009/10 and is estimated at approximately US\$ 1 billion for the year 2011) (Country Progress Report on the Declaration of Commitment on HIV/Aids, 2010), measures should be taken to ensure that these lump sums are applied in the most effective manner in order to reflect a decrease of HIV/Aids prevalence.

This study is committed to exploring and assessing the advertising content related to HIV/Aids social campaigns in order to provide a theoretically based solution to the ineffectiveness of the current HIV/Aids social awareness campaigns. The following sections will elaborate on concepts concerning marketing, advertising, and social campaigns. The current HIV/Aids situation in South Africa will also be expanded upon in order to provide a realistic view of the magnitude of the epidemic.

1.2 BACKGROUND AND PERTAINING LITERATURE

This section attempts to give the reader an overview of current statistics related to HIV/Aids, and its impact on South Africa. Literature relevant to awareness campaigns of the epidemic is also explored.

1.2.1 HIV/Aids and South African youth

Approximately 12 percent of teenagers in the age group 15 to 19 years were pregnant in the year 2003 (Statistics on children in South Africa, 2007), and 3 200 000 women in the age category 15 and above were infected with HIV/Aids in 2007 (HIV InSite, 2009). As predicted by Independent Online (2009a), more than a third of all South African girls will fall pregnant before the age of 19. Children from the age of 12 are already sexually active and 12 percent of these children do not use a condom. By the age of 14, approximately 25 percent of boys and approximately 6 percent of girls in South Africa have had sexual intercourse (Independent Online, 2009b). Between 1997 and 2006 the increase in Aids related deaths rose by 91 percent (HIV and Aids Statistics for South Africa, 2009).

Whether stabilisation of the epidemic can be regarded as factual (HIV and Aids Statistics for South Africa, 2008) or not, published figures still provide room for great concern. The known trend of misclassifying deaths related to HIV/Aids, done in order to prevent social rejection related to the stigma connected to HIV/Aids, skews the statistics. If all deaths related to HIV/Aids were recorded truthfully, the current Aids related death statistics could increase three-fold (Piliso, 2009).

1.2.2 HIV/Aids and South African social campaigns

Taking the above into consideration, the country's current "fight against HIV/Aids" initiatives is ineffective. Even though various factors influence the effectiveness, or ineffectiveness, of HIV/Aids prevention campaigns, the inadequate impact of such campaigns can partially be attributed to the incorrect application of advertisements. Current HIV/Aids awareness campaigns in South-Africa include Soul City and Soul Buddyz, Khomanani and loveLife (Avert, 2010). As stated in Govender (2009), intervention programs and current campaigns can be regarded as void. The lack of effectiveness of these campaigns can be attributed to the reactive approach taken by such campaigns. Rather than being proactive in nature (Govender, 2009), intervention programs tend to educate on how to treat HIV/Aids, instead of encouraging the targeted market to change their lifestyle patterns.

A widely cited theory related to altering risky behavioural patterns is the Protection Motivation Theory (Rogers, 1975). The Protection Motivation Theory, developed by Ronald W. Rogers (1975), provides empirical information on vital social cognitive processes by means of protective manners. The media draws attention to social campaigns emphasising essential protective behaviour ranging from wearing a seat belt, to practising cautious driving, yet people still engage in these maladaptive behaviours (Floyd, Prentice-Dunn & Rogers, 2000). The Protection Motivation Theory (PMT) is a premise that explores the effects that fear appeal has on attitude change (Rogers, 1975). Considering the current approach taken by anti-Aids campaigns in South Africa, the use of fear-appeal could be a vital facet to explore in terms of triggering behavioural change.

Despite the urgent and consistent need for effective HIV/Aids awareness campaigns, the Global Fund to Fight Aids, Tuberculosis and Malaria has withdrawn investments and funding related to their venture with loveLife. This decision was based on the lack of adequate performance shown by loveLife (Avert, 2010). Similarly, many donating companies and funders are crippled by recessionary circumstances in South Africa, causing campaigns and non-profit organisations to reserve their dependence on expected support from funders in the near future (Cullinan, 2009). Adding to this crisis, the Department of Health as well as the Department of Social Welfare are drastically cutting funding related to anti-Aids awareness initiatives (Harper, 2009).

In light of the above, a survey conducted in 2008, addressing the awareness of anti-Aids campaigns, showed an increase in awareness among South African consumers, with the intended target audience of such campaigns, namely 15 to 25 year olds, reaching 90 percent coverage (Avert, 2010). However when examining mentioned statistics, the favourable reach, as well as intended behavioural adaptation of these campaigns, seem contradictory. In short, the targeted audience of anti-Aids campaigns can be seen as aware of the campaigns, but do not accept the campaign messages to alter maladaptive behavioural patterns. It should therefore be stressed that funders such as the Department of Health and the Global Fund to Fight Aids, Tuberculosis and Malaria should not withdraw their funds, but rather ensure that the funds relate to effectively executed advertisements in such a manner as to ensure that campaigns are not only received by the

audience, but also acted upon. This is why advertising effectiveness and the potential influence embedded in a successfully executed advertisement need to be explored.

1.2.3 The influence of effective marketing and advertising

Industries make use of awards in order to commend those advertising agencies that have created effective and creative advertisements. The South African advertising industry has developed awards such as the Loerie Awards, Sunday Times Top Brands and the Annual APEX Awards. These awards make use of different metrics attempting to measure an advertisement's effectiveness: increased awareness (Bizcommunity, 2009; Egan, 2007), recall and recognition (The Loerie Awards, 2009; Shimp, 2010; Egan, 2007), return on investment (The Annual Apex Awards, 2008) and the value of a company's shares (Wiles & Danielova, 2009). Research has provided considerable evidence showing the impact that successfully executed advertising initiatives can have on a company's stock prices (Wiles & Danielova, 2009), a consumer's level of brand/product awareness (Shimp, 2010), as well as a firm's financial return on investment (The Annual Apex Awards, 2008).

Given the nature and objectives of this study, it is important to emphasise that before an advertisement can influence recall and recognition, awareness, return on investment or share prices favourably, the advertisement first has to influence the target market in such a manner as to persuade and stimulate the intended behavioural outcome. Therefore, if advertising has the power to drastically influence all the discussed elements, advertising also has the potential to drastically influence consumer behaviour, as is intended and necessary with social campaigns related to HIV/Aids and teenage pregnancy. Advertising campaigns promoting safe sexual habits in order to prevent HIV/Aids infection therefore have the potential to effectively persuade consumers to behave as intended. This will be discussed in more depth in Chapter 2.

1.2.3.1 Effective social advertising campaigns

The above emphasises the impact that advertising initiatives can have on a company, through means of stimulating the behaviour of the targeted consumers. Current social

campaigns regarding the promotion of safe sexual behaviour and preventative measures for HIV/Aids in South Africa are regarded as ineffective, especially after one analyses the statistics. Changes should be implemented with regards to effective creation and execution of advertisements.

Current intervention programs are not reaching the needed objective of drastically altering the youth's current maladaptive behaviour (Govender, 2009). If one considers the influence of effective advertising, it follows that advertising should also have the persuasive power to stimulate intended behaviour among teenagers, as long as those campaigns are composed effectively.

The lack of results experienced by loveLife campaigns could partially be owing to ineffectively composed advertisements. As a result, an exploration of what constitutes an effectively composed advertisement is necessary. The following section aims to explain the important facets of marketing, advertising and integrated marketing campaigns in an effort to dissect advertising effectiveness related to social campaigns such as loveLife. Elements such as marketing, advertising and social campaigns will be explored to show how a social campaign aimed at promoting safe sexual behaviour should be composed and executed.

1.2.4 Marketing, advertising and the cognitive path

The marketer's task is to develop a set of effective marketing activities to deliver value to the consumer (Kotler & Keller, 2006). The importance of marketing is that it is a process of creating demand for products and services. By creating a demand, marketing forms a mediating factor for creating supply (Lamb, Hair, McDaniel, Boshoff & Terblanche , 2004). Marketers create this demand for products and services by making use of the traditional marketing activities known in literature as "The Four P's".

1.2.4.1 Advertising as a marketing element

The Four P's constitute the marketing mix which marketers use as a set of tools in order to pursue marketing objectives (Kotler & Keller, 2006). Price, place, promotion and product are what constitute the four P's, where advertising is regarded as an element of the promotional "P". Advertisements are composed of embedded messages created by the promoter. A marketer and the company can be seen as the source of the advertisement. The source composes an advertisement by means of encoding it with relevant message elements. This message is then broadcasted via a chosen channel eg. radio or television. Once broadcast, the targeted market, known as the receivers, decodes the advert in order to reach the embedded message. Decoding of the message leads to an emotional trigger if the advertisement and message can be classified as effectively composed (Arens, 2006). The decoding of the message is where an individual undergoes the cognitive process relevant to this study.

Advertisements are encoded with specific appeals, which can either be regarded as rational or emotional. Rational appeals can be separated from emotional appeals as rational appeals are more informative and factual, where emotional appeals attempt to evoke emotional responses in the consumer (Arens, 2006). For the purpose of this study, reference will only be made to emotional appeals as the advertisements in question rely on emotional stimulation. As this study concerns social marketing issues related to HIV/Aids and the relevant advertisements involved attempting to alter maladaptive behaviour, the emotion, namely, fear, will be elaborated on in following chapters. As will be elaborated on in subsequent sections, fear-appeal has been found to be the most effective means of stimulating a change in maladaptive behaviour (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975)

After clarifying the type of appeal, an advertising agency will decide on an appropriate execution style when encoding the message. These executions styles will conclude in different content elements existing in advertisements. Egan (2007) provides the following execution styles available when creating and encoding an advertisement:

- Demonstration advertising
- Testimonials, also referred to as typical-person endorsement
- Expert endorsement , and
- Slice of life

Social marketing exists in the advertising context (Kotler & Keller, 2006). Social health campaigns aim to evoke a change in attitude or behaviour by including relevant elements that will trigger an emotional response. Research provides ample evidence substantiating the use of fear-appeal in social campaigns aimed at altering maladaptive behaviour (Witte, 2006; Arthur & Quester, 2004; Ruiters, Abraham & Kok, 2001; LaTour & Rotfeld; 1997; Tanner, Hunt & Eppright, 1991; Roger, 1975). However, research provides little to no guidance as to which execution method, combined with the use of the proven effectiveness of fear-appeal, results in the most effective means of changing maladaptive behavioural patterns. Execution styles, therefore, require investigation.

1.2.4.2 Cognition and emotions

Once a consumer has decoded an advertisement, the aim of the advertiser is to induce relevant feelings and emotions. As stated by Holbrook and Batra (1987), advertisements containing certain types of message content will produce relevant emotional responses. According to Bagozzi, Gopinath and Nyer (1999:185) “emotions arise in response to appraisals one makes for something of relevance to one’s well-being”. Emotions are an internal reaction caused by external stimuli such as events, agents, or objects. For purposes of this study the focus will be on fear. Fear is a response to an unfavourable situation that is perceived as threatening. This threat is usually directed towards one’s physical or psychological well-being (Nabi, 1999).

Fear-appeals in advertising are persuasive communication elements directed towards arousing a fear with the outcome of motivation towards a more precautionary way of behaviour. This persuasion can be done by incorporating specific relevant stimuli that will trigger the wanted emotion (Ruiters *et al.*, 2001). Human nature requires protection and safety, so the reflex would be to escape from the threatening stimuli, and in future avoid

them (Nabi, 1999). In short, advertisements containing fear-appeals attempt to instil a threatening situation in an individual's mind and by so doing, attempt to persuade individuals towards a more precautionary route of action.

1.2.4.3 Protection motivation theory

A widely cited theory related to fear-appeal is The Protection Motivation Theory (Rogers, 1975). The Protection Motivation Theory (Rogers, 1975) provides empirical information on vital social cognitive processes by means of protective manners. The media draws attention to social campaigns emphasising essential protective behaviour by making use of fear-appeals (Floyd *et al.*, 2000). Fear-appeal advertisements traditionally vary in content. This content can vary on the basis of three categories, namely (Witte, 1998; Witte 1994; Rogers, 1975):

- The noxious or unfavourable event's personal relevance to an individual. Therefore, does the event have any relevance to an individual and his or her way of living.
- The likelihood of occurrence, including the chances that the relevant event could occur.
- The recommended solution that should be followed.

The three elements above each induce a cognitive mediation process. The Protection Motivation Theory (PMT) consists of two stages of processing. In the first stage, known as threat-appraisal, the individual undergoes a cognitive process by evaluating the threat. Threat-appraisal consists of the severity or magnitude of the event (therefore the degree of impact the consequence can have on the individual's life), and susceptibility of the event (the probability that the event could occur to the individual). Secondly, the individual will assess the recommended solution or coping alternative and conclude its perceived effectiveness, known as coping appraisal. Coping appraisal consists of response-efficacy and self-efficacy. Response efficacy refers to the communicator's manner of behaviour and self-efficacy refers to the evaluation of the individual's own capacity to be able to effectively adopt the recommended response (Arthur & Quester, 2004; Witte, 1992; Rogers, 1975).

The combination of the three cognitive processes resulting from fear-appeal, arouses what is termed “protection motivation”. Depending on the amount of protection motivation experienced by an individual, the recommended solution of the communicator will either be accepted and adopted, or rejected (Arthur & Quester, 2004; Witte, 1994; Rogers, 1975). Therefore, in sum, protection motivation is a cognitive process that results from a noxious depiction of an event, which is perceived as personally relevant. The communicator must include a solution or recommended behaviour, which will be termed the recommended coping response. The recommended coping response should be perceived as being effective in alleviating the unfavourable situation. If the event is depicted as not being severe, and having a low probability of occurring, or that nothing can be done in order to cope with the circumstances, no protection motivation will be aroused and no change in behaviour noted. The noted change in behaviour is not mediated by, necessarily, the presence of fear, but rather the sum of the protection motivation aroused by the cognitive appraisal process.

Ronald Rogers revised the PMT in 1983, and redefined it towards an attitude-based model. The revised model incorporates rewards associated with ignoring protection adoption and continuing with maladaptive behaviour, as well as the cost associated with adopting the recommended behavioural patterns (Ruiter *et al.*, 2001). Therefore, a cost associated with eg. safe sex and usage of protection, would be that of condom purchases. Another example in terms of non-monetary value can be that of gaining weight when having quit smoking.

1.2.4.4 Revised PMT

An attitude is “a learned predisposition to behave in a consistently favourable or unfavourable way” (Schiffman & Kanuk, 2007). Marketers often attempt to alter behaviour by first changing consumers’ attitudes (Hawkins, Motherbaugh & Best, 2007). It is therefore evident that a relationship exists between attitude and behaviour. Owing to this relationship, and the important role that behavioural intent and attitude play in this study, an adapted PMT will be conceptualised for the purposes of this study. This conceptualised

model is based on the revised PMT (Rogers, 1983) taking attitude into consideration, as well as the revision of Arthur and Quester (2004) explaining the threat-appraisal process that indirectly influences change in consumer behaviour by means of the mediating variable of fear. The conceptualised model for this study is depicted in Figure 1.1.

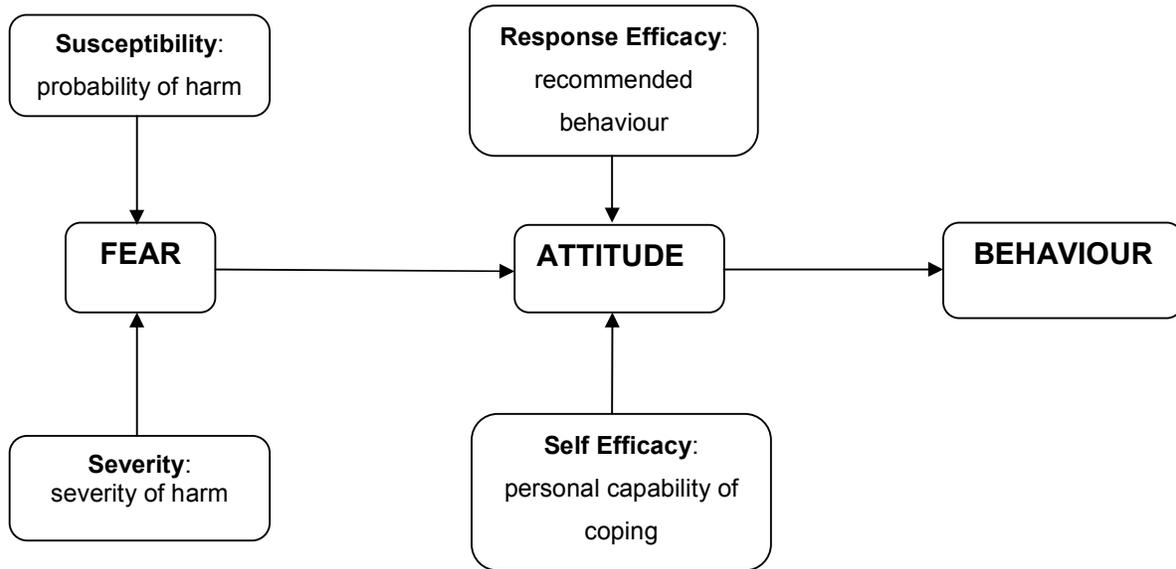


Figure 1.1: Conceptualised Revised Protection Motivation Theory

Source: Adapted from Arthur & Quester (2004:680)

Literature concerning consumer behaviour has provided consistent, thorough evidence of the influence of emotional reactions on attitude, as well as the influence that attitude then has on behavioural intention (Shiffman & Kanuk, 2007; Hawkins *et al.*, 2007; Bohner & Wänke, 2002; Bagozzi, Gurhan-Canli & Priester, 2002; Blackwell, Miniard & Engel, 2001). In Figure 1.1, the variable emotion can be interpreted as fear, as this study deals with this specific emotional reaction. The sequence depicted in the conceptualised model, namely fear-attitude-behaviour, are the primary variables which were tested in the study. The PMT constructs – namely, susceptibility, severity, response efficacy and self efficacy - were therefore measured indirectly by means of making use of only the core constructs of the revised PMT. The means of measuring these constructs will be explained in the following sections.

1.2.5 South African culture, ethnicity and race

As mentioned previously, social campaigns concerning issues such as safer sexual behaviour aim to do so by means of influencing the targeted market's behavioural patterns and habits. Behaviour is a response. Behavioural theories such as the Theory of Reasoned Action and Theory of Planned Behaviour are structured around a theoretical sequence of attitude-intention-behaviour (Evans, Jamal & Foxall, 2006). However, in order for an attitude to be formed, followed by the related behaviour, certain mediating variables are said to stimulate the attitude type/formation and behavioural action, one intricate facet being culture (Schiffman & Kanuk, 2007).

Literature presents various definitions in describing what constitutes cultural composition. For the purposes of this study, when referring to 'culture', the researcher will be referring to the accumulation of all learned beliefs, values and customs that act as a means of directing the behaviour of a consumer who belongs to a particular society or cultural group (Schiffman & Kanuk, 2007).

1.2.5.1 Culture and behaviour

Culture includes values, which are learned and transmitted through cultural belonging (Shiffman & Kanuk, 2007; 396). It should also be emphasised that, according to Schiffman and Kanuk (2007) and Hawkins *et al.*, (2007), culture directs behaviour. As sexual behaviour and the acceptance of pre-marital intercourse stem from a culture's pre-set values, it can be assumed that because different cultural groups have different values, sexual behaviour in one cultural group will differ from that of the next. In conclusion, it can be assumed that culture will affect, for example, the age at which individuals become sexually active, with whom and whether protective sexual habits are practised. In investigating social campaigns and their application in order to result in protective behaviour, culture presents itself as a necessary variable to be investigated.

1.2.5.2 Culture and social campaigns

If differences exist in sexual behaviour patterns as a result of cultural classification, should social campaigns contemplate diversifying their advertisements so as to communicate to different cultural groups? As cited in Lindridge and Dibb (2002) the extensive diversification existing among consumers has resulted in ineffective mass media communication strategies. It is therefore essential to investigate cultural differences in order to determine whether social campaigns should be adapted and targeted to different cultural groups, or whether mass communication proves sufficient.

1.2.5.3 Culture in South Africa

South Africa has diverse cultural populations: it is often referred to as the “rainbow nation”. South Africa’s cultures are further divided into ethnic groups. For example, the black culture can be further divided into four ethnic groups. These ethnic groups, or sub-groups, include the Nguni, Sotho, Shagaan-Tsonga and Venda. These groups can then be further divided, for example, the Zulus and Xhosas are two subgroups of the Nguni culture (Explore South Africa, 2010).

The above framework of the Nguni culture provides an example of the complexity of the South African cultural profile. As cited in Stats SA (2009) the government simplifies the intricacy of the diversity experienced in the South African cultural profile by means of classifying ethnic groups into four major cultural groups, namely, African, Coloured, Indian/Asian and White. In order to overcome over-complexity when investigating cultures, as well as still ensure a thorough representation of the South African cultural profile, the researcher used the same means of classifying cultural groups as used by Stats SA (2009) and the government. When referring to cultural groups, reference will be made to African, Coloured, Indian/Asian and White as done by the government.

1.2.6 Importance of the study

Over 22 million people across the world have died from Aids, and there are currently 42 million people living with HIV (Until there's a cure, 2008). The number of teenage pregnancies (in Gauteng province) more than doubled between 2005 and 2006, where 16% of pregnant women age 20 and under, are HIV positive (Reuters AlertNet, 2007). As age increases, so does the percentage of sexually active teenagers: 23.4% of 14 year olds to 70% of 20 year olds (Independent Online,2009b).

Because the spread of Aids and reported teenage pregnancies are not slowing down it is evident that current social campaigns promoting safe sex, and therefore the use of condoms and other contraceptive methods, do not make a significant contribution towards altering the statistics. The assumption can therefore be made that the relevant social campaigns lack the pertinent information and appeal in order to result in adaptive attitude and behaviour amongst these individuals.

This study was conducted to give insight into the PMT variables and fear-appeals, as well as explore how consumers react to different execution methods and advertising content. It would thus enable social campaigns to be more successful. The value of this study lies in how social campaigns evidently need to be revised in order to impact the abovementioned HIV/Aids statistics through altered behaviour.

1.2.6.1 Problem statement

Statistics (Reuters AlertNet, 2007; Independent Online, 2009(a)& 2009(b);Until there's a cure, 2008; Stats SA, 2009) provide evidence of the destruction that HIV/Aids is causing, the increase in unwanted teenage pregnancies, and the highly active sexual behaviour patterns existing amongst children ranging from the age of 12. As cited in Sexual Behaviours (2008), 48 percent of high school children engage in sexual intercourse, and 15 percent of these sexually active students have more than four sexual partners. Clearly, these circumstances need to change. Marketing and advertising have the potential to affect consumer behaviour in such a way as to alter behaviour patterns (see section 2.2).

Advertising initiatives are a valid means means of attempting to alter the current disruptive sexual patterns that exist among South African youth. Many “safe sex” campaigns are currently in circulation, yet their effectiveness is questionable

Having shown that the PMT and its variables have been extensively tested, it was concluded that PMT has thorough empirical support for the use of fear-appeal in social campaigns. Despite the extensive research conducted on fear-appeals, researchers have given little attention to investigating how consumers react to different execution methods and advertising content. Research provides evidence that the use of fear-appeal in social campaigns can be regarded as the most effective manner to alter consumers’ behaviour (Rogers, 1975; LaTour & Rotfeld, 1997; Arthur & Quester, 2004; Witte, 1997). Ultimately, it is not known whether fear-appeal should be used by evoking the fear-emotion through factual information provided by the advertisement (such as providing statistics of deaths and alarming infection rates), or through creating a testimonial or slice-of-life advertisements providing the targeted audience with a storyline to which they can relate.

This study focused on social campaigns concerning HIV/Aids. It was conducted in order to assess fear-appeal advertisements by means of measuring the effectiveness of different advertising execution styles.

1.2.6.2 Benefit of the research

By creating effectively strategised fear-based safe sex campaigns with the right level of fear appeal and PMT variables using the most effective execution style and advertising content, the correct emotional, attitudinal and behavioural responses could be evoked amongst recipients of the campaign message. This study could be a source of reference to social campaigns like loveLife. Marketing practitioners could use the results in formulation of future advertisements and ensure that correct use of advertising content and execution were implemented.

1.2.6.3 Contribution of the research

This study will contribute towards the body of literature by extending application of the PMT model to that of fear-based safe sex research. The study can make a valid contribution to relevant social campaigns by providing literature on how to formulate an effective safe sex social campaign advertisement, by means of implementing literature on fear-appeal, advertising content and execution style. This study will not only contribute to current literature but also create a foundation for new research concerning advertising execution styles and social campaigns, as this can be regarded as relatively fresh ground.

1.2.6.4 Objectives

Objectives for this study can be divided into a primary objective, followed by various secondary objectives. The primary objective of this study is:

1. To assess the effectiveness of different execution styles of fear-based HIV/Aids social advertisements on a specific target market's behaviour.

As mentioned previously, fear-based advertising studies have made extensive use of the variables found in the PMT. The levels of each of the relevant PMT variables were measured in correspondence to the differing execution styles. These styles are addressed in full later in the methodology section. Execution styles most relevant to HIV/Aids campaigns include testimonials, factual and informative execution methods, and slice of life execution styles. Secondary objectives of this study included:

2. To assess the impact/effect of different execution styles on the core PMT variables.

As three execution methods were found to be frequently implemented in HIV/Aids awareness campaigns the secondary objective was expanded on in order to include all execution styles with the relevant PMT variables:

2.1

- a) To assess the impact of testimonial execution styles on a specific target market's fear emotion
- b) To assess the impact of factual execution styles on a specific target market's fear emotion
- c) To assess the impact of slice-of-life execution styles on a specific target market's fear emotion

2.2

- a) To assess the impact of testimonial execution styles on a specific target market's attitude
- b) To assess the impact of factual execution styles on a specific target market's attitude
- c) To assess the impact of slice-of-life execution styles on a specific target market's attitude

2.3

- a) To assess the impact of testimonial execution styles on a specific target market's behavioural intent
- b) To assess the impact of factual execution styles on a specific target market's behaviour
- c) To assess the impact of slice-of-life execution styles on a specific target market's behavioural intent

In addition the researcher also ascertained whether a significant difference exists in the reaction of different race groups

1.2.7 Key concepts

Throughout this study, the reader will be exposed to various key concepts. These terms will be defined to ensure clarification:

Social marketing campaigns: social marketing is a framework derived from commercial marketing by means of applying commercial marketing practices in order to analyse, plan, execute and evaluate campaigns and programs that attempt to influence the relevant

target market's voluntary behaviour by means of accepting, rejecting, modifying or abandoning a specific behaviour in order to benefit and advance their personal wellbeing as well as the society's (Stead, Hastings & McDermott, 2007; Kotler, Roberto & Lee, 2002; Andreasen, 1995).

Fear: Fear can be defined as an emotional reaction that is stimulated by a perceived threat (Tanner *et al.*, 1991). Fear is an emotional response to a threat that has the potential to pose a danger (Belch & Belch, 2007).

Fear-appeal: Persuasive communicated message that attempts to evoke a specific level of fear in the viewer, to make them aware of some relevant topic which could pose a personal threat (Terblanche-Smit & Terblanche, 2009)

HIV: The human immune system is broken down by the Human Immunodeficiency Virus (HIV) as the virus attacks and takes over an HIV positive person's DNA in cells. The human immune system is then broken down when HIV replicates and diminishes specific cells. This virus can be passed on through sexual encounters as well as, in the case of a pregnant woman, through the placenta to the foetus. Acquired Immune Deficiency syndrome (Aids) is usually the aftermath of HIV (About.com:HIV/Aids, 2010).

Aids: Acquired immune deficiency syndrome results from HIV and can be characterised by a broken down immune system. Aids is an acquired syndrome as the infection is acquired from another human. Aids can be acquired or transmitted by means of blood, semen or breast milk, to name a few. The syndrome results in broken down CD4 + helper t-cells (a type of white blood cell). Breaking down of these white blood cells leaves a human vulnerable to other diseases such as opportunistic infections and tuberculosis (Word IQ, 2010).

HIV/Aids: Throughout the text the researcher will make reference to HIV and Aids. This will be done by means of using the acronym HIV/Aids, given that these two diseases are closely related.

Culture/Race: The term culture refers to the accumulation of all learned beliefs, values and customs which direct the behaviour of a consumer who belongs to a particular society or cultural group (Schiffman & Kanuk, 2007). According to statistics provided by the South African government (Stats SA, 2009), various cultural groups are classified into a larger domain population group, which is referred to as a specific race. Throughout the text of this study the researcher will be referring to race when considering cultural differences

1.3 METHODOLOGY

This section is dedicated to describing the methodology of the study, how the research pertaining to this study was conducted, as well as how the sample was drawn and recruited.

1.3.1 Secondary research

For this study secondary data research was done by making use of Internet search pages like Google Scholar and EBSCO Host (the databases at the University of Stellenbosch) in order to locate relevant periodicals and journals. These electronic journals provided empirical studies which provided the necessary background literature in order to formulate the problem statement. As secondary literature found on fear-based safe sex advertising appeals was not adequate to conclude the relevant objectives of this study, primary research was conducted.

1.3.2 Primary research

Primary research data collected for this study included both qualitative and quantitative research methods.

1.3.2.1 Qualitative exploratory study

A qualitative study was conducted by means of two focus groups, separated by gender. As the study entails a topic of sensitive nature, it was felt that respondents would be more at ease to answer questions related to sexual behaviour, etc. when in isolation from the opposite sex. There are numerous campaigns which have been created, based on different execution styles, which promote safe sexual behaviour and include maladaptive behavioural recommendations. The qualitative study encapsulated two focus groups with 9 participants each (sampled based on the same criteria as for the primary study, as discussed later). This qualitative focus group approach was taken in order to analyse the relevant advertisements based on the level of perceived fear. As the researcher's secondary research concluded that HIV/Aids campaigns primarily make use of testimonial, factual and slice-of-life advertisements, advertisements in each execution style was collected by means of conducting a word search on respective search engines found on the Internet and relevant awareness sites.

A pool of 9 advertisements was pre-selected by the researcher. These 9 advertisements were chosen using the researcher's own knowledge and judgement on which advertisements contain medium to high levels of fear, as well as consulting experts in advertising and research in order to conclude on a final selection. Advertisements containing medium to high levels of fear were collected as the above literature study presented significant support proving that campaigns with medium to high levels of fear are most effective in altering maladaptive behaviour (Arthur & Quester, 2004; Witte, 2006; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund, 1981; Rogers, 1975).

After having sampled a pool of 9 advertisements, two focus groups were conducted. These focus groups were conducted in order to narrow the pool of 9 advertisements down to three (one advertisement for each execution style). The focus groups were held in order to determine which one of the three advertisements in each execution style was regarded as the advertisement with the highest level of fear, by means of rating advertisements on a semantic-differential scale anchored with bipolar adjectives namely "low fear-appeal" and "high fear-appeal". Advertisements were rated individually as well as in a group effort. A

technique called counterbalancing was implemented in the showing of the advertisements. Results of the two individual focus groups were combined in order to determine which advertisement out of each of the execution methods scored highest on fear. These three advertisements were used in the primary research method, namely an experimental study.

To elaborate on exploratory data collection, in-depth discussion about HIV/Aids, sexual behaviour and tendencies and teenage pregnancies were conducted in order to capitalise on the conducted focus groups. After having viewed the pool of 9 advertisements, when respondents were therefore more at ease and open to the topic, questions related to sexual behaviour and HIV/Aids were asked by the moderator in order to establish in-depth insight on the thoughts and feelings of the sampled population.

1.3.2.2 Quantitative study

Once the focus group had been conducted and the relevant advertisements were identified, quantitative research was conducted by means of an experimental study. Experimental research studies attempt to establish a “cause-and-effect” relationship. In this controlled research method a researcher manipulates a cause, and observes and records the outcome in the proposed effect (Zikmund & Babin,2007).

The variable observed in this study, therefore the dependent variable, was behavioural intent. The researcher assessed the impact of the independent variables, namely fear arousal as the emotion and attitude, on the dependent variable by means of a structured questionnaire.

1.3.2.2.1 Experimental Design

A 3X1 quasi-experimental design was used by assigning the sampled group (as explained in the pertaining section) of 450 respondents to one of three groups of 150 each, by means of matching. Each group was presented with one advertisement containing approximately the same level of fear-appeal, based on HIV/Aids issues. However, the adverts differed in execution styles. Each advertisement was tested in a post-test manner

in order to capture the effect that the stimuli (advertisements) had on the respondents' attitudes, emotions and behavioural intentions. The manner in which respondents were assigned, as well as the layout of each experimental group, will be discussed in Chapter 5.

The experimental study occurred in a controlled environment to ensure that all data was free from extraneous variables such as noise, bad lighting etc. After exposure to the advertisements, comparisons between the relevant experimental groups were made. Respondents were assigned to groups by means of a matching technique which involves a non-probability quota sampling approach (Blumberg, Cooper & Schindler, 2008). Quota sampling is a means of ensuring that relevant subgroups of the specific population are represented on certain significant traits to the investigator's desire (Zikmund & Babin, 2007). Matching ensures that experimental groups include respondents that are matched based on a characteristic relevant to the study (Blumberg *et al.*, 2008). The applicable subgroup of this study was gender and race, therefore respondents were assigned to relevant groups by matching on the basis of gender and the three primary race groups in South Africa (as explained in Chapter 4).

1.3.2.3 Sampling procedure

The following section explains the sampling procedure for the qualitative and quantitative study.

1.3.2.3.1 Target Population

The target population for this study was adolescent males and females between the ages of 18 to 25 from the three primary race groups in South Africa namely black, white and coloured (Stats SA, 2009). After scrutinising all the relevant HIV/Aids information, it was evident that HIV/Aids was most prevalent in the black and coloured populations (Stats SA, 2009; HIV and Aids statistics for South Africa, 2008), which substantiated the need to include black and coloured respondents in the target population. As the white population is regarded as a major race group in South Africa, white respondents were also sourced. The

Indian group was excluded from this study as this race group proved to have a low HIV/Aids prevalence as well as being the smallest population group in South Africa (Stats SA, 2009). The target population included males and females who are sexually active, as well as those who are not, and was not dependent on knowledge of the HIV/Aids status of respondents. The reason for choosing this particular target population was because this is the same target population at which relevant advertisements was aimed.

1.3.2.3.2 Sampling Process

Sample units were selected from the Western Cape. The Western Cape was chosen by means of judgement sampling. The researcher established that HIV/Aids prevalence and sexual tendencies among adolescents are sufficiently alarming in this region for the study to be conducted here. Sample units, or individuals, were selected by means of convenience sampling. Given financial constraints, it was more cost effective to conduct the study in close proximity, namely Cape Town. Race, culture and gender play a significant role in the objectives of this study. Thus convenience and judgement sampling techniques were regarded as appropriate. Convenience sampling is said to restrict the generalisation of the data to the whole population and, therefore, the representation of the population (Zikmund & Babin, 2007). Although this study cannot obtain a complete representative (probability) sample given the sampling method and the use of students, diversity and representation were still evident as quota sampling was made use of in order to account for three major races in South Africa. By means of using judgement sampling, participants were chosen from the Cape Peninsula University of Technology (CPUT) and the University of Stellenbosch. These two universities provided the researcher with sufficient race diversity. In conclusion, the sample size and quota was fulfilled by means of sampling at CPUT and the University of Stellenbosch.

1.3.2.3.3 Sample Size

The larger the sample size, the more accurate and representative the results (Zikmund & Babin, 2010). For the purpose of this study 450 respondents were sampled to take part in

the study by means of employing judgement and convenience sampling techniques. The sample consisted of 150 black, 150 white and 150 coloured respondents. In each race group, an equal amount of males and females were also found, that is, 75 black male and 75 black female respondents. Once the researcher divided the sample into three groups, the groups were randomly assigned to one of the execution styles in order to collect the relevant information from which inferences were made.

With relevance to the qualitative focus groups, 18 respondents were sampled independently from those respondents chosen for the experimental study. One group was composed of nine female respondents and one of nine male respondents. These groups were each composed of three respondents from each of the three main race groups found in South Africa namely black, white and coloured individuals (Stats SA, 2009). Insight from all three races was needed in order to establish whether race differences do exist, and whether race constitutes an important variable. After having conducted the focus group discussions, it was evident that race issues and cultural background had a major impact in predicting sexual behaviour.

1.3.2.4 Data collection and analysis

A sample of 450 males and females between the ages of 18 to 25 was drawn from the population and divided into groups of 3 by means of matching, based on gender and race. A venue, with the necessary technology, was booked where each of the 3 groups interacted with the researcher and partook in the experimental study. These groups were each assigned to a different time slot on the same day. Respondents were asked to complete a questionnaire after having watched the relevant advertisement. The surveys were then analysed by means of capturing the data on Excel and SPSS. The data analysis process was concluded by scrutinising the results presented by these computer programmes. Figures and tables were drawn up in order to graphically depict the captured data, and help form a conclusion on the results.

1.3.2.5 Reliability

It was ensured that the collected data was accurate, reliable and valid, (Zikmund & Babin, 2010). As a result, reliability tests were conducted on the questionnaire as will be explained in chapter 5. Given that the items used in the questionnaire had already been pre-tested and pre-designed by previous researchers, the questionnaire was considered to be reliable and valid. Reliability and validity was checked by means of scrutinising the Cronbach Alpha values from previous studies, which incorporated the items used in this study. This will be elaborated on in Chapter 5. By making use of pre-designed and tested items in a questionnaire, the validity of the questionnaire was increased (Blumberg *et al.*, 2008). These items were adapted and tailored to suit this study.

1.4 CHAPTER OUTLINES

This section will briefly explain the chapters of the dissertation, and thus its structure.

1.4.1 Chapter one

This chapter provides the reader with an introduction to the study followed by a brief overview of the literature study, problem statement, objectives and methodology. The subsequent chapters will focus on related theory and literature, followed by the methodology, findings and conclusions.

1.4.2 Chapter two

Chapter two explores marketing practices and advertising. This chapter provides an analysis of marketing in the business world and the impact that advertising can have on commerce practices. Marketing and advertising concepts are discussed in detail. The chapter also looks at advertising and social campaigns and provides the reader with a structured literature review of how social advertising sits in the advertising context. In short, chapter two explains the role of social campaigns and the linkage with advertising.

1.4.3 Chapter three

This chapter is devoted to a detailed explanation of theory related to consumer behaviour and attitude formation. Consumer psychology is discussed and the cognitive process is highlighted by means of focusing on the PMT, as fear appeals form part of this study.

1.4.4 Chapter four

Chapter four is an overview of the HIV/Aids epidemic in South Africa and the world. This chapter provides the reader with an in-depth view of where the issue currently stands by means of referring to statistics. Next, the chapter gives background on current campaigns related to HIV/Aids awareness and prevention, as well as related issues such as teenage pregnancy campaigns. The campaigns under examination include advertisements in the South African media, as well as an African and abroad context, in order to be able to make comparisons and make conclusions on the differences in such campaigns.

1.4.5 Chapter five

After providing the reader with a foundation regarding literature pertaining to this study, as well as a view on the destruction that HIV/Aids is causing the country, a problem statement and related objectives were formulated. From these objectives hypotheses were drawn up which were tested by means of an experimental study in an empirical study. This chapter also explains the methodology and sampling procedure which were used to test hypotheses.

1.4.6 Chapter six

Results of both the exploratory study is presented in this chapter. The demographic data that was collected in focus groups is discussed. Next, the researcher elaborates on the findings in the focus group discussions, as well as the independent and group efforts in rating the pool of 9 advertisements.

1.4.7 Chapter seven

This chapter elaborates on the results found in the study. Based on these results, the researcher provides interpretations of the statistics. These interpretations are linked to the theories which were discussed in Chapter 2 to Chapter 4. Certain findings are also justified by means of incorporating the qualitative discussions from the two independent focus groups.

1.4.8 Chapter eight

Given the results discussed in Chapter 7, relevant conclusions are made in Chapter 8. Conclusions are elaborated on and form the basis for recommendations. Recommendations are made based on the findings and their implications in practice. Finally, an opinion is offered for future research and the limitations of this specific study.

CHAPTER 2: MARKETING, ADVERTISING AND SOCIAL CAMPAIGNS

2.1 INTRODUCTION

This chapter defines relevant marketing concepts, focusing on the development of social marketing. Terminology such as 'marketing' and 'advertising' will be expanded on. Social marketing will be defined, its origin investigated. Strategic implementation of social campaigns will also be explored. Literature pertaining to execution styles will be assessed, as advertising content and execution styles form the basis of this study's problem statement and research topic.

2.2 MARKETING

As described by Lamb et al. (2004) "marketing is the process of planning and executing the concept, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisation goals." A definition which summarizes the essence of marketing in brief, is that marketing aims to "meet needs profitably" (Kotler & Keller, 2006).

Marketing comprises two facets. Firstly, marketing is a philosophy and attitude where management orientation emphasises the need to ensure customer satisfaction. Secondly, marketing comprises the activities concerned in order to execute these philosophies (Lamb *et al.*, 2004). Figure 2.1 depicts a simplified version of how a typical marketing system would operate.

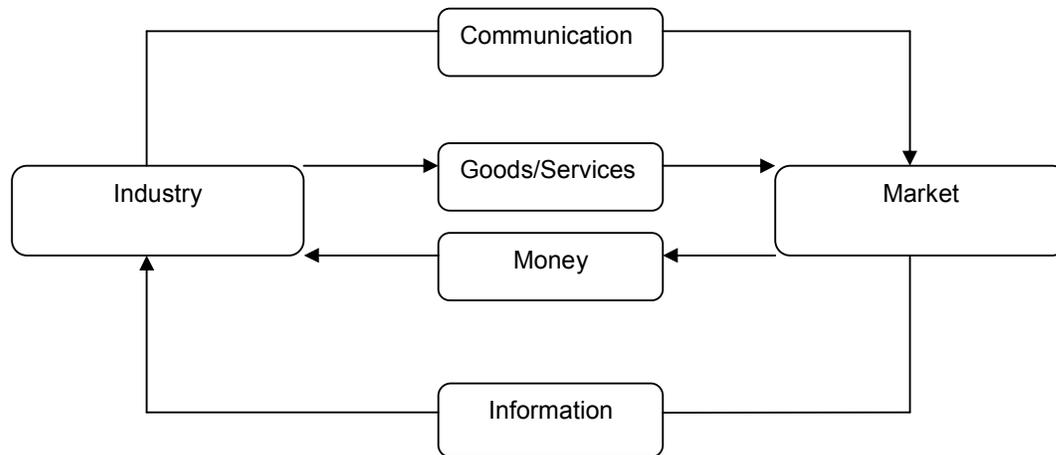


Figure 2.1: Simple Marketing System

Source: Kotler & Keller (2006:11)

The marketer’s task is to develop a set of effective marketing activities so to deliver value to the consumer (Kotler & Keller, 2006). Marketing is a process of creating demand for products and services. By creating a demand, marketing forms a mediating factor for creating supply (Lamd *et al.*, 2004). Marketers create this demand for products and services by making use of the traditional marketing activities known in literature as “The Four P’s”, which will be elaborated on.

Marketing, as explained above, traditionally refers to commercial marketing. Owing to the nature of this study, it should be noted that in the marketing context, commercial and social marketing exist as two separate disciplines (Weinreich, 1999). The distinction between commercial marketing and social marketing should therefore be established: commercial marketing practices are made use of in the commercial, or trade industry, (what could be classified as profit organisations), whereas social marketing applies to non-profit organisations (Andreasen, 1995). We need to differentiate between the marketing efforts of for-profit organisations and non-profit organisations. The underlying goal is the key factor. For-profit organisations employ marketing efforts in order to gain financial benefit and generate an income, whereas a social campaign’s primary goal is to influence behaviour at no added financial gain (Kotler *et al.*, 2002). An explanation for the existence of social marketing, first as an extension of commercial marketing and now a discipline on its own, will be explored throughout the chapter.

2.2.1 What can be marketed

Almost anything can be marketed. Kotler and Keller (2006) list the following elements as marketable:

- Goods: these include physical products or goods that can be kept as inventory by companies. These goods usually make up the largest part of a country's production and marketing, as it includes products ranging from food to motor cars to accessories.
- Services: services are intangible deeds or performances executed by companies to satisfy their customer base. Examples include restaurants providing services in the form of preparing meals, to spas performing massages.
- Events: events which can be marketed include trade shows and artistic performances. Marketing occurs by advertising the event's particulars such as the date, time and place of occurrence.
- Experiences: an example can be marketing of the experience a consumer will attain from visiting Disney World.
- Persons: marketing of persons occurs mostly in the form of celebrities promoting themselves. Elections also form a part of person marketing as candidates are marketed.
- Places: marketing of places is usually aimed at tourists with the intention to create a demand for visiting a country, city or town.
- Properties: properties can be marketed by means of advertising either intangible ownership or physical ownership. Physical ownership in property advertising includes promotion of actual sites available, including homes or land, where intangible property include financial property such as stocks.
- Organisation: marketing of organisations also occurs as organisations aim to build a loyal customer base and strengthen the perception of the brand name associated with the organisation.

- Information: schools and universities make use of informational marketing when they sell information that has resulted from research done by staff or students. Universities conduct major research programmes resulting in the sale of the results found
- Ideas: ideas can be marketed and promoted, for instance, drunken driving campaigns like “Arrive Alive”. The focus of this study will be on the marketing of ideas, more specifically social campaigns regarding safe-sexual behaviour.

2.2.2 Holistic marketing

Holistic marketing involves the “development, design, and implementation of marketing programmes, processes, and activities that recognises their breadth and interdependencies” (Kotler & Keller, 2006). Holistic marketing therefore recognises the independence of each component in marketing, as well as the dependent nature of each component on the next. Components included in holistic marketing are summarised in Table 2.1 (Kotler & Keller, 2006).

Given the above table, and owing to the nature of this study, it can be stated that emphasis will be placed on social responsibility marketing. Social campaigns, such as the Love Life campaign, stem from this dimension. The results of marketing activities do not stop at the company and the target market but, because they are marketed holistically, extend into the community (Kotler & Keller, 2006).

Social marketing promotes social welfare amongst communities (Weinreich, 1999), and can therefore be recognised as social responsibility marketing and part of the holistic marketing concept. Certain corporate social initiatives are worth mentioning in the context of this study. Table 2.2 illustrates all the types of corporate social initiative

Table 2.1: Dimensions of Holistic Marketing

Dimension	Sub-dimension
Internal marketing	Marketing development Senior management Other departments
Integrated marketing	Communications Products and services Channels
Relationship marketing	Customer Channel Partners
Social responsibility marketing	Ethics Environment Legal Community

Source: Kotler & Keller (2006:18).

Corporate social marketing, as well as cause marketing, are of specific relevance to safe-sex campaigns such as Love Life and condom advertisements. These types of advertisements aim to induce a change in behaviour, from maladaptive and risky sexual relations, to more cautious sexual behaviour.

Table 2.2: Corporate Social Initiatives

Type	Description
Corporate Social Marketing	Marketing efforts in support of adaptive behavioural change in the form of campaigns
Cause Marketing	Marketing activities promoting a social issue prevalent in society by means of advertising and sponsoring
Cause-related Marketing	Occurs when donation of a set percentage of income is bestowed on a specific cause
Corporate philanthropy	Acquisition of gifts, time and money in order to donate these to a non-profit organisation
Corporate community involvement	Providing in-kind and volunteer services
Socially responsible business practices	Business activities aimed at protecting and improving environmental conditions and animal rights.

Source: Kotler & Keller (2006:22).

Marketing efforts therefore not only aim to change attitude, but also to induce change in behaviour (Bohner & Wänke, 2002). This change in attitude and behaviour can be induced through means of advertising, which forms part of the marketing mix as a promotional element (Lamb *et al.*, 2006), as mentioned previously.

2.2.3 Integrated marketing communication

As seen in Table 2.1, integrated marketing is a dimension of the holistic marketing concept. During the 1980s companies became aware of the need for a broadened view of marketing communication as well as integration strategies regarding elements in promotion. At this stage, fields including sales promotion, direct marketing and public relations confronted the role that advertising played in the marketing communication

process. This resulted in integrated marketing communication (IMC) (Belch & Belch, 2007).

IMC can be defined as the coordination and organisation of promotional elements along with other marketing processes responsible for communicating with a company's targeted market. Coordination and organisation of marketing campaigns results in a flawless strategy of increased impact on the targeted market, at minimal expenditure for the company (Clow & Baack, 2004). The perception that consumers develop towards a company, brand, product or issue is mediated by the contact individuals have with the promotional messages. By adopting an IMC strategy, companies ensure a unified and consistent image being projected to the consumers (Belch & Belch, 2007).

2.3 ADVERTISING AS A MARKETING ELEMENT

The Four P's constitute the marketing mix which marketers use as a set of tools in order to pursue marketing objectives (Kotler & Keller, 2006). Consumers' preferences related to products and services change with time. This requires a marketer to ensure an effective marketing mix based on the foundation of proper knowledge of the consumer in the specified target market (Lamb *et al.*, 2004). Price, place, promotion and product are what constitute the four P's. Advertising is regarded as an element of the promotional "P".

In the context of social campaigns, the Four P's, namely price, place, promotion and product, are also regarded as relevant (as will be explained in section 2.4). However, as cited in Weinreich (1999), social campaign literature has also developed an extended marketing mix more suited to the nature of social campaigns, comprising of four added "P" elements namely publics, partnership, policy and purse strings (as explained in section 2.4). The combination of all the marketing mix elements are strategised to influence a specific target market. A target market can be seen as the set of consumers towards which the company aims its offerings (Levy & Weitz, 2007).

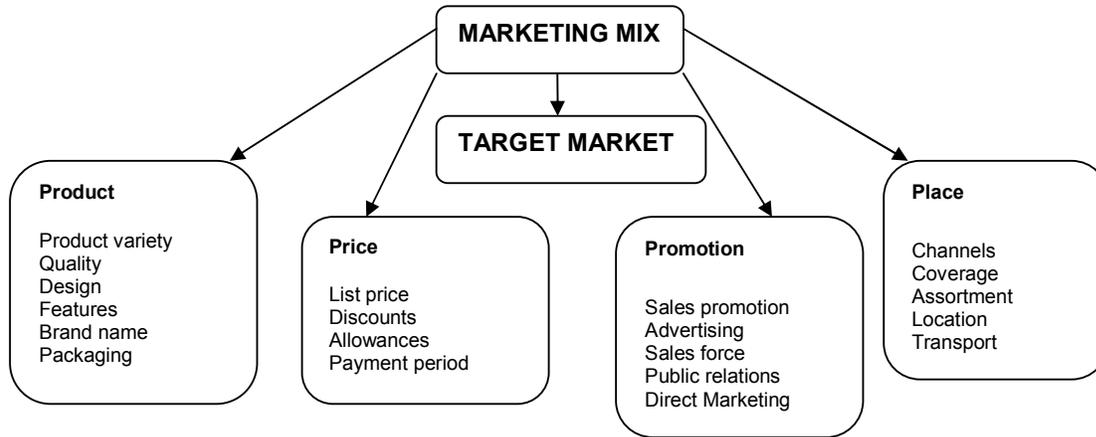


Figure 2.2: Four P Components of the Marketing Mix

Source: Kotler & Keller(2006:19)

In order to reach and influence the relevant target market, each advertisement has a tailored message. These advertisements are composed of embedded messages created by the promoter. Interpretation of an embedded message can be followed by analysing the Human Communication Process depicted in Figure 2.3.

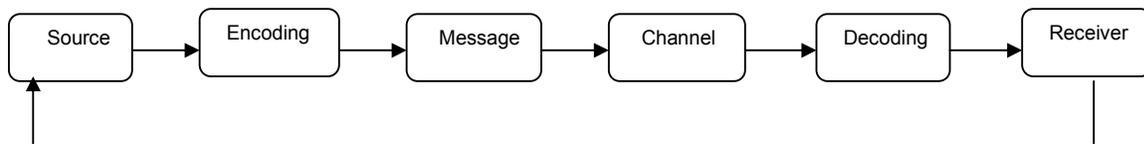


Figure 2.3: Human Communication Process

Source: Arens (2006:9).

A marketer and the company can be seen as the source of the advert. The source composes an advertisement by means of encoding it with relevant message elements. This message is then broadcast via a suitable channel eg. radio or television. Once broadcast, the targeted market, the receivers, decodes the advert in order to process the embedded message (Arens, 2006). Decoding of the message leads to an emotional trigger (given that emotional appeals are incorporated into the advertisements as in the case of social campaigns) if the advertisement and message are effectively composed.

The decoding of the message happens when an individual undergoes the cognitive process relevant to this study, and will be explained in Chapter 3.

Given the nature of the study, encoding (by the advertiser) and decoding (by the consumer) is of particular importance. Advertisements are encoded with specific appeals, which can either be regarded as rational or emotional. Rational appeals can be separated from emotional appeals as they are more informative and factual, whereas emotional appeals attempt to evoke emotional responses in the consumer (Arens, 2006). For the purpose of this study, reference will only be made to emotional appeals as the advertisements at hand rely on emotional stimulation. Emotional appeals include humour, fear, joy, health and guilt, to mention only a few (Arens, 2006). Because this study concerns social marketing issues related to HIV/Aids, and because the relevant advertisements attempt to alter maladaptive behaviour, the emotion of fear will be the focus. Fear-appeal, as has already been noted, has been found as the most effective means of stimulating a change in maladaptive behaviour (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975).

2.3.1 Types of advertising

The type of advertising chosen for a product, service or idea should be chosen carefully, as each market segment tends to make primary use of particular forms of advertising. As advertising is the means by which a marketer will reach the intended market segment, it is important that the type chosen correlates with the market segment's preferred type (Levy & Weitz, 2007). The main categories of advertising media can be described as follows:

- **Newspaper:** newspaper advertising is chosen by many smaller local firms. Newspapers have a high frequency as the distribution often occurs daily. Retailers tend to make use of newspapers in order to advertise operating hours, sales promotions and location. Because readers depend on newspapers to provide factual, informative stories, the credibility of newspapers is strong in relation to other means of advertising (Belch & Belch, 2007). The main advantage of using

newspaper as a method for advertising is the low cost component. (Lamb *et al.*, 2004)

- Radio: radio advertisements are usually developed with a small budget and therefore are used by many small, local organisations (Belch & Belch, 2007). Another advantage is that they can be scheduled at very short notice. A major disadvantage of radio advertising is the lack of visuals (Lamb *et al.*, 2004)
- Outdoor: the most popular form is in the form of billboards placed next to high traffic areas (Belch & Belch, 2007). Outdoor advertising can be seen as a flexible form of communication that can be executed at a low cost. Exposure frequency is extremely high, constituting a great source of brand recall (Lamb *et al.*, 2004)
- Magazines: magazine advertisements are usually aimed at niche markets, as each magazine is developed to target a small sub-set of consumers based on topic area (Belch & Belch, 2007). Even though magazines have good reproduction owing to the high quality of colour and images (Lamb *et al.*, 2004) a major disadvantage relates to the clutter found in magazines in the form of other advertisements competing for consumer attention (Belch & Belch, 2007)
- Television: advertisers seemingly enjoy the audiovisual advantage extended by television advertising, as it provides room for creative opportunities (Lamb *et al.*, 2004). Marketers match the advertisement shown on television, with specific shows. Therefore marketers account for the time slot chosen for an advertisement by analysing when the intended target market watches (Belch & Belch, 2007). Owing to the expensive nature of television advertising, it is usually used by highly established brands in large companies (Belch & Belch, 2007).

2.3.2 Advertising strategies

The purpose of advertisements is to persuade a person to act or behave in a specific manner as intended by the communicator responsible for the message. An important

element of the promotional dimension of the marketing mix is the message strategy, which involves message objectives and methods. The message strategy is an indication of what the marketer and advertiser wish to accomplish through the advertisement. Nine message strategies have been identified by O'Guinn, Allen & Semenik (2009), namely:

- Promoting the recall of a brand
- Linking of significant attributes to the brand's name
- Affective association: Getting the consumer to experience positive emotions about the brand
- Scaring the consumer in order to change actions
- Changing behaviour by creating anxiety
- Transforming consumption patterns
- Positioning the brand socially

The fourth message strategy, namely to scare the consumer, explains how fear-appeal communications operate in order to induce persuasion. The types of appeals in advertising are as follows (Clow & Baack,2004):

- Emotions
- Humour
- Music
- Rationality
- Scarcity
- Sex
- Fear

By making use of fear, advertisers attempt to create changed behaviour by promoting safe sexual behaviour (O'Guinn *et al.*, 2009). Fear appeals are strategic elements in advertising that aims to evoke an emotional reaction in individuals, and by so doing, motivate them to take action that will reduce the threat (Belch & Belch,2007). Fear appeals are aimed at initiating thought, which will hopefully result in action. When fear has been stimulated in a consumer, the advertisement also forms an element of relief by promoting the specific product that can be used to decrease the fear (O'Guinn *et al.*, 2009). Literature has

provided ample evidence on the proven effectiveness of fear-appeal communication, especially in social campaigns (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975). Condom advertisements are typically aimed at inducing fear by means of depicting what could happen if the consumer did not make use of the promoted product. In order for the fear appeal to be successful, a relevant threat should be made which the individual will perceive as applicable to his/her lifestyle (O'Quinn *et al.*, 2009).

2.3.3 The influence of effective marketing and advertising

As previously mentioned, industries make use of awards in order to commend those agencies that have created effective and creative advertisements. The South African advertising industry has developed means to commend agencies on the persuasion power that their implemented advertisements have created. In the South African context the Loerie Awards, Sunday Times Top Brands and the Annual APEX Awards are examples of honours received for advertising success.

Such awards are given based on different metrics used in order to determine the relevant advertisements' effectiveness, or lack thereof. These metrics tend to be based on the relative impact that marketing campaigns can have on brands, such as increased awareness (Bizcommunity, 2009; Egan, 2007), recall and recognition (The Loerie Awards, 2009; Shimp, 2010; Egan, 2007), return on investment (The Annual Apex Awards, 2008) and the value of a company's shares (Wiles & Danielova, 2009).

The next section will elaborate on the mentioned variables, which are said to be impacted by advertisements, in order to substantiate such claims by means of theoretical information.

2.3.3.1 What can be impacted

As cited in Wiles and Danielova (2009), research regarding advertising initiatives has provided evidence of the considerable impact that successfully executed advertisements

can have on a company's stock prices. Effectively composed advertisements also have the potential to impact the level of awareness a consumer has about the particular product or brand (Shimp, 2010), also influencing the ease of recall and recognition a consumer experiences in relation to specific advertisements and brands.

The APEX Awards analyse an advertisement's leverage on financial performance of the specific company in order to determine whether the advertisement affected a company's financial return on investment (The Annual Apex Awards, 2008). In particular, the APEX Awards can be seen as an effective means of determining advertising success by relying on measures other than recall and recognition. The APEX Awards rewards effective advertisements by means of focusing on an advertisement's outcome on the return on investment of the particular company (The Annual Apex Awards, 2008).

Given the nature and objectives of this study it is important to emphasise that before an advertisement can influence recall and recognition, awareness, return on investment or share prices favourably, the advertisements first have to influence the target market favourably in such a manner as to persuade and stimulate the intended behavioural outcome. In short, if advertising has the power to influence the above elements, advertising also has the potential to influence consumer behaviour, as is intended with social campaigns related to HIV/Aids and teenage pregnancy. Advertising campaigns promoting safe sexual habits in order to prevent HIV/Aids infection therefore have the potential to effectively persuade consumers to behave as intended.

2.3.3.2 Persuasion of advertising

The influence and persuasion of effective advertising should not be underestimated. Effectively integrated marketing communication (IMC) campaigns have the power to increase brand awareness and brand image, break through the clutter created by competitors, and ultimately persuade in such manner as to stimulate behavioural actions (Egan, 2007), to mention only a few. Emphasis should, however, be placed upon effectiveness: an IMC campaign will stimulate consumer behaviour only if the campaign and all elements integrated in the campaign are designed and executed effectively (Shimp,

2010). The lack of favourable results experienced by the loveLife campaign can partly be attributed to a deficit in effectively executed IMC, even though research concerning the running advertisements provides evidence of increased awareness (Avert, 2010). As cited in Shimp (2010) an advertisement provides little benefit to a company when it merely increases brand image or results in increased awareness, and fails to motivate purchase or behavioural intention. A social campaign's main objective is to change maladaptive behavioural patterns and not to increase the perception of brands relevant to such campaigns. Therefore, until advertisements pertaining to issues of social matters, such as unsafe sexual behaviour and HIV/Aids, result in changed behavioural patterns, objectives of the campaigns cannot be considered to have been reached.

It should therefore once again be stressed that funders such as the Department of Health and the Global Fund to Fight Aids, Tuberculosis and Malaria should not withdraw their funds, but should ensure that the funds are applied appropriately in order to achieve effective results..

2.3.4 Advertising execution styles

After having clarified the type of appeal, as discussed in section 2.3, an advertising agency, in collaboration with the involved firm, will then decide on an appropriate execution style (Belch & Belch, 2007). These executions styles will result in different content elements in advertisements. Clow & Baack (2004) define execution styles as the manner in which the advertisement's content will be presented, and therefore how what is said will be said. Execution is the way in which the chosen advertising appeal will be presented to the target audience (Belch & Belch, 2007). Literature provides the following execution styles when deciding on how to present the advertising appeal, and therefore when creating and encoding an advertisement:

- Demonstration advertising: demonstrative execution frameworks present the specific product in a demonstrative form in order to show how the relevant product would function and therefore also highlights specific product attributes (Egan, 2007; Arens, 2006; Clow & Baack , 2004;). Demonstration can occur by means of

showing the product in action, in a competitive nature, or in a before-after format as with cleaning chemicals (Arens, 2006). Demonstrative advertisements are highly suited for television advertising.

- Testimonial advertising: testimonial advertisements entail an individual, usually someone with known credibility (an everyday consumer to which other individuals can relate), admiring the product or service based on their own personal and positive encounters with the specific product or service (Belch & Belch, 2007; Arens, 2006). Testimonial advertisements have been found to increase the credibility of the product, brand or service owing to the fact that consumers identify themselves in the advertisement. (Clow & Baack, 2004). Testimonial execution methods are often used in social campaigns to provide credible examples of how the issue can influence a person's life.
- Factual advertising: execution methods that provide the receiver with straightforward facts and information about the product or service are referred to as factual advertising (Arens, 2006; Clow & Baack, 2004). High-involvement products typically make use of factual execution advertising (Belch & Belch, 2007), and as explained in social campaign literature, social campaigns are regarded as providing the recipients of the message with high-involvement decisions to be made (Andreasen, 1995). For this reason, factual advertisements are also made use of in social campaigns, typically as a means of providing the target market with straightforward facts or statistics in order to evoke fear in the recipients. Clow & Baack (2004) refer to this type of execution method as informative advertising.

Slice-of-life: this execution method generally involves a problem-solution approach when considering product and service advertisements (Clow & Baack, 2004). In slice-of-life advertisements, real life circumstances are depicted in order to involve the viewer by means of being able to identify with the "real-life" aspect of the commercial (Arens, 2006). Owing to this real-life component (Egan, 2007) slice-of-life advertisements are frequently used in fear-based HIV/Aids social campaigns.

- Animation: an animation execution style entails an advertisement composed of fictional characters generated by means of specialised computer programs or with the help of a creative team drawing the animated cartoon character (Belch & Belch, 2007:278). Such forms of advertising reaches specialised market segments such as children (Arens, 2006). The use of animation advertising has increased over time (Belch & Belch, 2007). There is also a trend of incorporating animated characters or cartoons into advertisements containing real people too (Clow & Baack, 2004).
- Dramatisation advertising: corresponding to the definition of a slice-of-life execution framework, dramatisation also focuses on providing a problem-solution type story-line to the consumers (Belch & Belch, 2007). The difference lies in the intensity of the advertisement, as dramatisation incorporates much more excitement and suspense, as well as the story-line's constructed format (Belch & Belch, 2007:281; Clow & Baack, 2004). The story-line typically presents the product as the star of the advertisement, and is seen as very successful in drawing the consumer into the story (Belch & Belch, 2007).
- Authoritative advertising: in this specific execution framework the advertiser's primary aim is to stimulate a more favourable perception towards its brand than towards competitive brands by including an expert in the field related to the specific product category (Clow & Baack, 2004). Egan (2007) refers to this type of framework as expert endorsement, where a known or supposedly credible expert attempts to convince consumers of the superiority of the product or service at hand.
- Celebrity endorsement: by employing a celebrity endorsement execution style the advertising content will comprise a celebrity, who is related to the product or service as well as the target market, with sufficient credibility to sell or promote the product (Egan, 2007). The credibility of the celebrity will "rub off" on the target market, (in the case of an effective fit between the two parties) stimulating the target market to imitate the celebrity's use of the product (Egan, 2007). Arens (2006) refers to this method of advertising as an execution framework.

- Comparative advertising: lastly, the execution framework in which a brand is directly compared to one of its competitors, usually the primary competitors, is called comparative advertising (Egan, 2007; Belch & Belch, 2007). Comparative advertising is seen as an effective way to present the consumer with the benefits of one product in relation to its direct competitor (Belch & Belch, 2007). It is also a useful method of positioning a brand in the market place (Egan, 2007). It is not allowed in South Africa.

The above summarises the execution styles available to an advertiser and marketer. It should be emphasised that the above information about execution styles is how far literature currently stretches, as little to no empirical testing has been conducted in this area, especially in the social campaign context. The purpose of this study will therefore be to broaden literature related to execution styles by means of assessing differing execution styles as they are relevant to social campaigns. Chapter 4 will assess current local and international HIV/Aids social campaigns and apply the above knowledge of execution styles in order to categorise the advertisements. This will allow the researcher to determine which execution styles are currently being implemented in HIV/Aids social campaign, and, in so doing, allow for empirical testing of relevant execution styles.

2.3.5 Advertising and social campaigns

Promotion and advertising form integral parts of the marketing mix and can be viewed as message development and execution (Lamb *et al.*, 2004). Promotion is the “coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea” (Belch & Belch,2007). Persuasive marketing communications have become dispersed and stand towards altering or strengthening individuals’ evaluations of specific marketed concepts (Foxall,2005).

As implicit communication occurs by means of the marketing mix, an organisation’s communication activities with the market-place occur by means of a promotional mix (Belch & Belch,2007).

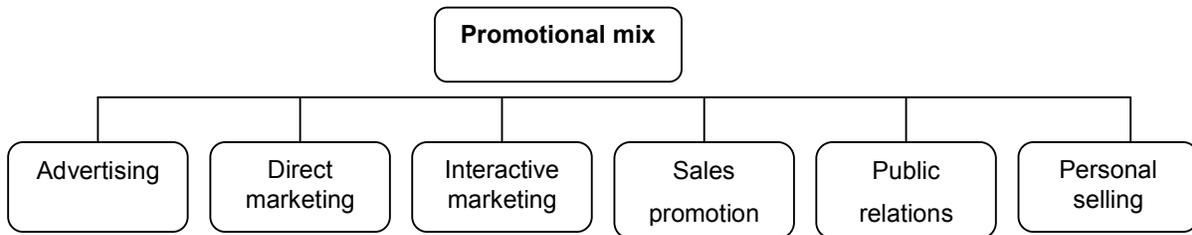


Figure 2.4: Elements of the Promotional Mix

Source: Belch & Belch(2007:17)

Each one of the elements in the promotional mix forms an important role in the integrated nature of marketing (Belch & Belch, 2007). The purpose of this study is to focus on the impact that certain persuasive forms of advertising have on consumers' behaviour. Persuasive advertisements promoting safe sexual behaviour can either be classified as advertising or public service announcements. Those campaigns generated by the government which are not paid for cannot be defined as advertising, but form part of public service announcements (PSAs).

Condom advertisements promoting not only safe sexual behaviour, but also a specific brand, can be called advertising due to the paid nature of the advertisement (O'Guinn *et al.*, 2009). For a communication method to be classified as advertising, it has to comply with three criteria (O'Guinn *et al.*, 2009):

- The communication has to be paid for by the company or organisation,
- The communication must be delivered via means of mass media aiming to reach a large number of individuals,
- The communication must attempt to persuade

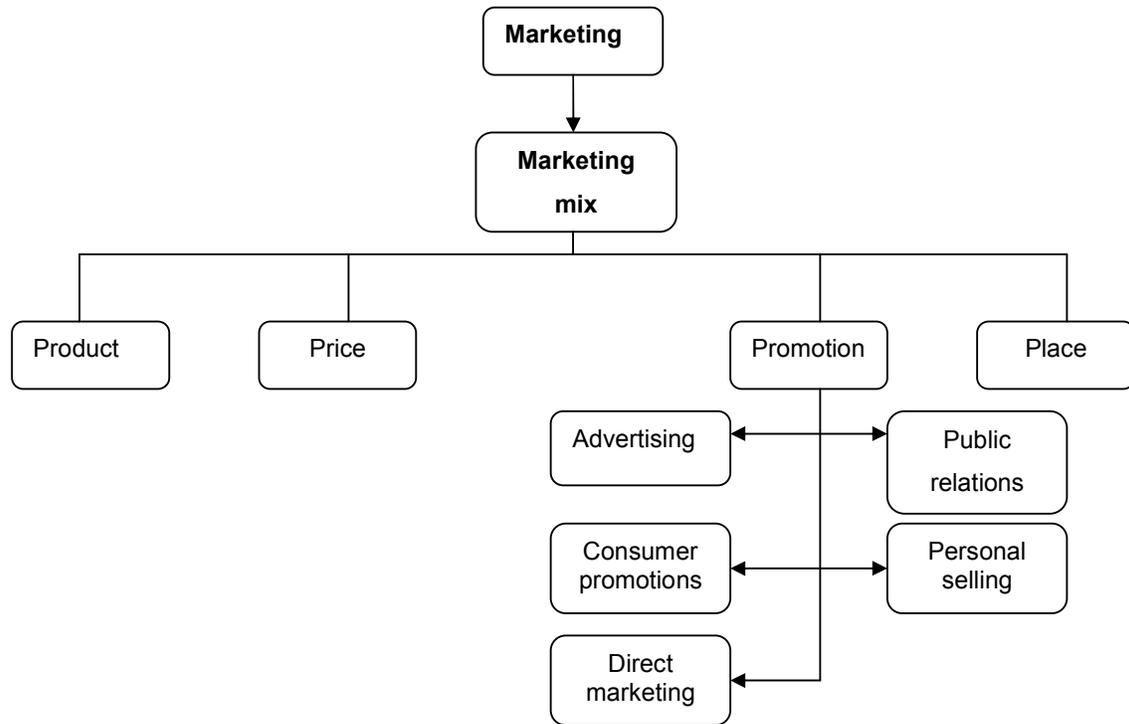


Figure 2.5 Extended Marketing Mix

Source: Adapted from Clow & Baack (2004).

Advertising can be regarded as a mass-media communication vehicle that is paid for by the advertising party, with the primary aim to persuade (O’Guinn *et al.*, 2009). Figure 2.5 depicts the fit of advertising into the marketing mix. Advertising forms part of the promotional element of the marketing mix; social marketing is an extension of the concept (Kotler *et al.*, 2002).

2.4 SOCIAL MARKETING

Social marketing exists in the advertising context (Kotler & Keller, 2006; Kotler *et al.*, 2002). Most social health campaigns appeal to an individual by means of evoking an emotion, and by creating awareness in order to create a change in attitude and behaviour. Fear-appeal communications have the potential to impact consumer choice and behaviour

if the message is effective. Studies published between 1953 and 1980 involving fear-arousing communication concluded that increased acceptance of recommended behaviour is noted with an increase in the level of fear (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975).

Social health campaigns aim to evoke a change in attitude or behaviour by including relevant elements in an advertisement that will trigger an emotional response. Marketers promoting, for example, condom usage aim to evoke a need for *safety* by using the product or showing the recommended behaviour to be followed. In selecting the advertising appeal, it should then be decided whether rational or emotional appeals are the most appropriate advertising approach to follow. For the purpose of this study, focus will be on *emotional* appeals, more specifically *fear*.

2.4.1 The origin and definition of social marketing

Social marketing is a term developed by Kotler and Zaltman (1971) in the article “Social Marketing: An Approach to Planned Social Change” in the *Journal of Marketing*. Before the introduction of the term “social marketing”, various practices were already established with the aim to induce behavioural change. These practices included health communication, health promotion, public communication and public promotion campaigns in an effort to stimulate a community’s well-being (Andreasen, 1995).

The term “social marketing” as first defined by its creators is “the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving consideration of product planning, pricing, communication, distribution, and marketing research” (Kotler & Zaltman, 1971). This definition, however, proved problematic in the following ways (Andreasen, 1995):

- There was confusion between the terms social marketing and societal marketing, as social marketing attempts to change an individual’s attitudes, beliefs and behaviour towards a relevant social issue, and in so doing benefit society, whereas societal

marketing merely involves the marketing of political and regulatory issues. It lacks the aim of behavioural change to benefit society with regards to a social issue.

- There was debate about whether social marketing is limited to non-profit organisations or could be applicable to the commercial sector too, as the commercial sector can also promote awareness of, for example, breast cancer. However, the commercial sector does not have behavioural change as the primary purpose of its campaign, and is more focused on promoting the company's image. As social marketing's primary purpose is to promote and induce behavioural change, the commercial sector cannot be regarded as an active participant in social marketing.
- Social marketing is not merely employed to influence the "acceptability of social ideas". Social marketing does not attempt to influence acceptability of social issues. It aims to steer maladaptive behavioural change towards more cautious behaviour, and therefore involves much more than just "ideas". The term *social marketing* encompasses change in the values, attitudes and beliefs (Andreasen, 1995).

Given the above problems, many corresponding and extended definitions related to the original definition of social marketing have emerged. After having assessed all available definitions related to the concept, it is evident that researchers do agree on certain aspects. It is safe to conclude that social marketing is a framework derived from commercial marketing which applies commercial marketing practices in order to analyse, plan, execute and evaluate campaigns and programs that attempt to influence the relevant target market's voluntary behaviour. Such campaigns require the target market to accept, reject, modify or abandon a specific behaviour in order to advance their personal wellbeing as well as that of society (Stead, Hastings & McDermott, 2007; Kotler *et al.*, 2002; Andreasen, 1995).

Social marketing resembles commercial marketing in that both attempt to sell a specific product or service to the targeted consumers (Weinreich, 1999). In commercial marketing the product being promoted and sold would be tangible, such as toothpaste, food, automobiles or other fast-moving consumer-goods. In the case of social marketing, the

product being sold is behavioural change (Kotler *et al.*, 2002). As noted in the operationalisation of the term *social marketing*, campaigns typically aim to stimulate one of four behaviours (Kotler *et al.*, 2002):

- Have the target audience accept a new, recommended behaviour
- Persuade the target audience to reject a future behaviour
- Stimulate the target audience to modify their current behaviour, or
- Have the target market abandon a current behaviour

2.4.2 Commercial to social marketing

As the definition states, social marketing is a practice that employs specific marketing principles (Kotler *et al.*, 2002). Social marketing was first seen as an extension of commercial marketing, however, lately marketing academics and practitioners validate the expansion of social marketing to becoming a distinct principle (Weinreich, 1999). As cited in Kotler and Zaltman (1971), G.D. Wiebe asked the question why brotherhood cannot be sold like soap. This question became a catch-phrase in social marketing. It highlights the similarities existing between commercial marketing and social marketing as it is now accepted that ideas such as brotherhood can be promoted and sold in the same way as a bar of soap.

However, commercial and social marketing are distinguishable from each other when one considers the product type being sold (Kotler *et al.*, 2002). Commercial efforts are devoted to selling products, services and brands (Lamb *et al.*, 2004) whereas social marketing's bottom-line, or primary goal, is to stimulate behavioural change (Andreasen, 1995). Given the distinction, it should be emphasised that even though the product being promoted or advertised differs dramatically between the two disciplines, the means of persuading and influencing are similar, if not identical, as will be highlighted later (Kotler *et al.*, 2002)

Commercial marketing techniques are developed by means of determining a product's marketing mix, also referred to as the "Four P's". As mentioned previously, the Four P's comprise product, place, price and promotion (Lamb, *et al.*, 2004). Social marketing makes use of the Four P's in the same way that commercial marketing does. However the

meaning of each of the “P’s” are different in social and commercial marketing (Weinreich, 1999). The Four P’s will be described next in order to show the extension of the commercial marketing tool into social marketing practices (Weinreich, 1999):

- **Product:** In commercial marketing terms, product would usually refer to the product being sold or promoted. In social marketing the product refers to the specific behaviour that the marketing communicator wants the target audience to adopt. In the case of this study, the product would be “abstinence”, “condom usage” or “safe sexual behaviour patterns”.
- **Price:** This element, in commercial marketing, would be the price at which the promoted product is sold. With reference to social marketing, price is what the target market must sacrifice in order to be able to accumulate the social marketing product, ie, the behaviour. This price could be monetary or intangible - such as an emotion. A monetary price would be what the individual has to pay in order to attain condoms, and in so doing, practice safe sex. An emotional aspect to price could be the embarrassment that the individual undergoes in order to purchase the condoms, or the social rejection from the participating partner not wanting to use a condom during intercourse.
- **Place:** The means of distributing the product, and therefore where the product will be sold, is what commercial marketing refers to with regards to place. In social marketing, place refers to where the target audience should be made aware of the issue and also the recommended behaviour, therefore, where the target market will best be influenced by the social campaign. The most successful place is usually where the target market has to make the relevant decision. For issues such as HIV/Aids and Drug Abuse, for example, a campaign can be placed at the target market’s recreational stations, for example, clubs, restaurants and social lounges.

Promotion: Promotional aspects in commercial and social marketing are largely defined in the same manner: how will marketers get the relevant message to the relevant target market

The above provides evidence of how commercial marketing techniques are employed in social marketing efforts. Adding to the above, social marketing has extended the “Four P’s” with four more “P’s” in order to better suit the social marketing context. The extended “P’s” include (Weinreich, 1999):

- **Publics:** In the social marketing context, publics refer to the all of the participating individuals as well as the individuals that the campaigns must reach and address. Therefore, publics include the target market who need to change a specific trend of behaviour (external public) and policymakers, as well as staff and involved supervisors (internal public) who need to approve of the campaign as well as adopt an urgent desire to change the specific behaviour and create awareness about the related issue.
- **Partnership:** Often, in social marketing, related issues are of such a complex nature that the resources and skills of one non-profit company will not prove sufficient. Therefore, related companies often source each other in an effort to combine initiatives to serve the specific cause. An example in the HIV/Aids social marketing context is that of the World Health Organisation (WHO) and UNAIDS.
- **Policy:** Social marketing has the potential to dramatically influence and persuade the relevant target market to adopt more cautious sexual behaviour patterns (for example) in the short run. However, often the external environment does not allow the such adopted behavioural patterns to be sustained in the long run. As a result, a need sometimes exists to implement a policy that facilitates long term behaviour change. A good example of such a policy is that of prohibiting smoking in public areas.
- **Purse Strings:** The last “P” related to social marketing is “purse strings”. This refers to the means of funding in social marketing. Commercial companies usually draw finances from sales of the specific product that is to be promoted, or from start-up capital. As social marketing is largely conducted by non-profit organisations, such monetary savings are often not available. Purse Strings are therefore the funders

involved in providing the finances in order to promote awareness of the specific public health issue.

The above concludes the marketing mix for social campaigns. By means of implementing and using the “Eight P’s”, social marketers are able to compose a marketing plan and initiate the social marketing process.

2.4.3 The social marketing process

As noted earlier, social marketing is developed and extended from principles of traditional marketing (Kotler *et al.*, 2002; MacFadyen, Stead & Hastings, 2003; Weinreich, 1999; Kotler & Zaltman, 1971). Even though social marketers employ characteristics of commercial or traditional marketing, the task of social marketers can be regarded as much more daunting than that of the commercial sector. As cited in MacFadyen *et al.*, (2003) the task of segmenting, positioning and creating a distinguishing advantage is regarded as more complex in social marketing than in commercial marketing:

- The product in social marketing is more complex compared to commercial marketing as social marketing involves selling a behavioural concept
- The target market of social campaigns is more difficult to reach than in commercial marketing
- The recipient or consumer of a social campaign is more involved than the recipient of a commercial advertisement, and
- Competition in social marketing campaigns are more subtle and varied than in traditional marketing practices, as the competition is the current or preferred behaviour.

Despite the above, social marketing practices still succeed after implementing the (adapted) techniques of traditional commercial marketing disciplines. The strategic process of social marketing is therefore similar to that of commercial marketing because both start the procedure with efficient market research (MacFadyen *et al.*, 1999). Figure 2.6 depicts the social marketing process as adapted from Kotler *et al* (2002).

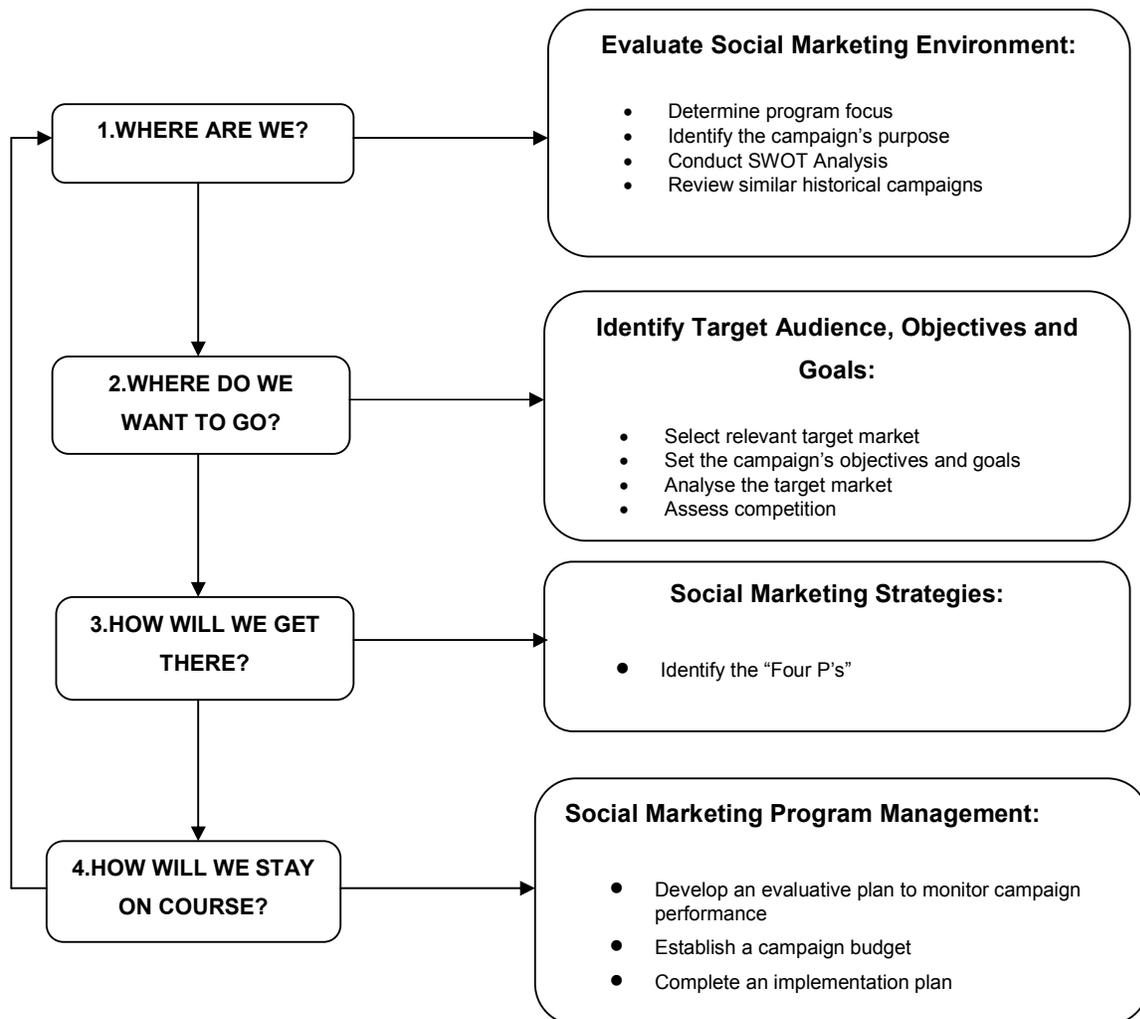


Figure 2.6 Social Marketing Plan Process

Source: Kotler *et. al.* (2002:35)

When one analyses the figure, the similarities between social and commercial marketing are evident in the planning process. As suggested by the arrow on the side, the process should be regarded as a reoccurring evaluation of the market. Social marketers should therefore constantly re-evaluate in order to reconsider potential shifts in the market, target market, competition etc. (Andreasen, 1995).

Even though the process of social marketing is similar to that of commercial marketing, and one would consider the creation of social campaigns to occur with ease, this is not the case. As cited in Kotler *et al.*, (2002) a major challenge presented to social marketers, as compared to traditional (societal) marketers, lies in the reasoning that social marketing is dependent on an individual's voluntary conformity of behaviour, and not by economic, regulatory, coercive or legal forms of persuasion (Kotler *et al.*, 2002).

2.4.4 Social campaigns and advertising appeals

Advertising campaigns are defined as sets of interconnected marketing communication efforts which revolve around one theme or idea that appears in various types of media across a specific time line (Belch & Belch, 2007). As mentioned in previous sections, advertisers make use of appeals in advertisements in order to reach specific advertising objectives (Clow & Baack, 2004). Advertising appeals are defined as the approach implemented by marketers in order to attract the attention of the targeted market, and in order to influence their feelings towards a product, service or idea (Belch & Belch, 2007). The types of advertising appeals generally used by marketers include (Belch & Belch, 2007; Arens, 2006; Clow & Baack, 2004):

- Rational appeals: attempts to influence the consumer based on his/her need for practical, informational and utilitarian products and services.
- Emotional appeals: influences the individual's psychological and social need for engaging in some purchase behaviour. Traditionally marketers make use of depictions which trigger the feelings and needs of consumers as a means of persuasion, hopefully resulting in purchase.

Emotional appeals include safety, security, ambition, fear, pleasure, love, affection and pride (Belch & Belch, 2007). Social health campaigns aim to evoke a change in attitude or behaviour by including relevant elements in an advertisement that will trigger an emotional response. The Selected Advertising Appeals in Table 2.3 expand on this idea. Social marketers promoting, for example, condom usage, aim to evoke a need for *safety* by using the product or showing the recommended behaviour to be followed. In selecting the advertising appeal, it should be decided whether rational or emotional appeals are the

most appropriate advertising approach to follow. As mentioned, for the purpose of this study, focus will be on *emotional* appeals, more specifically *fear*.

Social marketing campaigns make use of marketing principles and ideas in order to sell or create awareness of a pro-social idea or belief (Witte, 2006). Condom advertisements attempt to promote safe sexual behaviour and a cautious attitude (the individual does not want to contract HIV/Aids or an unwanted pregnancy).

Table 2.3: Selected Advertising Appeals

Approach		
Needs	Rational Advert Appeals	Emotional Advert Appeals
Self-Actualisation	Opportunity for more leisure Efficacy in operation or use	Ambition Avoidance of labourious task Curiosity Entertainment
Esteem	Dependability in quality Dependability in use Enhancement of earnings Variety of selection	Pride of possession
Social	Cleanliness Economy in purchase	Cooperation Guilt Humour Sexual attraction
Safety	Durability Protection of others Safety	Fear Health Security
Physiological	Rest or sleep	Appetite Personal Comfort

Source: Adapted from Arens (2006:377).

Most social health campaigns attempt to appeal to an individual by evoking an emotion and creating awareness in order to adopt a change in attitude and behaviour. Fear-appeal communications have the potential to impact consumer choice and behaviour if the message is effective. Studies published between 1953 and 1980 involving fear-arousing communication concluded that increased acceptance of recommended behaviour is noted if there is a commensurate increase in perceived level of fear (Floyd *et al.*, 2000).

2.5 CONCLUSION

This chapter provided a thorough understanding of the marketing concept and demonstrated the importance of advertising in marketing. Also addressed in this chapter was how social campaigns fit into marketing by means of advertising. Highlighted in this section is the origin and thought behind social campaigns as well as the functioning of the discipline in marketing terms. Concluding the chapter, it is seen that previous literature provides ample evidence of the effectiveness that social campaigns (which incorporate *fear* as an emotional appeal), can have on the targeted market's maladaptive behaviour patterns. This chapter has looked at social campaigns, and extends the concepts to fear-based campaigns such as HIV/Aids campaigns. Given the foundation provided by this section, the following chapter will delve into concepts related to fear-appeal as applied to the consumer. Cognition, emotion and the behaviour of consumers will be explored in terms of the impact of advertising, more specifically in fear-based social campaigns.

CHAPTER 3: CONSUMER PSYCHOLOGY AND THE PROTECTION MOTIVATION THEORY

3.1 INTRODUCTION

As stated in Chapter 2, fear-based social campaigns such as HIV/Aids campaigns rely on emotional stimulation of the target audience in order to achieve a certain adapted behavioural outcome (Rogers, 1975). Emotion, as a construct, forms part of consumer psychology (Holbrook & Batra, 1987). Consumer psychology also encompasses the relevant constructs of the previously stated objectives, which are to be assessed for this study.

A thorough framework of consumer psychology will be established in this chapter. Consumer psychology can be seen as a construct consisting of consumers' attitudes, behavioural intent, emotions and cognition. Cognitive psychology emphasises internal stimuli, cognitive events and mental processes that occur due to environmental stimulation, which results in a stimulated response from the consumer (Foxall, 2005). A highly cited theory related to all of the above constructs is the Protection Motivation Theory (Rogers, 1975). The Protection Motivation Theory (PMT) is a premise based on the cognitive process of altering behaviour by means of changing a consumer's attitude and opinion as well as by means of evoking an emotional reaction in the consumer through the stimulation of, for example, television advertisements. This chapter will explain in depth the dimensions of consumer psychology in depth, and conclude by assessing what influence each dimension has on the others.

3.2 PROTECTION MOTIVATION THEORY

Given that the constructs to be assessed for this study form the core constructs of the PMT, this theory will be discussed in-depth. The Protection Motivation Theory, developed

by Rogers (1975), provides empirical information on the vital social cognitive processes which result in protective manners. The media draws attention to social campaigns emphasising essential protective behaviour (Floyd *et al.*, 2000) by making use of fear-appeals. Fear-appeal advertisements traditionally vary in content. This content can vary on the basis of three categories, namely (Severin & Tankard, 1997; Tanner *et al.*, 1991; Rogers, 1975):

- The noxious or unfavourable event's personal relevance to an individual. Therefore, does the event have any relevance to an individual and his or her way of life
- The likelihood of occurrence, including what the chances are that the relevant event could occur.
- The recommended solution that should be followed.

The three elements above each induce a cognitive mediation process. The Protection Motivation Theory (PMT) consists of two stages of processing. In the first stage, known as threat-appraisal, the individual undergoes a cognitive process by evaluating the threat. Threat-appraisal consists of assessing the severity or magnitude of the event (therefore the degree of impact the consequence can have on the individual's life), and susceptibility of the individual (therefore the probability that the event could occur to the individual). Secondly, the individual will assess the recommended solution or coping alternative and as to its perceived effectiveness (known as *coping appraisal*). *Coping appraisal* consists of response-efficacy and self-efficacy. *Response efficacy* refers to the behaviour recommended by the communicator and *self-efficacy* refers to the evaluation of the individual's own capacity to be able to effectively adopt the recommended response (Rogers, 1975). Figure 3.1 depicts the PMT model.

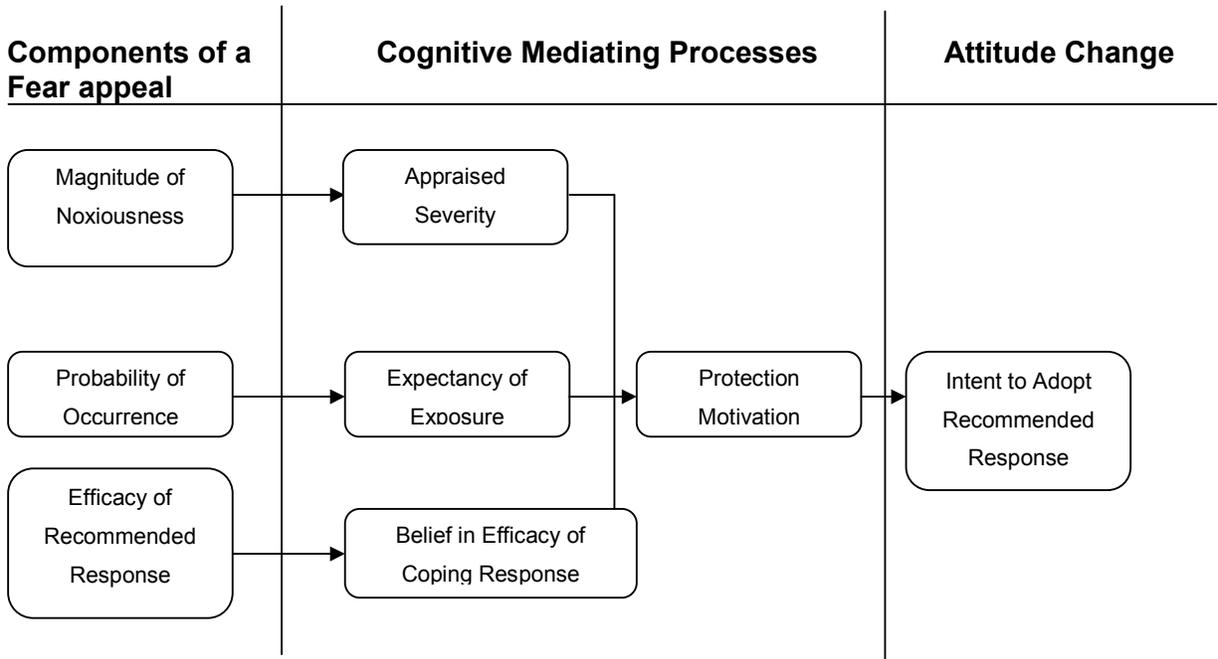


Figure 3.1: Protection Motivation Theory

Source: Rogers (1975:99)

Variables in the PMT can be operationalised as follows (Rogers, 1975):

- Susceptibility

Susceptibility refers to the probability that the event could happen to the individual. Therefore this dimension refers to how susceptible or vulnerable the individual feels with regards to a specific depicted event and to what degree they find the event to be applicable to their current lifestyle. By referring to Figure 3.2 the reader will also develop a better understanding of where susceptibility fits into the PMT as a whole, and develop a better understanding for the construct.

- Efficacy

Efficacy consists of response-efficacy and self-efficacy, where *response-efficacy* refers to the communicator's recommended manner of behaviour and *self-efficacy* the evaluation of the individual's own capacity to adopt the recommended response. Therefore efficacy is the cognitive process whereby the individual assesses the communicator's recommended behavioural manner, and decides whether he/she has the ability to act in the recommended way.

- Attitude

Attitude is a learned tendency to behave in a consistently favourable or unfavourable way (Schiffman & Kanuk, 2007). Therefore an attitude is formed based on an individual's inclination to act in a specific way. An individual forms an attitude based on what he/she has learned and adopted as favourable or unfavourable in previous experiences.

- Behavioural intent

Behavioural intent is the degree to which a respondent is likely to change their behaviour, therefore whether the individual intends changing past behaviour in future.

- Fear-appeal

As this study is based on fear-based safe sex advertising campaigns, it is also necessary to include an operationalised definition of *fear*. *Fear* is an emotion in response to an unfavourable situation that is perceived as threatening. *Fear* is the reaction when an individual feels at risk (that their physical or psychological well-being is being threatened) (Rogers, 1975).

PMT stems from the Expectancy Value Theory. As cited in Rogers (1975), Atkinson, Edwards, Lewin and Tolman stated that an individual's inclination to behave in a specific manner correlates to the expectation that the specific behaviour will result in a consequence, and the value that the individual links to the outcome. Therefore, individuals act in a particular manner because of the specific consequences they expect will follow. As stated in Rogers (1975), Hovland and colleagues, the creators of the Expectancy Value Model, provide support for Rogers' notion of the content in fear-appeal advertisements and also identified the three stimuli present in fear appeal (Rogers, 1975), as mentioned previously.

The combination of the three cognitive processes, resulting from fear-appeal, arouses what is termed "protection motivation". Depending on the amount of protection motivation experienced by an individual, the recommended solution of the communicator will either be accepted and adopted, or rejected (Rogers, 1975). In sum, protection motivation is a cognitive process that results owing to a noxious depiction of an event, which is perceived

as relevant to an individual. The communicator must include a solution or recommended behaviour, which will be termed the *recommended coping response*. The recommended coping response should be perceived as being effective in alleviating the unfavourable situation. If the event is depicted as not severe, a low probability of occurring, or that nothing can be done in order to cope with the circumstances, no protection motivation would be aroused and no change in behaviour noted. The noted change in behaviour is not mediated by the presence of fear, but rather the sum of the protection motivation aroused by the cognitive appraisal process.

Rogers revised the PMT in 1983, and redefined it towards an attitude-based model. The revised model incorporates rewards associated with ignoring protection adoption and continuing with maladaptive behaviour, as well as the cost associated with adopting the recommended behavioural patterns (Ruiter *et al.*, 2001). A cost associated with eg. safe sex and usage of protection, would be that of condom purchases. Another example in terms of non-monetary value can be that of gaining weight when having quit smoking.

3.2.1 Protection motivation theory's empirical support

At the time of Rogers' first paper, there was little empirical evidence/data available to support the PMT. However, he was able to use studies with similar variables (noxiousness, probability and efficacy) where support of the PMT model was found. These studies provided evidence that when fear was manipulated, the magnitude of the perceived severity of the threat altered the response, leading to change in behaviour (Rogers, 1975).

The first meta-analysis conducted on PMT was done by Floyd *et al* (2000), who found strong support of the PMT and its components. In the analysis, 65 studies were included. The meta-analysis supported the PMT theory in that the following evidence was found: with increase in threat severity, threat vulnerability, response efficacy and self efficacy, significant alterations were also evident in a change from maladaptive behaviour to more cautious behaviour. It was found that the decision to change to more cautious behaviour is a function of how severe an individual perceives the situation to be (Floyd *et al.*, 2000).

Milne, Sheeran and Orbell (2000) also conducted a PMT meta-analytic review where the reported studies showed support of the model.

Ruiter *et al.* (2001) argued that the PMT has undergone extensive evaluation by many researchers by means of experimental and non-experimental questioning. All studies reviewed by Ruiter *et al.* (2001) confirm the overwhelming support of the relationship between threat-appraisal elements and coping-appraisal elements (Ruiter *et al.*, 2001).

Witte (1992) created a model known as the Extended Parallel Process Model (EPPM) that suggests that the presence and realisation of threat instigates danger control processes as first reaction. Danger control processes evoke a protective behavioural reaction of coping and avoiding the unfavourable situation, where fear control is the reaction of wanting to escape (Ruiter *et al.*, 2001). Having said that, the individual perceiving the threat will evaluate the communicator's given solution on the basis of perceived effectiveness and feasibility, and response thereafter will depend on the coping appraisal's viability. Witte (1992) stated that if a communicator's coping solution is perceived to be ineffective or have low self-efficacy, the resulted outcome will be fear arousal. Stated differently, the individual will maintain the maladaptive behaviour because of denial and avoidance. Having said the above, it is important to note that an advertisement attempting to arouse an emotional state of fear in order to sway an individual towards a more appropriate behaviour, must contain the right combination of elements and level of fear appeals. The communicator must have a well-developed coping response to offer in order for the campaign to reach its goal of altering attitude and behaviour (Rogers, 1975; Witte, 1992).

3.2.2 Contradicting evidence and limitations

Janis and Feshbach (1953) conducted research on fear-appeal, concluding that one should assume an inverted U-shape relationship where moderate levels of fear arousal (instead of high levels as explained by the PMT) suggests the highest degree of persuasion (Nabi, 1999). Higbee (as cited in Rogers, 1975) suggested reasons why studies may vary in evidence and support of the PMT model, such as Janis' Family-of-Curves model. One of the reasons could be that the topic of discussion may differ in

magnitude of noxiousness, therefore influencing different findings. If a topic has undergone extensive research and individuals are well aware of the formalities and investigation results, evidence may appear contradictory (Rogers, 1975). It can be concluded that individuals seem to experience less fear arousal with topics discussed more frequently and, therefore, can present opposing evidence to that of what the PMT states.

3.2.3 Adapted and revised PMT

An attitude is an acquired tendency to consistently act in a constructive or adverse way (Schiffman & Kanuk, 2007). Marketers often attempt to alter behaviour by first changing consumers' attitudes (Hawkins *et al.*, 2007), and it is therefore evident that a relationship exists between attitude and behaviour. Owing to this relationship, and the important role that not only behavioural intent, but also attitude, play in this study, an adapted PMT will be conceptualised.

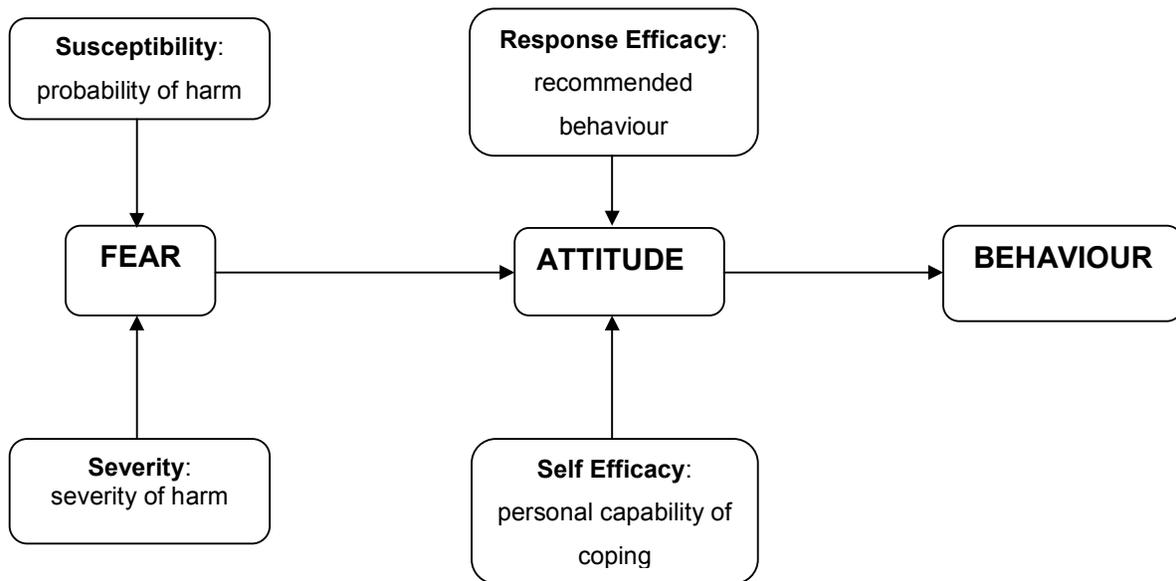


Figure 3.2: Conceptualised Revised Protection Motivation Theory

Source: Arthur & Quester (2004:680)

This conceptualised model is based on the revised PMT (Rogers, 1983), taking attitude into consideration, as well as the revision of Arthur and Quester (2004), explaining the treat-appraisal process that indirectly influences change in consumer behaviour by means of the mediating variable, namely fear. The conceptualised model for this study can be presented as depicted in Figure 3.2.

As was shown in following sections of this chapter, literature concerning consumer behaviour has provided consistent evidence of the influence of emotional reactions on attitude, as well as the influence that attitude then has on behavioural intention (Shiffman & Kanuk, 2007; Hawkins *et al.*, 2007; Bohner & Wänke, 2002; Bagozzi *et al.*, 2002; Blackwell *et al.*, 2001). When referring to Figure 3.2 the variable emotion is *fear*, as this study deals with this specific emotional reaction.

The sequence depicted in the conceptualised model, Figure 3.2, namely fear-attitude-behaviour, includes the primary variables which will be tested in the study. The PMT constructs, namely susceptibility, severity and efficacy, will be measured indirectly by means of the core constructs of the revised PMT. The means of measuring these constructs will be explained in Chapter 5. Given the relationship between emotions and attitude, and attitude and behavioural intent, the revised PMT model will be applied in order to include the relationship between attitude and behavioural intent. These core components, namely attitude, emotion and behavioural intent, form part of what is called consumer psychology. An in-depth explanation of each core dimension will follow.

3.3 ATTITUDE AND BEHAVIOUR

3.3.1 Attitude

This section expands on relevant theory concerning attitude and behaviour, and provides the relationship thereof.

3.3.1.1 Definition

By expressing likes and dislikes, the individual is showing an attitude (Blackwell *et al.*, 2001). The most compelling definitions of attitude include (Bagozzi *et al.*, 2002):

- Attitudes are an individual's evaluation of objects,
- Attitude is a psychological tendency that consumers express by analysing a specific entity with some magnitude of like or dislike,
- Attitude is an association in an individual's mind between an attitude object and the analysis thereof.

For the purpose of this study, attitudes can be operationalised as being an acquired tendency or inclination to continuously act in a constructive or adverse way (Schiffman & Kanuk, 2007). This definition can be subdivided further, namely (Shiffman & Kanuk, 2007):

- Attitude as an object.

When statements are made regarding attitude objects, researchers are referring to consumption as well as marketing related constructs like products, events, services, brands, and, in the case of this study, cause-related issues.

- Attitude as a learned predisposition

The formation of attitudes is due to direct experiences. Owing to the motivational drive of attitudes, an individual can either be driven away or towards certain behaviour.

- Consistency as the nature of attitudes

Even though attitudes should not be considered everlasting, the nature of an attitude can be seen as relatively consistent with a particular behaviour. Attitudes are stable, but do have the potential to be changed.

- Attitudes are situational

A situation, therefore an event, predicament or type of circumstance, influences the relationship between an attitude and the related behaviour. Because attitudes have the

tendency to be altered, a situation can cause an individual to react in ways that would seem contradictory to the individual's actual attitude.

3.3.1.2 Attitude models

3.3.1.2.1 Tri Component Model

The result or outcome of an attitude can occur in three types of responses, namely, cognitive, affective and behavioural (Bohner & Wänke, 2002). In an effort to document the fundamental components of an attitude, researchers have combined the above three responses to form the Tri-Component Attitude Model (Schiffman & Kanuk, 2007). The cognitive response or component comprises the knowledge, skill and perceptions the individual has learnt owing to the interaction of direct experience of the attitude object (Schiffman & Kanuk, 2007). In the case of this study, the attitude object can be defined as cause issues and ideas such as safe-sex campaigns and sexual education. The affective component encompasses a combination of feelings and emotions that the individual is experiencing towards the cause or issue, ie. the safe-sex campaigns. These emotions will regulate the way the individual evaluates the attitude object and, as a result, form either a favourable or unfavourable perception (Schiffman & Kanuk, 2007). Lastly, the conative component can be defined as the magnitude of probability that the individual will respond with the specific action or behave in a certain manner towards the attitude object (Bohner & Wänke, 2002).

As the attitude object of this particular study is cause or issue advertisements, in particular safe-sex campaigns, the above three responses can be put to practice as follows: a person may strongly believe that sexual education is ineffective and that this lack causes unwanted teenage pregnancies and the spread of HIV/Aids (cognitive). As a result, the individual experiences emotions caused by factors like abortion and foster homes (affective). The individual decides to increase the distribution of condoms in schools and improve sexual education programmes (conative).

3.3.1.2.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) is based on the formation and change of attitudes due to differing levels of involvement with the attitude object. The ELM concerns the success of communication as a persuasive tool and organises, categorises and explains the steps involved (Hawkins *et al.*, 2007).

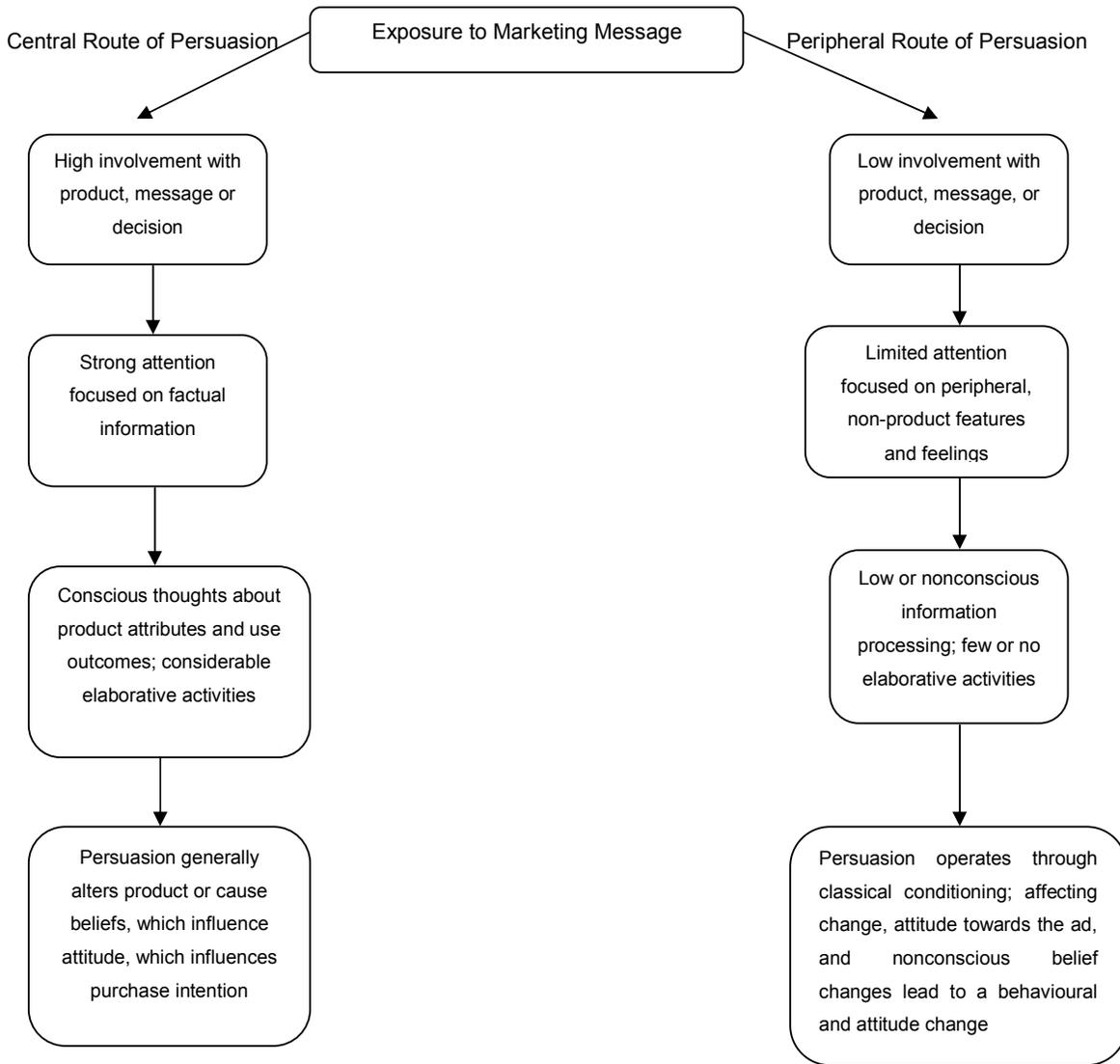


Figure 3.3: Elaboration Likelihood Model

Source: Hawkins *et al.*, (2007)

Two routes of persuasion may be followed, based on the ELM. The central route of persuasion involves cautious and thoughtful contemplation of the information provided by the persuasive communication advertisement. The peripheral route of persuasion involves change in attitude without careful examination of the information provided. In depth attention is required in the central route of persuasion, so this route is more lasting than the peripheral route of persuasion (Petty & Cacioppo, 1986).

Table 3.1: Assumptions of the ELM

Assumptions of the ELM	
1	People are inspired and motivated in order to hold the right attitude
2	Even though the desire to hold the right attitude is present in individuals, the magnitude of issue-relevant elaboration in which individuals are capable and willing to engage in order to assess a message will vary with different circumstances and consumers
3	Variables have the potential to alter the course of attitude change by <ul style="list-style-type: none"> • Offering persuasive arguments • Offering peripheral stimuli or cues and/or • Influencing the direction and magnitude of issue and argument elaboration.
4	The processing of message content and drive to do so in an objective way can be affected by variables by either enhancing or reducing message examination
5	Variables with the potential to affect message processing in a biased way can result in a favourable or unfavourable motivational outcome.
6	When a decrease in the drive and ability to process arguments occurs, peripheral cues become the significant factor in influence and vice versa.
7	Attitude changes that are the result of processing issue-relevant arguments will result in greater temporal perseverance, improve prediction of behaviour and increase resistance to counter persuasion as compared to attitude changes that occurs due to peripheral cues.

Source: Petty & Cacioppo (1986)

Because the topic of this paper is fear-based safe-sex advertising campaigns, the ELM is applicable. It is a model that focuses primarily on exposure to influential methods of

communication (Petty & Cacioppo, 1986). Table 3.1 summarises the assumptions that the ELM holds.

3.3.1.2.3 Attitude-Towards-The-Ad Model

The development of this model was an attempt to understand the influence and role that advertising has on the consumer's attitude formation towards products, events, services and, as in this study, causes advertised. When a consumer is exposed to an advertisement, he/she will develop an affect response (as a set of emotions), and judgements (owing to the cognitive response) towards the advertisement and its content..

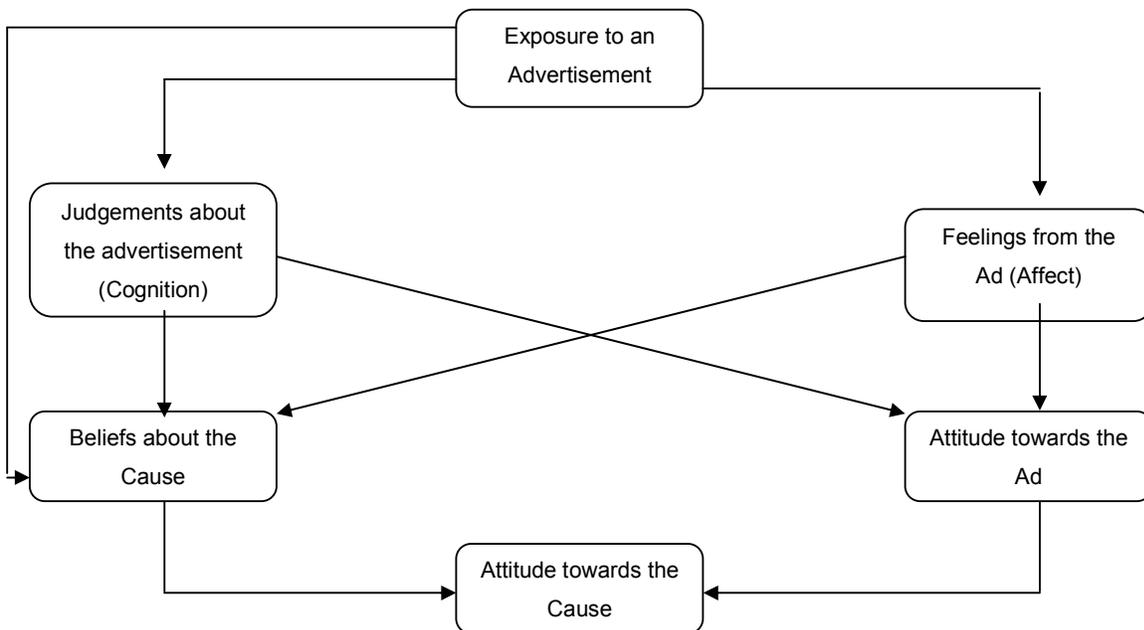


Figure 3.4: Relationship Between the Elements in an Attitude-Towards-the-Ad Model

Source: Schiffman & Kanuk (2007)

Attitude towards the depicted advertisement will be the influenced by emotions and judgements which are developed during exposure. Lastly, attitude towards the advertised cause (or product) will be affected by the attitude the consumer has developed towards the advertisement itself (Bohner & Wänke, 2002).

3.3.1.3 Why consumers form attitudes

Each experience and encounter undergone by consumers can be categorised as either favourable or unfavourable. Therefore there is an element of either reward (in favourable conditions) or punishment (in unfavourable conditions) in each experience. Attitudes develop in order to function as the practical element which signals rewards or punishment (Bohner & Wänke, 2002). Attitudes may have the purpose of providing adhesive for social relationships, for example, attitudes are sometimes held which would result in a favourable evaluation by peers (Bohner & Wänke, 2002). Personal experience, family members and mass media play an influential role in the developing of consumer attitudes. The levels of cognition in consumers differ. Those consumers who enjoy high levels of cognition, including information rich advertisements, will form a positive attitude towards an advertisement if sufficient information has been included in order to satisfy the cognitive need. An unfavourable attitude will be created in the consumer who enjoys high cognitive involvement if the advertisement is lacking sufficient information (Schiffman & Kanuk, 2007).

3.3.1.4 Changing attitudes

Changing a consumer's attitude towards an advertisement and cause can result in transforming a non-user into a user, in the case of products, or a non-believer into a believer, in the case of causes (Blackwell *et al.*, 2001). Attitudes can be defined as constant structures. Even though attitudes are not easily altered (Evans *et al.*, 2006), there is potential for change (Schiffman & Kanuk, 2007). Marketers place great emphasis on morphing attitudes in favour of their brand or causes. In an attempt to change attitudes, marketers make use of the following strategies (Schiffman & Kanuk, 2007):

- Changing the motivational factor of consumers
- Making associations with a relevant person or group of people
- Resolving conflicting attitudes
- Adapting components in advertisements
- Changing the perception of competitors in the minds of consumers

Even though there are several applications appropriate to this study, the best means of changing attitudes (for this study) would be to change the motivational factor of consumers. This can be done by emphasising the need for adaptive motivation and therefore altered behaviour (Schiffman & Kanuk, 2007).

A recurring theme in attitude research is the use of fear-based advertisements to convince consumers to alter behavioural patterns. Fear-appeals are strongly related to persuasive literature. The success of fear appeals as a mediator for persuasion is highly dependent on the source's credibility (Evans *et al.*, 2006). The more credible the source, the more attention will be given to the content of the message. Subsequently, the greater the change in attitude will be. This notion is based on the premise that consumer will experience increased cognitive dissonance when the message source is perceived as credible (Evans *et al.*, 2006). Cognitive dissonance can be defined as psychological tension as a result of perceived irregularity in the cognitive process. If the credible source's message content contradicts with that of the receiver of the message, contradiction will occur in the cognitive process, therefore resulting in changed attitude due to the need of alleviation of the tension (Evans *et al.*, 2006).

Information processing is largely determined by the attitude of the individual. Individuals tend to avoid information that would be contrary to their attitudes and beliefs. However, consumers are often unwillingly exposed to information that contradicts their attitudes and beliefs. In such a situation, it has been proven that individuals interpret the message content in such a way that it becomes coherent with their beliefs and attitudes (Bohner & Wänke, 2002). A relationship that has received much attention in the body of literature on consumer behaviour is that of attitude and behaviour. An attitude held towards a specific attitude object, such as cause-related safe sex campaigns, may become a mediator for the resultant behaviour, therefore outcome influences the behaviour (Bohner & Wänke, 2002). A favourable attitude can be seen as a requirement in order for consumers to develop a favourable behavioural intention (Blackwell *et al.*, 2001).

Because the link between attitude and behaviour is important, the next section will attempt to explain behaviour, in detail, as well as the models related to the relationship between the two.

3.3.2 Behaviour

3.3.2.1 Definition

As stated by Schiffman and Kanuk (2007), consumer behaviour can be defined as the behaviour that an individual displays when searching for products and service, as well as procuring, using, evaluating, and disposing of the specific products and services that the individual expects will gratify their needs. Attitudes stem as a mediating factor for resultant behaviour (Bagozzi *et al.*, 2002). The ELM hypothesises that when a change in attitude has occurred following some deliberation, rather than a non-thoughtful process, the attitude is more inclined to result in behaviour (Bagozzi *et al.*, 2002). By analysing attitude, as defined by Evans *et al.* (2006), it is clear that behaviour is a result of attitude. Attitude is regarded as a mediating variable, equivalent to psychological procedures or states, which explains the steadiness of a consumer's constructive or adverse and cross-situational response toward a specific object (Evans *et al.*, 2006).

Behaviour is also called *response*. A sequence of attitude - intention - behaviour is the framework upon which the Theory of Reasoned Action and the Theory of Planned Behaviour is based. These theories demonstrate the relationship between attitude and behaviour, concluding that behaviour is the aftermath of attitude (Evans *et al.*, 2006).

3.3.2.2 Theories related to behavioural intent

3.3.2.2.1 Theory of Reasoned Action

As depicted in Figure 3.5, the Theory of Reasoned Action (TRA) posits the integration of elements of attitude in order to more successfully comprehend and predict behaviour

(Schiffman & Kanuk, 2007). By measuring subjective norms, a researcher will be able to understand intention. These subjective norms influence an individual's view of the advertisement, influencing intention (Schiffman & Kanuk, 2007). Intentions are results of attitude formation: the individual behaves in a specific manner, in a specific situation.

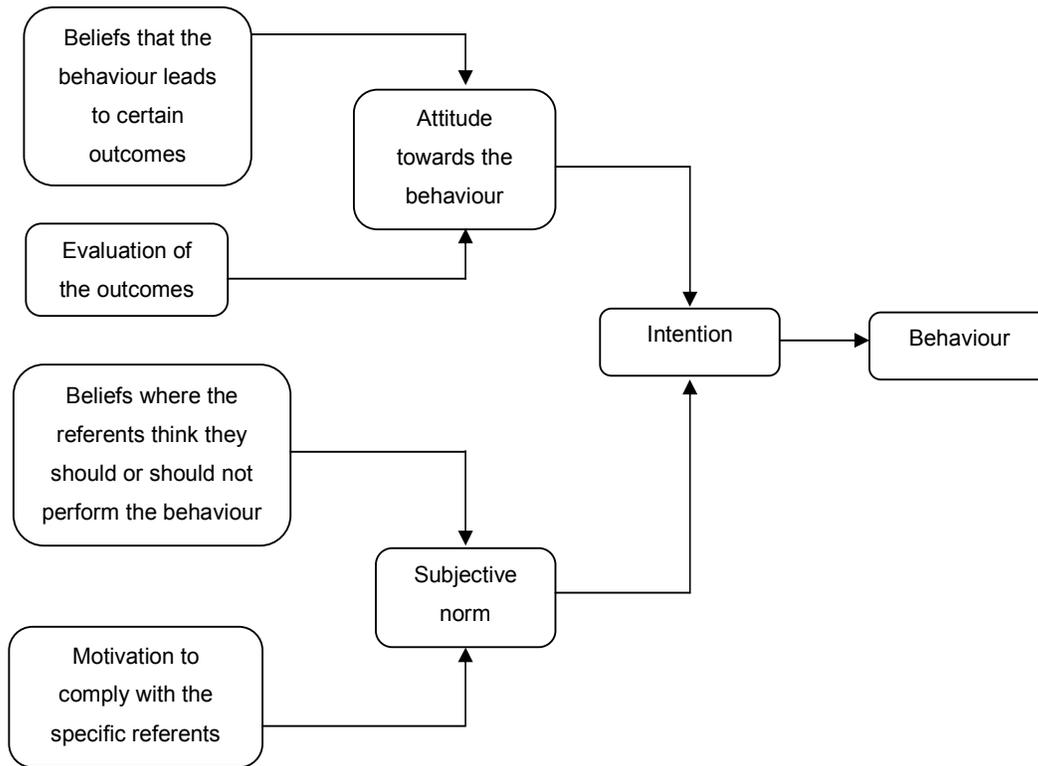


Figure 3.5: Simplified Model of the Theory of Reasoned Action

Source: Schiffman & Kanuk (2007)

The theory forecasts an individual's intention to engage in behaviour (Foxall, 2005). The TRA was later extended to become the Theory of Planned Behaviour (TPB) which includes perceived behavioural control along with subjective norms in order to predict behavioural intention (Foxall, 2005). Prior behaviour can also be seen as an independent predictor of behavioural intention. Studies have shown support of the notion that previous behaviour can account for prediction of future behaviour.

3.3.2.2 Behaviour Perspective Model

This model incorporates situational variables previously not included in other behavioural models, in an attempt to better predict consumer attitudes and behaviour. The model is based upon the consumer situation, which has direct impact on the shaping and maintenance of an individual's behavioural patterns. The *consumer situation* is the interaction and relationship between the consumer behaviour setting and previously learned history (Foxall, 2005). Figure 3.6 graphically depicts this.

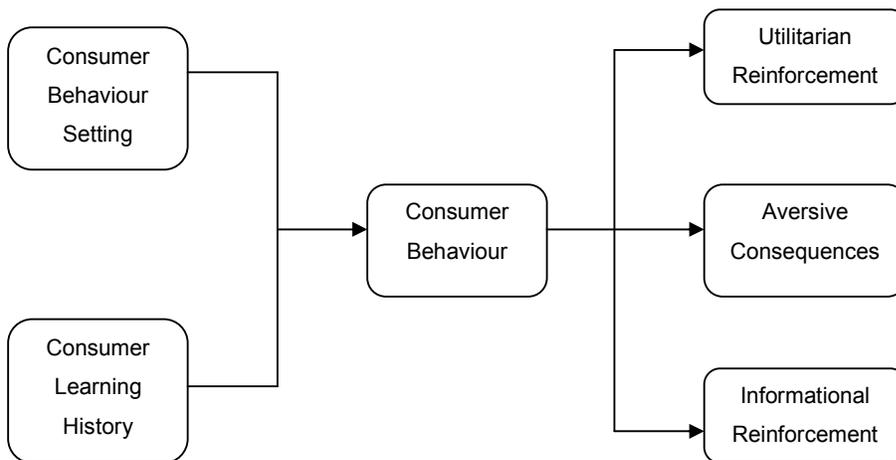


Figure 3.6: The Behavioural Perspective Model

Source: Foxall (2005)

It is a marketer's goal for persuasive communications to result in changed behaviour. Advertising campaigns such as fear-based safe- sex campaigns cannot be regarded as successful if the campaigns merely result in changed attitude. Behavioural adaptation is needed in order to conclude success (Bohner & Wänke, 2002). In conclusion, fear-based safe sex advertising campaigns should strive to change behaviour by focusing on the mediating effect of attitude-towards-the-ad.

3.4 COGNITION

The majority of a consumer's needs go undetected until arousal occurs. Arousal may be evoked by means of internal stimuli, environmental stimuli, emotional processes or cognitive processes (Schiffman & Kanuk, 2007).

3.4.1 Definition

Cognitive arousal can be seen as the random thoughts that individuals have which lead to cognitive awareness of a set of needs (Schiffman & Kanuk, 2007). Cognitive psychology emphasises internal stimuli, cognitive events and mental processes that occur owing to environmental stimulation, which results in a stimulated response from the consumer (Foxall, 2005). Figure 3.7, the Human Communication Process, demonstrates the way communication methods affect the consumer.

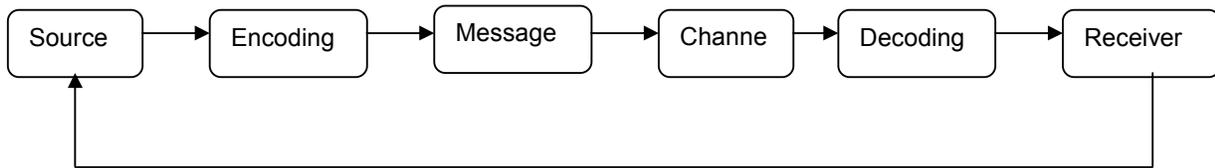


Figure 3.7: Human Communication Process

Source: Arens (2006:9)

A marketer and the company can be seen as the source of the advert. The source composes an advertisement by means of encoding it with relevant message elements. This message is then broadcast via a chosen channel eg. radio or television. Once broadcast, the targeted market, known as the receivers, decode the advert in order to reach the embedded message (Arens, 2006). Cognitive processes in the consumer occur in the decoding stage of the Human Communication Process.

3.4.2 Components of cognition

Cognition can be divided into 3 parts, namely, sensory memory, short term memory and long term memory. When initial analysis occurs, owing to environmental stimulus such as an advertisement, short term memory is used. Short term memory is the thinking process occurring in cognition. The received stimulus is interpreted and analysed in the short term memory by making use of data previously stored in the long term memory. The long term memory can be seen as a mental database where all the knowledge of individuals is stored. Depending on the processing stage in the short term memory, information may or may not be processed for storage in the long term memory (Blackwell *et al.*, 2001).

Sometimes consumers find themselves in conflicting situations where reasoning occurs. The reasoning happens because new information is being processed that is contradictory to information already stored in the memory. This can result in integration of the existing information with the newly processed information in order to create a new perception of the topic at hand (Evans *et al.*, 2006).

Information is stored in the long term memory in the form of mental representations. These representations can be stored in the exact form that the information was observed, or stored in a translated manner such as a developed perception or opinion (Blackwell *et al.*, 2001).

3.4.3 Cognition and marketing

Cognition results in learned experiences. Cognitive learning focuses on the mental activities involved in learning (Evans *et al.*, 2006). Once the information has passed through an individual's short term memory to be stored in the long term memory, cognitive learning has occurred (Blackwell *et al.*, 2001). When a consumer is exposed to an advertisement, the information presented in the contents of the advertisement will pass through the consumer's mind. Once located in the short-term memory, it will be determined whether the information will be stored in the long term memory or not (Bagozzi *et al.*, 2002). Advertisements relevant to this study occur in the form of mass

communication. The Passive Learning theory posits that when consumers experience exposure to an advertisement by means of mass communication, the consumer can either be engaged due to high involvement, or uninterested due to low involvement with the advertisement (Evans *et al.*, 2006). When consumers experience low involvement with the advertisement, cognitive intake and information processing is minimal. By providing repeated exposure to the advertisement, a basic perceptual framework can be instilled in the consumer's mind.

When thinking occurs, it is owing to short term memory (Blackwell *et al.*, 2001). The entire information processing sequence can be controlled by the short term memory. Short term memory is said to mediate, coordinate and integrate environmental stimuli. When information is received, the short term memory carries out these three functions and edits information, in order to give it meaning. Once meaning has been attached to information, this data can then be used (Foxall, 2005).

3.4.4 Cognitive response model

The Cognitive Response Model (CR) was developed as a persuasive theory. The CR model stipulates that the influence of variables upon persuasion is a function of the degree to which a person develops and considers his or her own distinctive reactions to the information received. Individuals are part of the persuasion process and they attempt to link information to that which has already been processed and stored. Thoughts are then self-generated, leading to attitude and attitude change (Bagozzi *et al.*, 2002).

3.4.5 Cognitive learning

Cognition is all the processes that result in sensory input transformation, elaboration, storage, recovery and use. Stages in cognition can be regarded as (Foxall, 2005):

- Sensation
- Perception

- Imagery
- Retention
- Recall
- Problem-solving, and
- Thinking.

Cognitive learning is determined by the following elements (Blackwell *et al.*, 2001):

- Rehearsal

Repetition is the mental echoing of received information by means of recycling the information in the short term memory. Repetition results in the transferring of the information from the short term memory to the long term memory. With strengthened repetition an individual is more likely to retrieve the information at a later stage as well as use it.

- Elaboration

Elaboration is based on the relationship between the newly interpreted information and existing stored information.

The process of cognition can be seen in Figure 3.8.

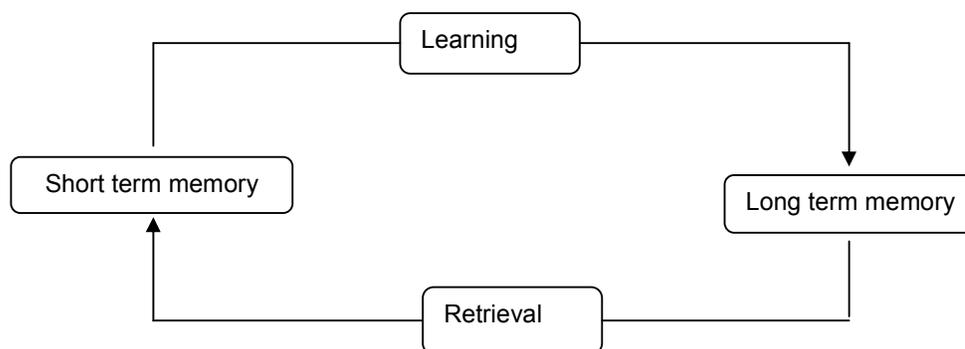


Figure 3.8: Cognitive Process

Source: Blackwell *et al.* (2001)

Elaboration impacts on the amount of learning that will take place by means of a positive relationship. Therefore the more elaboration occurs, the more learning takes place.

3.4.6 Cognitive dissonance

Cognitive dissonance is a term used to describe psychological tension that results due to inconsistencies in the cognitive process. When inconsistencies occur in the cognitive process, individuals experience doubt about whether right decisions have been made. Cognitive dissonance can be viewed as a motivating variable, as individuals will attempt to reduce the negative cognitive tension, and as a result be motivated to act in a different manner. Most advertising is focused on reassuring individuals that decisions that were made were the right decisions and can be termed post-purchase. Cognitive dissonance can also occur before a decision has been made. Therefore a consumer might be faced with many alternatives from which to choose, or simply be in confusion about whether or not to purchase a product. This may develop doubt, and the individual can therefore turn to an advertisement in order to overcome the dissonance. Fear-based advertising (such as is found in anti-smoking advertisements) reinstalls a desire to quit because it offers relieved dissonance due to the negative tension that was experienced when the viewer saw, for example, how a smoker's lungs appear after years of smoking.

3.5 EMOTIONS

3.5.1 Definition

Emotions are mental states or readiness caused by cognitive recognition or awareness of events and thoughts, have a phenomenological tone, result in psychological reactions, more often in the form of physical expression, and may conclude in behaviour which is believed to cope with the emotion (Bagozzi *et al.*, 2002). As stated by Holbrook and Batra (1987). Advertisements containing certain types of message content will produce certain relevant emotional responses. According to Bagozzi *et al.* (1999) emotions are reactions to evaluations that an individual makes towards something of significance to his or her

welfare. Emotions, defined, are an internal reaction. They are mental states of reaction caused by external stimuli such as events, agents, or objects. Emotions can be classified as either *approach* or *avoidance* response. *Approach response* is linked to emotions such as joy and pride, whereas *avoidance response* is linked to fear and sadness (Nabi, 1999)

3.5.2 Appraisal theories

One situation can evoke different emotions in different people. Appraisal theories refer to the central role of appraisals in the forming of emotions. The appraisal theories state that the vital determinant of an emotion is the concluded interpretation and opinion that is developed after an individual compares his/her actual state to the desired state.

Table 3.2: Appraisal Theory Emotions

Positive emotions motive-consistent		Negative emotions motive-consistent	
Appetitive	Aversive	Appetitive	Aversive
Surprise			
Hope		Fear	
Joy	Relief	Sadness	Disgust
Hope		Frustration	
Joy	Relief		
Liking		Dislike	
		Anger	
Pride		Shame	
		Regret	

Source: Bagozzi *et al.*(2002)

For emotions to be evoked in individuals, it is necessary that the individual perceives the situation to be relevant to himself/herself. In short, the individual must feel he/she has personal experience of the situation and can therefore judge and evaluate the circumstances (Bagozzi *et al.*, 2002).

Important to note is the difference between a mood and an emotion. Not only is a mood viewed as intentional and an emotion unintentional, but emotions have a higher intensity compared to moods. Advertisements can be divided into thinking adverts as well as feeling advertisements. *Thinking* advertisements are more factual and content aims to stimulate cognitive intake of, usually, product or brand related information. *Feeling* advertisements aim to evoke emotional reactions (Bagozzi *et al.*, 2002).

3.5.3 Fear as emotion

Emotions are phenomena which are observed by means of expression and behaviour. Researchers tend to define emotions based on a collection of cognitive analyses. (Niedenthal, Krauth-Gruber & Ric, 2006). As stated by Holbrook and Batra (1987), advertisements containing certain types of message content will produce certain emotional responses. Advertising campaigns promoting safe sexual behaviour and the use of condoms attempt to evoke an emotion of fear in the individual, which may persuade the individual to accept the message content and alter behaviour. *Fear* can be defined as an emotional response to a threat that has the potential to pose as a danger (Belch & Belch, 2007). Fear-appeal communications have the potential to impact consumer choice and behaviour if the message is effective. Studies published between 1953 and 1980 involving fear-arousing communication concluded that increased acceptance of recommended behaviour is noted when there is an increase in the perceived level of fear (Floyd *et al.*, 2000). Advertisers use fear-appeals because they result in the outcome expected by marketers. Making use of fear-appeals proves that an individual's attention is increased as well as the level to which they are persuaded, owing to exposure to the advertisement. If a consumer is more attentive regarding an advertisement it is more likely that information processing will occur effectively and result in the advertisement achieving its purpose. In

explaining the way that fear as an emotion operates in an advertising context, the behavioural response model should be considered (Clow & Baack, 2004).

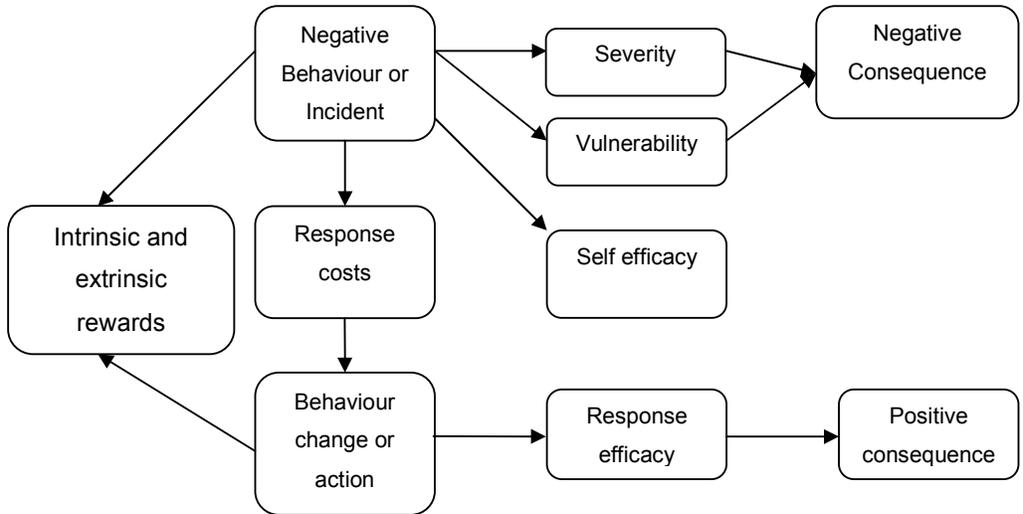


Figure 3.9: Behavioural Response Model

Source: Clow & Baack, (2004)

Figure 3.9 depicts which events will have which outcome: either negative or positive. After decades of studies researchers are still deliberating on how much fear is appropriate in the advertisement. Evidence shows that with increased levels of the emotion, *fear*, individuals experience an increased need to change behaviour and comply with recommendations given by the advertisement (Floyd *et al.*, 2000). The advertisers hope that use of fear-appeals will be strong enough so that the viewer’s attention is sufficiently stimulated in order to have impact on his/her cognitive processes and attitudes, but not so strong as to create anxiety resulting in avoidance behaviour (Clow & Baack, 2004).

3.6 CONCLUSION

All of the above provides the foundation on which the study can be developed. Literature clearly indicates the relationship between the consumer psychology dimensions, and

where they fit into the PMT. The Theory of Reasoned Action shows how it is believed that attitude will result in behaviour. Emotions are also closely related to attitude and behaviour which justifies the manipulation of emotions in advertising. By incorporating emotions into advertisements, specifically *fear*, advertisers have the potential to impact consumer choice and behaviour if the message is effective. Cognitive psychology emphasises the thinking process, cognitive events and mental processes that occur during environmental stimulation, which results in a stimulated response from the consumer. Cognition also leads to the viewer forming an opinion and adopting different behaviour. The PMT clearly recognises the relationship between these dimensions and has incorporated these into the PMT's functioning.

The PMT is a cognitive process resulting from emotional stimulation through fear-appeals, aiming to alter attitude and change behaviour. Fear-appeal stimulation will occur through means of advertising such as television and print advertisements. By clearly formulating the above relationships, it is hoped that this study will provide reliable and valid results.

The next chapter will explore current fear-based HIV Advertisements present in practice as well as allude to statistics related to the HIV/Aids epidemic in order to paint a picture of the need for effectively created campaigns.

CHAPTER 4: SOUTH AFRICAN SOCIAL CAMPAIGNS, CULTURES AND BEHAVIOUR

4.1 INTRODUCTION

Now that relevant theory related to social marketing and consumer psychology has been discussed, this chapter will proceed to apply the previous chapters' findings to the South African context. It can be assumed that the alarming HIV/Aids statistics prevailing in South Africa can be attributed (in part) to the behavioural patterns of South Africans, particularly their sexual habits. This chapter will thus assess the relevant statistics, as well as delve into the South African profile. The South African profile, or in other words the country's cultural diversity, will be discussed as literature provides evidence that cultural influences mediate the formation of attitude, which results in a specific behavioural response. HIV/Aids campaigns attempt to alter behavioural patterns, aiming to alleviate the alarming Aids-related statistics in South Africa. Current and historical HIV/Aids social campaigns will be assessed and classified according to the execution styles mentioned in Chapter 2.

4.2 INVESTIGATING CULTURE

Literature presents the importance of considering the cultural aspects when conducting behavioural studies. The following section briefly elaborates on cultural influences. As culture does not form the crux of this study, its complexity will not be investigated in depth.

4.2.1 Culture as a behavioural influence

As mentioned previously, social campaigns combating issues such as safer sexual behaviour in an effort to fight the spread of HIV/Aids, aim to do so by means of influencing the targeted market's behavioural patterns and habits. Behaviour can be referred to as a response. Behavioural theories such as the Theory of Reasoned Action and Theory of Planned Behaviour are structured around a theoretical sequence of attitude-intention-behaviour (Evans *et al.*, 2006). However, in order for an attitude to be formed, followed by the related behaviour, certain mediating variables are said to stimulate the attitude type/formation and behavioural action. One intricate variable is culture (Schiffman & Kanuk, 2007).

Literature presents various definitions of cultural composition. Some of these include (Kale, 1990):

- Culture can be defined as a learned, shared, compelling and interrelated bundle of symbols which influence members of a society by means of providing a bundle of orientations.
- Culture can be defined as an organisation of interrelated parts composed out of learned behaviours. The society mutually agrees on the outcomes of this behaviour, as well as how it is to be transmitted..

In conclusion, for the purposes of this study, the researcher will be referring to the accumulation of all learned beliefs, values and customs that act as a means of directing behaviour of a consumer who belongs to a particular society or cultural group (Schiffman & Kanuk, 2007). The following figure depicts how, or why, culture has an influence on an individual's behaviour.

Figure 4.1 presents how culture, and the related components forming subjective cultures, determines an individual's cognitive beliefs, practices as well as values, which ultimately

influence that individual's attitude and subjective norms, and ultimately impact on an individual's behaviour (Shiffman & Kanuk, 2007).

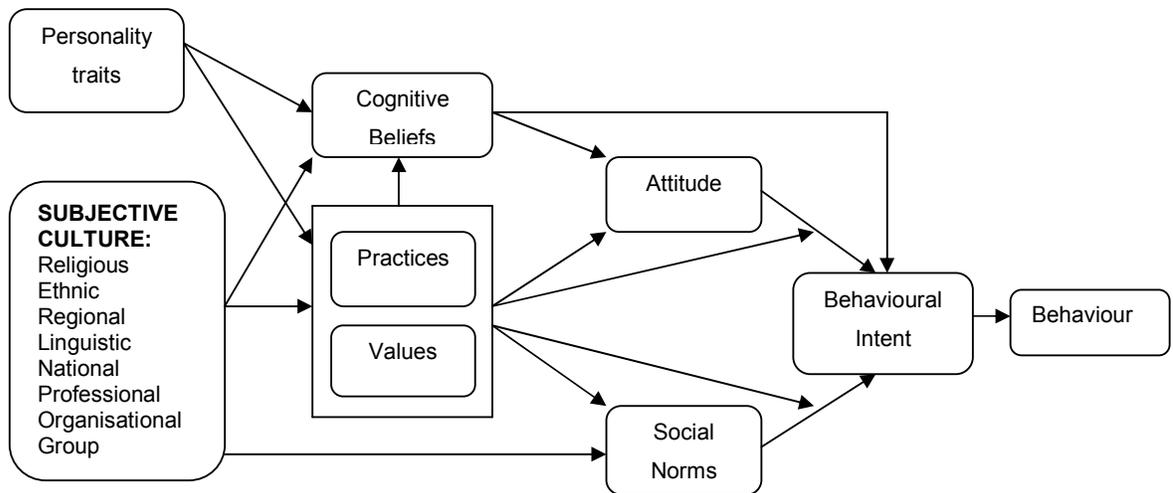


Figure 4.1: A Theoretical Model of Culture's Influence on Behaviour

Source: Schiffman & Kanuk, 2007: 396

It can therefore be stated that culture has an influence on consumers' behavioural patterns, and culture can therefore also be said to have an impact on individuals' sexual behaviour. Sexual behaviour is not a result of an individual's cultural background, however, *how*, *when* and *why* one would satisfy sexual needs can be related to cultural beliefs (Hawkins *et al.*, 2007). If differences exist in sexual behaviour patterns as a result of cultural classification, one can investigate whether social campaigns should consider diversifying their advertisements so as to communicate to different cultural groups. As cited in Lindridge and Dibb (2002) the extensive diversification existing among consumers has resulted in ineffective mass media communication strategies. It is therefore essential to investigate cultural differences in order to determine whether social campaigns should be adapted, thus being targeted to different cultural groups, or whether mass communication proves sufficient.

The definition of culture includes values, which are learned and transmitted through cultural belonging. It should also be emphasised that according to Schiffman and Kanuk

(2007) and Hawkins *et al.*, (2007) culture directs and influences behaviour. As sexual behaviour and thus, the practice of pre-marital intercourse, stem from a culture's pre-set values, it can be assumed that because different cultural groups have different values, sexual behaviour in one cultural group will differ from that of the next. It can be presumed that culture will affect, for example, the age at which individuals become sexually active, with whom, and whether protective sexual habits are practised. In investigating social campaigns and whether they result in protective behaviour, culture presents itself as a necessary variable to be investigated.

4.2.2 Cultural influences on marketing strategies

Although culture begins with the individual, it obviously impacts the consumer-goods domain. Culture is transferred back to the consumers by means of purchased goods which then stem as consumption-related vehicles in the form of, for example, advertising (Shiffman & Kanuk, 2007). Culture is captured in brands, as certain products may be targeted towards certain cultures. As a result, culture influences marketing strategies (Hawkins *et al.*, 2007).

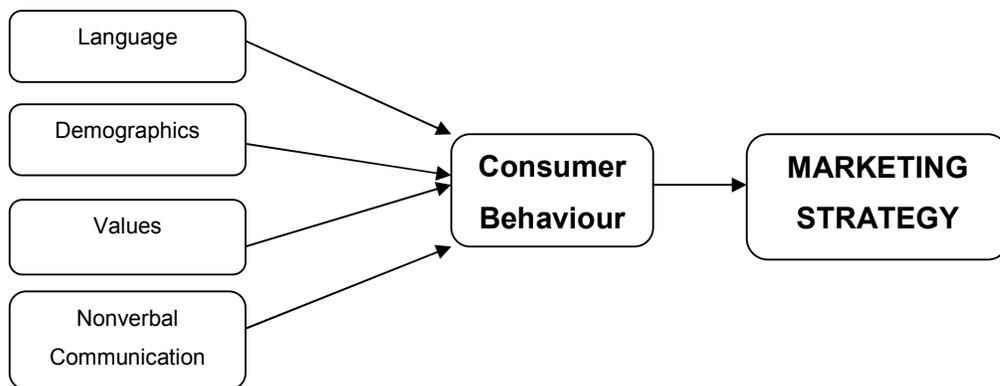


Figure 4.2: Cultural Factors' Influence on Behaviour and Marketing Strategies

Source: Hawkins *et al.*, (2007:40).

Figure 4.2 shows the influence that cultural components, such as values and language, have on consumer behaviour, which ultimately influences a product or brand's marketing and communication strategies. It should also be mentioned that marketing strategies, in turn, influence cultural aspects (Hawkins *et al.*, 2007). Owing to the impact that an individual's cultural background can have on his or her behavioural instincts, and because cultural origin influences the way in which an individual would satisfy sexual urges (Hawkins *et al.*, 2007), this study also investigated the possibility that fear-based HIV/Aids campaigns should be segmented according to cultures. In other words, the study investigated whether different cultures respond differently to the same execution style regarding fear-based HIV/Aids campaigns. The results are discussed in Chapter 6.

4.2.3 Culture in South Africa

South Africa has a diverse cultural population, and is often referred to as the “rainbow nation”. South Africa's cultures are divided into ethnic groups given the vast amount of diversified clusters. For example, the black culture can be further divided into four ethnic groups. These ethnic groups, or sub-groups, include the Nguni, Sotho, Shagaan-Tsonga and Venda ethnic groups. These groups can then be even further divided: for example, the Zulus and Xhosas are two subgroups of the Nguni culture (Explore South Africa, 2010).

The above framework of the Nguni culture provides an example of the complexity of the South African cultural profile. As cited in Stats SA (2009) the government simplifies the intricacy of the diversity experienced in the South African cultural profile by means of classifying ethnic groups into four major cultural groups, namely, African, Coloured, Indian/Asian and White. In order to overcome over-complexity when investigating cultures, as well as still ensure a thorough representation of the South African cultural profile, the researcher will use the same means of classifying cultural groups as used by Stats SA (2009) and the government. When referring to cultural groups, reference will be made to African, Coloured, Indian/Asian and White. The following section will provide a profile on the mentioned major cultural groups as applied to South Africa.

4.3 The South African profile and HIV/Aids

This section will highlight the alarming statistics concerning HIV/Aids in South Africa in order to stress the need for dramatic measures to be taken in a call for change. After exploring the most recent profile statistics for the country, HIV/Aids statistics will be presented. Finally, the relevant social campaigns which have been developed in order to fight these statistics, will be examined.

4.3.1 South Africa

According to HIV Insite (2009) the South African population totals 50 million individuals, which consist of more females (52%) than males (48%) (Stats SA, 2009). The average life expectancy of a South African stretches to only 49 years of age (Avert, 2010). The country is made up of 9 provinces, each with its own composition. Provinces such as Gauteng and KwaZulu-Natal are more densely populated (approximately 22% and 21% respectively). The Northern Cape is the least populated, consisting of 3% of the South African population (Stats SA, 2009). As can be derived from Stats SA (2009), the four predominant races in South Africa are Black Africans, Whites, Coloureds and Indians. Table 4.1 depicts the percentage of individuals in each race group in relation to the entire South African population.

As can be derived from Table 4.1, the Black African market is considerably larger than the remaining three race groups in South Africa. Considering that this study is relevant to a certain age group (as determined by analysing the intended target market of HIV/Aids social campaigns), the age composition of South Africa is also relevant. Individuals between the ages 15-19 make up approximately 11% of the population, and a further 10% of the population comprises individuals between the ages of 20 and 24 (Stats SA, 2005).

Table 4.1: South African Population Groups

RACE	TOTAL NUMBER INDIVIDUALS	%	MALE	FEMALE
Black African	39 136 200	79.3	18 901 000	20 235 200
White	4 472 100	9.1	2 194 700	2 277 400
Coloured	4 433 100	9.0	2 137 300	2 295 800
Indian	1 279 100	2.6	635 700	643 300

Source: Stats SA (2009)

This study included individuals between the ages of 18 and 24, and thus targeted a large segment of the population.

4.3.2 South African HIV/Aids profile

Africa is the continent with the largest HIV/Aids figures. In 2007, South African HIV/Aids deaths amounted to 350 000. Since 1998, South Africa has been considered the epicenter of the HIV and Aids crisis. Even though the prevalence of HIV/Aids seems to be stabilising, an alarming increase in statistics is still noted when analysing the national prevalence in antenatal clinic attendees. There has been an increase in HIV-infected expectant mothers from approximately 25 percent in 2001 to roughly 30 percent in 2007 (HIV and Aids Statistics for South Africa, 2008). Statistics showed that 2008 had a total of approximately 6 million people living with HIV/Aids in South Africa, of which more than 3 million were women older than 15 years of age (HIV Insite, 2009). The adult infection rate, amongst individuals between the ages of 15 to 49, was estimated at 18% in 2007 and the estimated number of orphans as a result of HIV/Aids deaths and infections amounted to approximately 2 million children (World Health Organisation, 2008). The epidemic prevails in all races of the South African population, however some races are more affected than others. As mentioned earlier, KwaZulu-Natal (KZN) is one of the two most populated provinces in the country. HIV/Aids prevalence in this province is also the highest (Stats SA, 2009).

In the age group 15 to 49, an estimated 17% of the population is HIV/Aids positive with an expected increase in the overall population infection rate of more than 400 000 individuals for the year 2009 (Stats SA, 2009). Focusing on the relevant target market of this study, individuals between the age groups of 18 to 24, approximately four percent of males and approximately 13 percent of females, in South Africa, between the ages of 15 to 24 were living with HIV/Aids in 2007. This constitutes approximately 17 percent of South African youth (World Health Organisation, 2008). When considering Table 4.2 it is evident, by means of analysing the highlighted figures, that the youth of South Africa is the age category that is most affected by HIV/Aids.

Table 4.2: Percentage HIV/Aids Prevalence by Age Groups

AGE	% MALE PREVALENCE	% FEMALE PREVALENCE
2 – 14	3.0	2.0
25 – 19	2.5	6.7
20 – 24	5.1	21.1
25 – 29	15.7	32.7
30 – 34	25.8	29.1
35 – 39	18.5	24.8
40 – 44	19.2	16.3
45 – 49	6.4	14.1
50 – 54	10.4	10.2
55 – 59	6.2	7.7
60 +	3.5	1.8

Source: HIV and Aids statistics for South Africa (2008)

The spread of HIV/Aids has also been documented in different race groups. From Table 4.3 it is evident that the highest infection rates are found in the Black African group, followed by the Coloured group.

Table 4.3: HIV/Aids Prevalence in Race Groups

RACE GROUP	PREVALENCE IN %
Black African	13.6
White	0.3
Coloured	1.7
Indian	0.3

Source: HIV and Aids statistics for South Africa (2008)

Table 4.4 presents the percentage prevalence of HIV/Aids in each province over a period of 10 years, showing ever increasing figures (where the symbol “-“ represents an unknown figure for the specific year).

Table 4.4 Percentage Prevalence HIV/Aids in Provinces

PROVINCE	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Eastern Cape	8.2	12.6	15.9	18.0	20.2	21.7	23.6	27.1	28	29.5	28.6
Gauteng	18.7	17.1	22.5	23.9	2.4	29.8	31.6	-	-	-	-
KZN	19.7	26.9	32.5	32.5	36.2	33.5	36.5.	37.5	40.7	39.1	39.1
Western Cape	4.0	6.2	5.2	7.1	8.7	8.6	12.4	13.1	15.4	15.7	15.1
Free State	17.9	19.6	22.8	27.9	27.9	30.1	28.8	30.1	29.5	30.3	31.1
Mpumalanga	16.3	22.6	30.0	27.3	29.7	29.2	28.6	32.6	30.8	34.8	32.1
North-West	23.8	18.1	21.3	23.0	22.9	25.2	26.2	-	-	31.8	29.0
Northern Cape	6.2	8.6	9.9	10.1	11.2	15.9	15.1	16.7	17.6	18.5	15.6
Northern Province	7.5	8.2	11.5	11.4	13.2	14.5	15.6	-	-	-	-

Source: World Health Organisation (2008).

As can be seen from the above table, HIV/Aids figures increased vastly in the given time period. Even though small decreases can be noted, the overall depiction of the spread of HIV/Aids is a matter for concern. Probably the most alarming figure of all is that it was estimated that of all deaths in the age group 15 to 49, 71% could be attributed to that of

HIV/Aids (HIV and Aids statistics for South Africa, 2008). Considering all of the above, it is evident that South Africa has a major HIV/Aids problem and that effective measures should be set in place.

As explained in Chapter 2, advertising can be seen as an influential variable impacting behavioural and attitudinal components of individuals. As social campaigns regarding HIV/Aids attempt to “advertise” the correct safe-sexual behavioural patterns, social campaigns should also have behavioural and attitudinal influences on the receivers of the message, given that the campaign was successfully composed and executed (please refer to Chapter 2). As a result, the relevant social campaigns will be explained and investigated next.

4.4 HIV/AIDS CAMPAIGNS

As has been mentioned, fear-based HIV/Aids campaigns attempt to instil a level of fear in recipients in order to motivate cautious behaviour patterns regarding sexual activity. As stated in Stop Aids Now (2010) HIV/Aids campaigns approach the epidemic from different angles. The marketers of a commercial brand/product advertise differently in different markets in order to reach different goals, depending on the level of awareness and adoption of the product in the specific market (Shimp, 2010). In a market where the product or brand is relatively new, the communicator might wish to increase the awareness of the brand/product, as opposed to a market where the brand/product has been effectively adopted. In such a case, the communicator might focus on strengthening top-of-mind recall (Shimp, 2010). Much in the same way, HIV/Aids campaigns are regarded to have different goals depending on the market towards which they are targeted. South African HIV/Aids campaigns have goal-orientated objectives which attempt to alter the behaviour of the intended market to a more cautious one when engaging in sexual activities, given the escalating spread of the epidemic in this region. In countries where HIV/Aids is not considered a major threat, where it is perceived to be dormant, HIV/Aids campaigns are directed towards making people aware of the reality of HIV/Aids and, for example, its impact on continents such as Africa. The goal is to encourage the target market to provide aid to these regions by means of financial support (Stop Aids Now, 2010).

Given the differing goals that HIV/Aids campaigns encapsulate, it should be stressed that this study is orientated towards the South African market, and will only take into consideration those HIV/Aids campaigns which are aimed towards altering maladaptive behavioural patterns. Behaviour is regarded as one of the most difficult dimensions of consumer psychology to alter (Hawkins *et al.*, 2007). Even though it has been found that attitudes are a mediating factor for intended behaviour (Bagozzi *et al.*, 2002), behaviour does not always occur in parallel to the respondent's found attitude. This is owing to the fact that behavioural intention can be set apart from behaviour as it is merely the intention to act, and does not mean a consumer will actually do as intended (Evens *et al.*, 2006). This shows the complex nature of behaviour and behavioural intention. As South African HIV/Aids campaigns attempt to alter behavioural patterns, and given the complexity thereof, communicators should ensure that each component of such advertisements should be thoroughly explored to ensure that each facet of the campaign is executed most effectively. In an effort to effectively scrutinise and understand HIV/Aids advertisements, more specifically the execution styles thereof, the pool of advertisements used in the qualitative study was assessed as discussed next.

4.4.1 HIV/Aids campaigns and execution

Execution styles have already been discussed in Chapter 2. After building a foundation of execution style theory, the researcher put the learned knowledge into practice by analysing current and historical HIV/Aids campaigns as found on the Internet. Upon scrutiny, it was evident that HIV/Aids make use of predominant types of advertising content, leading to three main types of execution styles:

- Testimonial advertising: testimonial executed advertisements entail an individual, usually someone with credibility, for instance, an everyday consumer to whom other individuals can relate, admiring the product or service based on their own positive encounters (Belch & Belch, 2007; Arens, 2006). Testimonial advertisements have been found to increase the credibility of the product, brand or service owing to the consumer providing him or herself as a reference to the effectiveness of the product

or service (Clow & Baack, 2004). Testimonial execution methods are often used in social campaigns in order to provide credible evidence of how the issue has influenced a person's life.

- Factual advertising: execution methods that provide the receiver of the advertising message with straightforward facts and information about the product or service are referred to as factual advertising (Arens, 2006; Clow & Baack, 2004). High-involvement products typically make use of factual execution advertising (Belch & Belch, 2007), and as explained in social campaign literature, social campaigns are provide the recipients of the message with high-involvement decisions to be made (Andreasen, 1995). For this reason, factual advertisements are also made use of in social campaigns, typically as a means to provide the target market with straightforward facts of the issue, or statistics in order to evoke fear in the recipients. Clow & Baack (2004) refers to this type of execution method as informative advertising.
- Slice-of-life: this execution method generally involves a problem-solution approach when considering product and service advertisements (Clow & Baack, 2004). In slice-of-life advertisements, real life circumstances and depicted in order to involve the viewer by means of being able to identify with the "real-life" aspect of the commercial (Arens, 2006). Due to this real-life component (Egan, 2007) slice-of-life advertisements are often used in fear-based HIV/Aids social campaigns in order to effectively evoke fear in recipients of the message.

These execution styles, along with a relevant level of fear related to the topic at hand (HIV/Aids) attempt to alter maladaptive behaviour patterns towards more cautious behavioural patterns. However, not all HIV/Aids campaigns focus on maladaptive behaviour patterns. Given the specific geographical reach of the campaign, a campaign's objectives and advertising content might differ from the next (Stop Aids Now, 2010). In order to provide practical examples of the above execution styles with relevance to HIV/Aids campaigns, the following section will provide industry-based examples by making use of current South African HIV/Aids campaigns.

4.4.2 South African HIV/Aids campaigns

As stated in previous sections, South Africa is in the grip of an HIV/Aids pandemic (HIV and Aids Statistics for South Africa, 2008). Various mass media campaigns and educational programs have been put in place as a means of combatting the spread of this epidemic. Despite these efforts, these social health campaigns have been described as ineffective (Govender, 2009). As the aim of this study is to improve the effectiveness of HIV/Aids campaigns it is necessary to evaluate current campaigns. Current HIV/Aids Awareness campaigns in South-Africa include Soul City and Soul Buddyz, Khomanani and loveLife (Avert, 2010). Background to these campaigns will be provided next.

4.4.2.1 The loveLife campaigns

loveLife, an Aids awareness campaign, has practised mass media communication approaches since 1999, and is described as the largest running prevention campaign fighting to decrease the spread of HIV/Aids (loveLife, 2010). The organisation, loveLife, has employed a holistic communications plan by incorporating communication vehicles such as radio, television, billboards and outdoor awareness initiatives, print advertisements as well as using the Internet. The following pictures show the specific approaches that loveLife has implemented. In 2006 loveLife called on youngsters to “face HIV/Aids” by standing up to the epidemic. The campaign attempted to encourage the target group to face the fears of HIV/Aids, and to not be afraid to take action. In order to encourage teenagers, loveLife incorporated billboard campaigns portraying individuals of the same age as the message recipients, who have abstained until they have undergone an HIV/Aids test in order to become aware of their status (loveLife, 2010).

Figure 4.2: loveLife Campaigns 2006



Source: loveLife (2010)

In 2007, loveLife developed their strategic media approach to the next step - encouraging the intended target market to not become numbers in the alarming statistics relevant to HIV/Aids. As a result, loveLife extended the “Face it” campaigns to become the “loveLife generation”. By being part of this generation, teenagers would consequently be part of the group of youngsters who faced HIV/Aids and has the “power to decide” that they “don’t want HIV/Aids” (loveLife, 2010). Consequently a series of billboards, as shown in Figure 4.4, were produced.

Figure 4.3: loveLife Campaigns 2007



Source: loveLife (2010)

Next, in 2008, loveLife shifted their approach, which had been to build what could be called an anti-Aids community of youngsters who will not give in to Aids, towards an inspirational approach. loveLife believed that in order for individuals to be able to “face” HIV/Aids, they first had to know who they are. This campaign aimed at inspiring individuals to stand up for themselves in peer pressure circumstances. It was believed that if young people knew who they were, and were comfortable with themselves, they would be less vulnerable to peer pressure, especially when it concerned sexual activity. The 2008 campaign was built on three inspirational pillars, namely to focus on building the intended market’s sense of identity and self-worth; to support youngster’s initiatives in being proactive in creating their own opportunities, rather than being reactive and waiting for prospects to come their way; and, lastly, to encourage interconnectivity amongst young people as a means to inspire leadership and a sense of belonging in a society. As a result, a series of television advertisements were developed, portraying individuals in situations

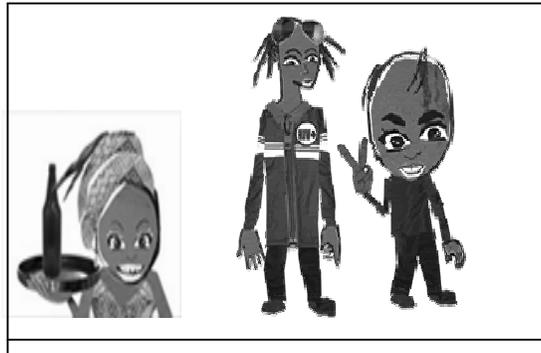
where they would have to ask themselves “who am I”. In conclusion to the “Who am I” campaign, an “I am Somebody” television advertisement was created as a means to evoke self-worth and a feeling of belonging within the intended market (loveLife, 2010).

These campaigns are currently still in use in South Africa. As can be seen from the above-mentioned campaigns, loveLife attempts to promote sexual responsibility among the intended target market through media vehicles, *as if it were a brand* (UNAIDS, 2006). Despite the noted effort by the loveLife organisation, critics have described the campaigns as ineffective (Govender, 2009) and irrelevant because loveLife attaches, primarily, sexual connotations to the HIV/Aids epidemic (UNAIDS, 2006). Despite such criticism, statistics have proven that the targeted individuals are not being influenced on large scale by these campaigns. HIV/Aids figures in South Africa has shown alarming growth over the last few years (HIV & Aids statistics for South Africa, 2009; HIVInsite, 2009; Stats SA, 2009). loveLife experienced a major setback in 2005 when The Global Fund to Fight Aids, Tuberculosis and Malaria decided to discontinue their financial contributions towards the loveLife organisation. This decision was in response to evidence of poor performance, accounting practices and governance structures, to name a few (Avert, 2010). In conclusion, the effectiveness of loveLife campaigns is questionable.

4.4.2.2 “Scrutinize” campaigns

“Scrutinize” is one of the latest additions to television advertising geared towards HIV/Aids awareness in South Africa, established in 2008 (The Communication Initiative Network, 2010). Developed by the USAID organisation, Scrutinize campaigns involve animated television characters, primarily targeted towards the black market, with the likes of “Victor the taxi driver” and “Virginia the shebeen queen” (Scrutinize, 2009). Scrutinize campaigns focus on emphasising the behavioural patterns that could be regarded as risky, and as a result, help the intended market to scrutinize how to behave and how not to behave (Media Club South Africa, 2008).

Figure 4.4: Scrutinize Characters



Source: Scrutinize (2009)

In order to encourage interaction, Scrutinize has developed various outreach programs, including painting of murals on local walls as a means of creating awareness; hosting testing clinics where individuals could get tested; as well as incorporating universities in their outreach programs (eg. Walter Sisulu University, University of Limpopo, University of the Western Cape Vaal University Tshwane University of Technology) (Scrutinize, 2009). Figure 4.5 provides graphical presentations of such events.

Figure 4.5: Current Scrutinize Campaigns



Source: Scrutinize (2009)

Scrutinize campaigns incorporate a slice-of-life execution approach into television advertisements. In order to create a realistic depiction of everyday occurrences, these campaigns are set apart from similar organisational advertisements by means of incorporating typical slang words and symbolism. Given this every-day approach, the intended market, namely the age group 18 to 32, can easily relate to the animated characters (The Communication Initiative Network, 2010). Given the short time it has been in existence, one is still unable to conclude on the effectiveness of this campaign on HIV/Aids statistics.

4.4.2.3 Khomanani and Soul Buddyz campaign

South Africa makes use of numerous mass media communication approaches in order to raise HIV/Aids awareness and improve the community's health. As part of the health department's intervention strategy, Khomanani campaigns were created in 2001. Meaning "caring together", the campaign attempted to provide interaction amongst communities in the fight against HIV/Aids. The year 2010 proved to be challenging for this campaign, as Khomanani was accused of financial incongruity and also suffered the loss of the government's financial support. As a result, this campaign has been lost impetus (Avert, 2010).

Another addition to the South African HIV/Aids awareness effort is that of Soul Buddyz. Soul Buddyz cannot be regarded as the average HIV/Aids awareness campaign as this HIV/Aids outreach makes use of 26 drama series of approximately 30 minutes each. Soul Buddyz is set in the urban areas of South Africa. The focus of each of the episodes is a group of friends who partake in discussion at their favourite "hang-out spot" after school. Discussions revolve around issues that changing society presents to teenagers including sexual and physical harassment, peer pressure and HIV/Aids. The crux of each series emphasises the power of positive thinking and breaks the typecast that children do not have the knowledge to make informed and responsible decisions. It tries to empower the youth of today (TVSA, 2010). The mini-series Soul Buddyz and Soul City have a combined yearly budget of R100 million (Avert, 2010). The success of the series has been evident in the number of individuals that the Soul Buddyz Club has attracted: 45000 children (TVSA, 2010).

4.4.2.4 Collective success, or not

The above analysis has provided the reader with information about the various HIV/Aids campaigns that have been implemented in South Africa, some of which are still being broadcast, and some not. Given the various campaigns, mass media communication strategies and broad reach that these campaigns have collectively, it could be assumed that these campaigns have proven successful. However, this is not the case.

The year 2008 included a survey concerning all the above-mentioned HIV/Aids awareness campaigns and their effectiveness with regards to how the target population interprets and possibly accepts the related messages. It was found that the campaigns have achieved a successful coverage (90%), as over four-fifths of South Africans had been in contact with at least one of the above mentioned campaigns. This figure has increased since 2005, which projected less than three-quarters. As mentioned in previous chapters, these campaigns should increase the awareness of HIV/Aids intervention methods and, most importantly, change risky behavioural patterns (Avert, 2010). The survey proved that even though these campaigns have experienced almost total coverage of their intended market, the target population remains largely uninformed of HIV/Aids protection means and related knowledge of HIV/Aids. Respondents showed lack of knowledge on how to prevent sexual transmission of the epidemic and had little knowledge of the preventative measures that condoms can have. Despite the increased reach of campaigns, knowledge on HIV and Aids decreased (Avert, 2010). Surely the spread of knowledge on HIV and Aids should have been the main objective of such campaigns (Stop Aids Now, 2010), not the increase of the campaign's brand name and the brand's awareness levels.

4.5 CONCLUSION

This chapter has provided the reader with a sufficient background concerning culture, the influence of culture on marketing strategies. It has touched on the possible impact that cultural differences could have on the execution of social campaigns and mass media advertisements. Given the importance of culture, the South African profile was explored, followed by the impact that HIV/Aids has had on the country. In an attempt to alleviate the spread of HIV/Aids, South African organisations have created various awareness campaigns. Despite the dramatic increase in coverage engendered by campaigns such as loveLife, Soul Buddyz and Scrutinize, the targeted market's knowledge of HIV/Aids has decreased. In conclusion, this chapter supports the need to investigate HIV/Aids social campaigns in order for those campaigns to become more effective.

CHAPTER 5: RESEARCH METHODOLOGY

5.1 INTRODUCTION

This study was conducted in order to explore the different attitudes and behavioural intentions related to high fear-appeal advertisements in different execution styles. This chapter explains the methodology of this empirical study. This includes the related hypothesis concerned with the objectives, the research design, the means of manipulating fear-appeal and execution styles, the method of recording and measuring the outcomes, the sampling methods chosen, and the justification behind certain decisions are presented in this chapter. The previous chapters provided thorough theoretical background upon which the objectives and formulated hypotheses were based. In order to integrate the methodology with the fundamental theory, the stated objectives and hypotheses formulated should be kept in mind.

5.1.1 Problem statement

Statistics (Reuters AletrNet, 2007; Independent Online, 2009(a)& 2009(b);Until there's a cure, 2008; Stats SA, 2009) provide evidence of the destruction that HIV/Aids is causing, the increase in unwanted teenage pregnancies, and the high incidence of sexual activity amongst children as young as 12. As cited in Sexual Behaviours (2008), 48 percent of high school children engage in sexual intercourse, where 15 percent of these students have had more than 4 sexual partners by the time the study was completed . Alarming HIV/Aids statistics need to be addressed. It is evident that marketing and advertising have the influence and potential to affect consumer behaviour in such a way as to alter behaviour patterns (see section 2.2). It is clear that advertising initiatives are a valid means of attempting to alter the current disruptive sexual patterns that exist among South African youth. Many "safe sex" campaigns are currently in circulation, yet their effectiveness is under considerable doubt.

Social campaigns promoting safe sex, responsible drinking and cautious driving habits (to mention only a few) make use of the PMT. These campaigns attempt to evoke fear in individuals in order to alter behaviour from being maladaptive towards being more conservative and cautious. Having shown that the PMT and its variables have been extensively tested, it was concluded that PMT has thorough empirical support for the use of fear-appeal in social campaigns. Given the extensive research conducted on fear-appeal, researchers have, however, given relatively little time to investigating how consumers react to different execution methods and advertising content, for example, whether social campaigns should make use of testimonial advertisements or factual advertisements.

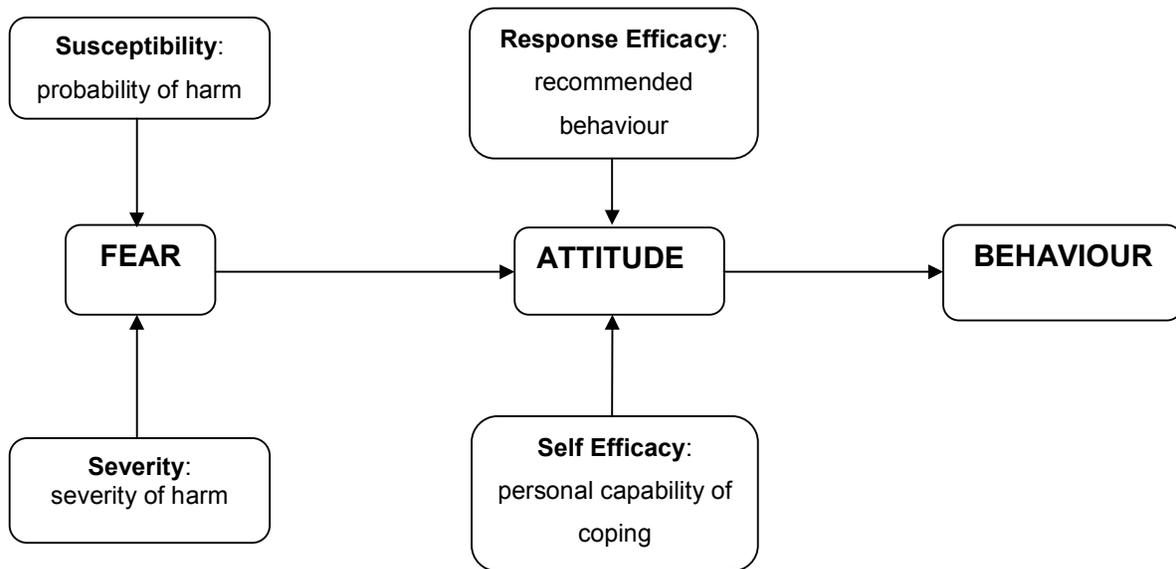


Figure 5.1: Conceptualised Revised Protection Motivation Theory

Source: Adapted from Arthur & Quester (2004)

Research provides considerable evidence that the use of fear-appeal in social campaigns is the most effective manner to alter consumers' behaviour (Rogers, 1975; LaTour & Rotfeld, 1997; Arthur & Quester, 2004; Witte, 1997). Moreover, it is not known whether fear-appeal should be used by evoking the fear-emotion through factual information (such as providing statistics of deaths and alarming infection rates), or whether behaviour would be best adapted through means of creating a testimonial or slice-of-life advertisement

providing the targeted audience with a storyline to which they can relate. Figure 5.1 depicts the Revised PMT and the variables to be tested in this study.

This study, by focusing on social campaigns concerning HIV/Aids, was conducted in order to assess fear-appeal advertisements by means of measuring the effectiveness of different advertising execution styles.

5.1.2 Objectives and hypotheses

As previously mentioned, the study comprises one primary objective, followed by various secondary objectives to be able to accurately investigate the problem statement. These objectives are as follows:

Primary objective:

1. To assess the effectiveness of different execution styles of fear-based HIV/Aids social advertisements on a specific target market's behaviour.

As mentioned previously, fear-based advertising studies have made extensive use of the variables found in the PMT. The levels of each of the relevant PMT variables were measured in correspondence to the differing execution styles. These styles are addressed in full later in the methodology. Execution styles most relevant to HIV/Aids campaigns include testimonials, factual and informative execution methods, and slice of life execution styles. Secondary objectives of this study included:

2. To assess the impact/effect of different execution styles on the core PMT variables.

The core PMT variables are said to be the emotion *fear*, attitude and behavioural intent (Arthur & Quester, 2004). When analysing the revised PMT model (Figure 1.1) it is evident that the above mentioned constructs are influencing constructs. Taken as an example, the

attitude of an individual is said to be influenced by response and self efficacy (Arthur & Quester, 2004). As a result, the hypotheses were set out in such a way as to incorporate the relevant influencing variables. As three execution methods were found to be frequently implemented in HIV/Aids awareness campaigns, the secondary objective was expanded on as follows in order to include all execution styles with the relevant PMT variables:

2.1

- a) To assess the impact of testimonial execution styles on a specific target market's fear emotion
- b) To assess the impact of factual execution styles on a specific target market's fear emotion
- c) To assess the impact of slice-of-life execution styles on a specific target market's fear emotion

2.2

- a) To assess the impact of testimonial execution styles on a specific target market's attitude
- b) To assess the impact of factual execution styles on a specific target market's attitude
- c) To assess the impact of slice-of-life execution styles on a specific target market's attitude

2.3

- a) To assess the impact of testimonial execution styles on a specific target market's behaviour
- b) To assess the impact of factual execution styles on a specific target market's behaviour
- c) To assess the impact of slice-of-life execution styles on a specific target market's behaviour

As previously mentioned the researcher will also be investigating specific additional influencing constructs related to the core variables of the PMT namely susceptibility and

efficacy. Efficacy consists out of response and self efficacy. For the purposes of this study the researcher combined the two sub groups of efficacy, as can also be seen in the experimental questionnaire (Addendum C) to form the construct efficacy.

2.4

- a) To assess the impact of testimonial, slice-of-life and factual execution styles on a specific target market's susceptibility
- b) To assess the impact of testimonial, slice-of-life and factual execution styles on a specific target market's efficacy levels

In addition, the researcher also ascertained whether a significant difference exists to the above mentioned objectives, in terms of race group as well as gender. Additional objectives were also included in order to further investigate the obtained data. Table 5.1 presents the null hypotheses of the primary and secondary objectives.

Table 5.1: Hypotheses

OBJECTIVES	HYPOTHESES
Objective 1	H_0^1 : Different execution styles in fear-based HIV/Aids social advertisements do not influence the behavior intent of the targeted group.
	H_a^1 : Different execution styles in fear-based HIV/Aids social advertisements do have an influence on the behavior intent of the targeted group.
Objective 2.1	$H_0^{2.1}$: There is no significant difference in fear emotion of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.
	$H_a^{2.1}$: There is a significant difference in fear emotion of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements
Objective 2.2	$H_0^{2.2}$: There is no significant difference in attitude of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.
	$H_a^{2.2}$: There is a significant difference in attitude of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.
Objective 2.3	$H_0^{2.3}$: There is no significant difference in behavioural intent of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.

OBJECTIVES	HYPOTHESES
	$H_a^{2.3}$: There is a significant difference in behavioural intent of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements
Objective 2.4	$H_0^{2.4a}$: There is no significant difference in susceptibility of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.
	$H_a^{2.4a}$: There is a significant difference in susceptibility of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements
	$H_0^{2.4b}$: There is no significant difference in efficacy of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.
	$H_a^{2.4b}$: There is a significant difference in efficacy of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements
Objective 3	H_0^3 : There is no significant difference in behavioural intention between the different races when assessing the 3 different execution styles in HIV/Aids social advertisements.
	H_a^3 : There is a significant difference in behavioural intention between the different races when assessing the 3 different execution styles in HIV/Aids social advertisements.
Objective 4	H_0^4 : There is no significant difference in behavioural intention between the different genders when assessing the 3 different execution styles in HIV/Aids social advertisements
	H_a^4 : There is a significant difference in behavioural intention between the different genders when assessing the 3 different execution styles in HIV/Aids social advertisements
Objective 5	H_0^5 : There is no significant difference in behavioural intention between sexually active and sexually non active individuals when assessing the 3 different execution styles in HIV/Aids social advertisements
	H_a^5 : There is a significant difference in behavioural intention between sexually active and sexually non active individuals when assessing the 3 different execution styles in HIV/Aids social advertisements

As HIV/Aids social campaigns primarily attempt to alter the target audience's behaviour, the researcher also investigated the effect of the three specified execution styles on the behaviour of the different races and genders. Additionally, the researcher also investigated whether sexually active respondents have significantly different levels of behavioural intention when assessing the three execution styles, as compared to sexually non active respondents.

5.2 RESEARCH DESIGN

The study was conducted by first exploring the research topic by means of investigating secondary research and, after thorough insight had been gathered on the variables and constructs involved, primary research was conducted.

5.2.1 Secondary research design

Secondary data is data that has been collected (and interpreted) previously by another researcher for reasons other than this study (Zikmund & Babin, 2007). As stated in Zikmund (2003), clearly defining the problem statement is essential before a researcher can begin the proper quantitative research method. In development of the problem statement, secondary research was made use of in order to ensure thorough understanding of the concepts of this study, as well as to determine what conclusions have been made previously based on PMT and fear-appeal advertising. Online search pages like Google Scholar and EBSCO Host (the data base of the University of Stellenbosch) were consulted to find necessary information on related topics. Typical objectives of secondary research include fact finding, model building and data mining (Zikmund & Babin, 2007). The objective concerned with the secondary research for this particular study was model building. This objective can be defined as a process of consulting previous research studies in order to conclude the associations among the specific variables (Zikmund & Babin, 2007). The use of model building aided in concluding research objectives and the hypothesis, owing to increased understanding of the research topic. Secondary research provided a sound theoretical foundation upon which the study can be based. However, secondary research provided limited conclusiveness on the specific research question of this particular study. As a result, primary research was conducted.

5.2.2 Primary research design

Primary research is research data collected for a specific study. Such data is collected and analysed by the researcher conducting the study (Lamb *et al.*, 2004). Primary data collection can be done by means of qualitative or quantitative methods. Qualitative research methods provides the researcher with data which allows for detailed interpretations of market phenomena without having to rely on numerical measures (Zikmund & Babin, 2007:130) by means of unstructured, free form data collection techniques. Quantitative research methods rely on numerical measurement and analysis to address research objectives. In quantitative research, researchers adopt an approach to measure and test by means of a descriptive and causal research design (Zikmund & Babin, 2007:129-131). The primary research was conducted by means of a two phase method, using both qualitative and quantitative research methods.

5.2.2.1 Exploratory research design

Exploratory research design can be defined as the initial research done in order to elucidate and better develop some part of the research process (Zikmund, 2003). Exploratory research cannot be the basis for concluding results, but rather provides insight by making use of qualitative research methods, for the most part (Zikmund, 2003). The methods of conducting exploratory research include (Zikmund, 2003):

- Executive surveys: having informal dialogue with experts in the particular field in which research is being conduct.
- Secondary data: reviewing data already collected in order to make inferences
- Case studies: consulting past occurrences of a similar nature to the specific research problem and analyzing the steps and procedures followed
- Pilot study: conducting a small-scale exploratory research study by implementing a sampling technique without applying further rigorous research principles.

Although executive surveys were made use of by means of consulting acknowledged researchers in fear-appeal as well as written research, the primary means of exploratory research was in the form of a pilot study, more specifically, focus groups and a pre-test.

Owing to the nature of the experimental design, respondents were required to complete a questionnaire. As reviewed in Churchill (1979), the usual pattern of questionnaire design involves testing the reliability of the items included by means of concluding a Cronbach Alpha value, as well as conducting a factor analysis for testing discriminant validity among the items (Peterson, 1994). These two steps were not conducted in the developmental stages of the questionnaire, however, but after data had been collected (as is further discussed in data analysis section). This is because the questionnaire was classified as pre-designed and pre-tested. The questionnaire had been compiled from a list of items from previous questionnaires, which had all tested favourably for Cronbach Alphas and proven discriminant validity. *Discriminant validity* can be defined as the magnitude of uniqueness or individuality that a measure has when compared to other instruments measuring the same constructs (Zikmund & Babin, 2007). By making use of pre-designed and tested items in a questionnaire, the validity of the questionnaire increase (Blumberg *et al.*, 2008). However these items were adapted and tailored to suit this study and therefore required a pre-test.

Zikmund (2003) describes a pre-test as conducting a trial run with a sampled group, by making use of the required sampling criteria based on the stated target population, in order to be able to identify and, ultimately, eliminate, problems related to the instructions presented to respondents, or the actual design of the questionnaire. A pre-test was conducted prior to the primary quantitative study in order to screen out any faulty wording or misinterpretations related to the questionnaire design and wording. Ten respondents, who were chosen based on the sampling method of the primary research study, were required to participate in the pre-test. Results did not form part of the primary data analysis and were only used in order to analyse whether responses were as expected and whether statements were interpreted as intended.

In order to conduct the experiment, fear-based safe sex advertisements comprising of informational, factual and slice-of-life execution styles, were needed. These advertisements had to contain a medium to high level of fear-appeal. In selecting the pool of advertisements for this study, the researcher conducted a search on the Internet to find

any existing advertisements related to HIV/Aids campaigns. Advertisements were only included in the pool of advertisements if they adhered to certain criteria:

- Chosen HIV/Aids campaigns must use the medium of television.
- The campaign's primary goal must be to alter the maladaptive behavioural patterns of the intended target market.
- The execution style of the campaign must be either testimonial, factual, or slice-of-life.

After the researcher collected a pool of advertisements adhering to the above, these advertisements were classified into the respective execution styles relevant to the study. In order to ensure reliable classification of the advertisements, relevant theory was made use of (as described in Chapter 2). After having classified all the collected advertisements, the researcher, along with advertising and fear-appeal experts, deliberated in order to conclude on which three advertisements, in each of the three execution styles, would be used in the qualitative study, resulting in nine advertisements being shown in the focus groups. The chosen HIV/Aids campaigns were all considered as possessing moderate to high levels of fear-appeal by the researcher and experts.

These advertisements were chosen based on specific criteria including the presence of medium to high levels of fear-appeal (in the eyes of the researcher and advertising experts). The advertisements also had to form part of one of three execution styles as predetermined by secondary research, namely testimonial, factual and slice-of-life execution styles. By means of conducting secondary research, and analysing fear-based HIV/Aids advertisements, the researcher was able to establish that the three execution styles are those most commonly used by current anti-HIV/Aids organisations. A detailed explanation of each of the mentioned execution styles can be found in Chapter 2. Having sampled a pool of advertisements, the researcher had to categorise the advertisements into one of the three execution styles. In order to aid in correct classification the following criteria were created which constitute as variables that need to be present in an advertisement in order to classify it as the relevant type of execution:

- Factual execution styles: ensure that the advertisement's crux and impact revolves around present facts and/or statistics.
- Slice-of-life execution styles: ensure that a story is being portrayed which could occur in an everyday situation. The advertisement should, as a result, portray real life circumstances.
- Testimonial: ensure that a story is being told by a person of how HIV/Aids has affected his/her life. The advertisement should entail an individual telling his/her own life experience.

In order to distinguish which advertisements would have been interpreted as having high fear-appeal, two focus groups were conducted. After having sampled a pool of 9 advertisements, two focus groups were held, one with 9 males, and one with 9 females. These focus groups were conducted in order to narrow the pool of 9 advertisements down to only three (one advertisement for each execution style). In short, the focus groups were held in order to determine which one of the three advertisements in each execution style was regarded as the advertisement with the highest level of fear. Respondents were asked to indicate which advertisements they perceived to have the highest and lowest fear-appeal. These answers were captured by means of a questionnaire containing a semantic differential scale. This type of scale can be seen as an attitude scale. Just as in the case of a likert scale, the semantic differential scale can have a continuum of either 5 or 7 points where a respondent's attitude rating can be rated. On opposite ends of the scale two bipolar adjectives can be located. In the case of this study the words "Low on fear" and "High on fear" were chosen. The respondents were asked to indicate the level of fear appeal for each advertisement (Zikmund, 2003). Advertisements were rated individually as well as in a group effort. A technique called counterbalancing was implemented in the showing of the advertisements. Counterbalancing eliminates constant error as well as order of presentation bias by showing one set of five advertisements (Half A) to a half of the focus group first (Group 1) and the other four advertisements (Half B) to the other group of respondents first (Group 2). Results of the two individual focus groups were combined in order to determine which one advertisement out of each of the execution methods scored highest on fear. These three advertisements were used in the primary research method, namely an experimental study.

Because of the sensitive nature of the topic it was decided to interact separately with males and females in order to ensure honest answers and a conversational atmosphere. If the focus group had been conducted with males and females present, the validity could have been compromised. Respondents were asked to allocate which advertisements they perceived to have the highest and lowest fear-appeal, and these advertisements were used for the primary experiment.

For group participation advertisements were shown by means of a randomised format. Randomisation eliminated non-sampling errors. Participants were required to rate the advertisements as a group by means of discussing each advertisement, as shown in random form, after which participants, as a group, concluded how high or low in fear each advertisement was. This technique was captured on a continuum drawn on a black board, and can be seen as a means of ensuring convergent validity. Convergent validity can be regarded as showing that results from specific items are valid due to the same results being found through means of different measures (Zikmund, 2003). In order to maintain that individual responses can be regarded as valid and reliable, the group effort can present convergent results, which was the case. The continuum was anchored with two opposing or bipolar statements namely “Low Fear appeal” and “High Fear appeal”. Responses, as per individual evaluation and in group effort, were analysed by means of tallying the scores and concluding which advertisements were regarded as having the highest fear-appeal and which the lowest in each stage. When results were compared it was established which three advertisements would be used for each execution style in the experimental study. These advertisements were used in the primary study.

To elaborate on exploratory data collection in addition to the focus groups, in-depth discussion about HIV/Aids, sexual behaviour and tendencies and teenage pregnancies were conducted in order to capitalise on the conducted focus groups. After having viewed the pool of 9 advertisements, when respondents were more at ease and open to the topic, questions related to sexual behaviour and HIV/Aids were asked by the moderator in order to establish insight on the thoughts and feelings of the sampled population. As exploratory research cannot be regarded as conclusive and merely provide ideas and insight (Churchill & Iacobucci, 2005), the moderator’s aim was to increase knowledge and

understanding on how the sampled target market perceive issues related to HIV/Aids, teenage pregnancy and sexual behaviour among young adults and teenagers.

5.2.2.2 Quantitative research design

After the focus groups had been conducted and the relevant advertisements agreed upon, quantitative research was conducted by means of an experimental study. Experimental research studies attempt to establish a “cause-and-effect” relationship. In this controlled research method a researcher manipulates a cause, and observes and records the outcome in the proposed effect (Zikmund & Babin, 2007). Experimental research was best suited for this study because it is the most convincing way (of primary data research method) to establish the probability of one variable being linked to another variable (Blumberg *et al.*, 2008).

5.2.2.2.1 Relevant Variables

The variable which was observed in this study, therefore the dependent variable, was behavioural intent. Therefore, this study attempted to investigate the outcome and effect that particular independent variables had on the respondents’ behavioural intent. The independent variables are as follows:

- Fear arousal/ Emotion
- Attitude

These independent variables were measured by means of a structured questionnaire posing questions that indirectly relate to fear arousal/emotion and attitude. When assessing the revised PMT it is evident that the core component *fear* is determined by the level of susceptibility and severity, and *attitude* by the level of efficacy. Items relating to susceptibility and severity were asked in order to measure fear arousal of respondents, and response-efficacy and self-efficacy items resulted in the assessment of attitude. Through means of the questionnaire (explained in a later stage) the core components namely attitude, fear-arousal and behavioural intent, were measured.

5.2.2.2.2 Level of Treatment

As this study attempted to assess the different measurements/reactions of respondents' behavioural intent, as created by three differing execution styles, it was ensured (by means of the conducted focus groups) that the level of fear-appeal present in advertisements was a constant level of high fear-appeal. The levels of treatment can be seen as the three execution styles, namely testimonial, slice-of-life and factual execution styles, all containing high levels of fear-appeal.

5.2.2.2.3 Experiment Environment Control

To ensure consistency across all participating groups, the environment of the study was controlled. Therefore all respondents received the same written instructions and the level and amount of contact with the researcher was kept equal amongst all groups. The same facility was used for all the groups participating in the study in order to ensure environmental control with regards to room arrangement. This phenomenon can be termed *constancy of conditions* which is a method of ensuring that all individuals in the experimental study are being exposed to manipulated independent variables in conditions precisely similar to that of previous exposures of differing manipulations and other respondents' conditions (Zikmund, 2003).

5.2.2.2.4 Experimental Design

A 3 x 1 post-test quasi-experimental design was followed by assigning respondents to one of three groups through matching. Matching is similar to that of randomisation which is a method of allocating respondents to specific groups based on chance only. However, when a researcher is aware of some extraneous variable that might affect results, matching should be used (Zikmund, 2003). By following a matching procedure, equivalence was achieved amongst groups (Blumberg *et al.*, 2008). It had been identified that gender and race might have an impact on the results of the study, and matching was essentially followed by ensuring an equal amount of males and females included in each group, as well as an equal amount of the three previously mentioned races (white,

coloured and black). The sample of 450 individuals was divided into three groups of 150 respondents each where each group consisted of 75 males and 75 females. Each of the three experimental groups also consisted of 50 black, 50 white and 50 coloured respondents. In essence, each experimental group contained 25 coloured, 25 white and 25 black females, as well as 25 coloured, 25 white and 25 black male respondents. Each group was exposed to only one of the three different execution styles. In order to illustrate how exposure to the relevant execution styles occurred, the following should be considered:

Treatment 1: Slice-of-life execution style advertisement

Treatment 2: Factual execution style advertisement

Treatment 3: Testimonial execution style advertisement

Group one was exposed to treatment 1, group two viewed treatment 2 and group three viewed treatment 3. In conclusion, all groups viewed only one of the three remaining advertisements. Respondents were allocated to an execution style by means of randomisation. Counterbalancing eliminates constant error as well as order of presentation bias where randomisation eliminates non-sampling errors (Zikmund, 2003). After exposure to the relevant advertisement, the results of the post-test of all three groups were compared, based on the mentioned PMT variables relating to fear-appeal content. The PMT variables were tested in order to determine which execution style resulted in the most favourable change in behavioural intent, and constitutes the most favourable execution style in HIV/Aids campaigns.

The questionnaire, based on primarily scaling techniques, captured respondents' emotions, attitudes and intent (related to sexual behaviour patterns) before and after the treatment, thus being able to measure the impact that each advertisement and execution style had on respondents, with reference to the relevant manipulated variables.

5.2.2.2.5 Selecting and Assigning Individuals

Respondents were assigned to groups by means of a matching technique which involves a non-probability quota sampling approach (Blumberg *et al.*, 2008). Quota sampling is a

means of ensuring that relevant subgroups of the specific population are represented on certain significant traits to the investigator's desire (Zikmund & Babin, 2007). Matching ensured that all experimental groups contained respondents that are matched based on a characteristic relevant to the study (Blumberg *et al.*, 2008). The applicable subgroup of this study was gender and, more importantly, race, therefore respondents were assigned to relevant groups by matching on the basis of these two characteristics.

5.3 RESEARCH INSTRUMENT

This section meticulously describes the means by which responses from participants were captured. Next, the design of the questionnaire is explained in detail.

5.3.1 Question phrasing

The purpose of this questionnaire was to capture the reaction that the experimental treatment had on respondents' cognitive processes, in a relevant and accurate manner. A questionnaire is seen as relevant when all the information collected by the instrument addresses the research question at hand, and therefore helps the researcher with decision making. Accuracy refers to the reliability and validity of the information collected (Zikmund & Babin, 2010).

In designing a questionnaire one has to consider whether to make use of open-ended questions or fixed-alternatives. For the purpose of this study, the primary means of phrasing was fixed-alternatives, therefore respondents had a specific set of alternatives from which to choose. The types of fixed-alternative questions used ranged from simple-dichotomy (eg. Are you sexually active Yes/No) to frequency-determination questions (eg. I use a condom: Every time/ Most of the time/ Sometimes/ Never).

In phrasing questions the following was considered (Zikmund & Babin, 2007):

- Avoid Complexity

In designing item questions, words used in questions should be easily understood by the targeted population. Words should therefore be simplistic and fall in the conversational language of the respondents.

- Avoid Leading and Loaded Questions

A question should be designed in such a manner that it does not suggest a specific answer. By implying which answer should be selected by respondents, bias becomes a problem as respondents might also choose the answer they find socially desirable. A split-ballot technique is used in order to ensure a more accurate total response.

- Avoid Ambiguity

Respondents may interpret a question differently than intended by the researcher owing to the use of ambiguous words and terms. Therefore, relevant dimensions and terms must be defined so that the researcher knows respondents have the intended definition in mind. Ambiguity will lead to inaccurate data, and should therefore be avoided.

- Avoid Double-Barrelled Items

Double barrelled items can be seen as one question covering two issues at once. This should be avoided as it, too, can create bias.

- Avoid Assumptions

Assumptions prevail in questions where the researcher assumes the respondent has thought about an issue prior to the survey.

- Avoid Burdensome Questions

It is human for people to forget certain things. As a researcher sometimes explores the past, he/she should consider that certain questions may be taxing on the respondents' memories.

5.3.2 Question sequence

As stated in Zikmund and Babin (2010) when opening questions in the given questionnaire are relatively basic and easily understood, and of such a nature that respondents will not struggle with answering the questions, a researcher is increasing the likelihood that a respondent's involvement with the questionnaire will increase and that their cooperation will be maintained. In an attempt to build confidence and cooperation, a researcher should make use of easy-to-answer questions as opening questions. Easy-to-answer questions can be seen as general questions, thus making use of a funnel technique: starting with general questions and funnelling towards more topic-specific questions as the questionnaire goes on. By making use of funnel technique, biased responses can be overcome. Considering the sensitive topic of the study, namely sexual behaviour, it was necessary to ask demographic questions first in order to put respondents at ease and gain their confidence.

5.3.3 Measuring attitude and behavioural intent

The questionnaire attempted to measure respondents' attitudes, emotions and behavioural intent in order to determine which execution style and advertisement content had the most favourable impact on respondents' behavioural intent. Respondents' cognition with regards to the advertisements was best captured by using attitude scales. Attitude can be considered a hypothetical construct, therefore attitude cannot be directly observed but is measurable by making use of indirect indicators. Attitude was measured by making use of attitude rating scales where respondents estimated the magnitude of a certain characteristic that an object holds. This "object" is the manipulated advertisement, and the characteristic which held the rated magnitude will be eg. susceptibility or efficacy. A five point likert scale was developed in order for respondents to rate the magnitude where 1 is regarded as the negative magnitude (eg. strongly disagree) and 5 the positive magnitude (eg. strongly agree). In measuring behavioural intent, respondents' likelihood or intention to respond in some future manner was measured. Therefore phrasing of questions included words such as "I will..." and "I would..."

5.3.4 Methodology

Churchill (1979) developed a framework from which the formulation procedure of developing a measurement instrument can be followed. Only the first two steps of this procedure are discussed, as this questionnaire can be classified as pre-designed and pre-tested. Given that the questionnaire is pre-designed and pre-tested, all the tests and steps, as suggested by Churchill (1979), do not have to be done.

5.3.4.1 Domain specification of the measure

The goal of this measure was to gauge the reaction of respondents towards specific execution styles in high fear-appeal HIV/Aids social campaign advertisements. The effect of the different execution styles were measured by making use of HIV/Aids advertisements containing the elements of the PMT. Consequently it was necessary to make use of a measuring instrument that covers all the dimensions of fear-appeal and the PMT in safe-sex advertisements based on HIV/Aids. In determining these dimensions, secondary research was conducted by consulting empirical data and existing literature. Dimensions related to fear-appeal advertisements therefore include susceptibility, efficacy, fear as an emotion, attitude and behavioural intent. Given Figure 1.1, the variable severity also forms part of the PMT (Rogers, 1975). However given that more recent studies concluded that severity has no significant influence as an antecedent of fear, and ultimately protection motivation, it was decided that this study would not include this variable. (Terblanche-Smit, 2008). The PMT dimensions included in the study can be operationalised as follows:

- Susceptibility

Susceptibility refers to the probability that the event could happen to the individual. Therefore this dimension refers to how susceptible or vulnerable the individual feels with regards to a specific depicted event and to what degree they find the event to be applicable to their current lifestyle.

- Efficacy

Efficacy consists of *response-efficacy* and *self-efficacy* where *response-efficacy* refers to the communicator's recommended manner of behaviour and *self-efficacy*, the evaluation

of the individual's own capacity to be able to effectively adopt the recommended response. Therefore efficacy is the cognitive process whereby the individual assesses the communicator's recommended behavioural manner, and whether the individual feels that he/she has the ability to act in the recommended way.

- Fear

Fear is an emotion in response to an unfavourable situation that is perceived as threatening. Fear is the reaction when an individual feels they are at risk or that their physical or psychological well-being is being threatened.

- Attitude

Attitude is a learned tendency to behave in a consistently favourable or unfavourable way (Schiffman & Kanuk, 2007). Therefore an attitude is formed based on an individual's inclination to act in a specific way. An individual forms an attitude based on what he/she has learned and adopted as favourable and unfavourable in previous experiences.

- Behavioural intent

Behavioural intent is the degree to which a respondent is likely to change their behaviour, therefore whether the individual intends to changing past behaviour in future.

The above-mentioned constructs were all included in the questionnaire. By measuring respondents' attitudes and emotions, and determining/assessing their behavioural intent, it was possible to determine which advertising content/execution style had the most favourable impact with regards to ensuring cautious sexual-behavioural patterns in the intended sample.

5.3.4.2 Generate sample of units

Public health campaigns regularly formulate messages emphasising a threat to the well-being of an individual and provide individuals with a recommended coping response (Ruiter *et al.*, 2001). By consulting existing empirical studies and literature, a considerable number of items focusing on fear-appeals and PMT variables were examined, as can be seen in Table 5.2.

Table 5.2: List of Items in Previous Fear-Appeal Studies

Dimension	Items	Type of fear	Source
Susceptibility	Cigarette smoking will lead to irreversible blindness; cigarette smoking will lead to isolation, rejection and exclusion from society.	Cigarette smoking	Arthur & Quester, 2004
	My sexual habits put me at risk of falling pregnant; It is likely that I will fall pregnant without the intention to.	Teenage pregnancy	Witte, 1997
	Contraceptives decrease the chance of contracting STDs; using a condom prevents contracting STDs.	STDs	Tanner et al., 1991
	Due to my present lifestyle and age, I feel personally vulnerable	Protection Motivation	Boer & Seydel, 1996
Efficacy	For a smoker, giving up cigarettes will eliminate the chance of suffering from irreversible blindness; for a smoker, giving up cigarettes will eliminate the chances of suffering from isolation, rejection and exclusion from society.	Cigarette smoking	Arthur & Quester, 2004
	I am able to quit cigarette smoking	Cigarette smoking	Witte 1997
	Condoms are effective protectors against AIDS; I am able to use condoms to effectively prevent AIDS	HIV/AIDS Condom usage	Witte, 1992

Dimension	Items	Type of fear	Source
Fear	Fearful; tense; nervous; scared; nauseous; uncomfortable	Cigarette smoking	Arthur & Quester, 2004
	Fright, Tension, Nervousness, Anxiety, Discomfort, Nausea	STDs	Tanner <i>et al.</i> , 1991
	I feel frightened about the subject of STDs	Health threat seriousness	Beck & Lund, 1981
Attitude	Good; bad; interesting; informative; appropriate; easy to understand	Anti-rape device for women	LaTour & Rotfeld, 1997
	Condoms are not worth the bother	Condom Promotion	Solomon & DeJong 1989
Behavioural Intent	In the next two weeks I will quit smoking, or encourage a smoker to quit smoking; the previous advertisement has deterred me from smoking; the previous advertisement has caused me to reconsider my smoking habit	Cigarette smoking	Arthur & Quester, 2004
	I plan to purchase (brand name) yes/no	Anti-rape device for women	LaTour & Rotfeld, 1997
	Do you intend to use condoms at all times during the next 4-6 weeks? Definitely no/ Definitely yes; Did you plan to use condoms since you first participated in this study? No, never/ Yes.	HIV/AIDS condom usage	Witte, 1992
	I am going to buy condoms and convince my partner to use them next time I have sex	Preventing teenage pregnancy	Witte, 1997

Items found in these studies were adapted in order to encompass sexual behavioural aspects and PMT variables instead of, for instance, smoking, in order to formulate a measure for this study.

5.3.5 The survey

Respondents were each given a questionnaire that consisted of one section aimed at capturing responses after viewing of the advertisement. Please see Addendum C for the draft questionnaire that was used in this specific study. Self-administered questionnaires were chosen as the means to capture responses, as it is a successful way of capturing attitude and behavioural intent by means of (primarily) a (5-point) likert scale (Zikmund & Babin, 2007). Because attitude and behavioural intent are hypothetical constructs, meaning that they cannot be observed directly but can be captured by analysing indirect indicators such as verbal expressions or unconcealed behaviour, making use of attitude scales in the form of a questionnaire will aid in measuring these constructs (Zikmund,2003:308). Peterson (1994:389) also found that self-administered questionnaires consistently yield the most favourable Cronbach Alpha, and are the most reliable measure.

The questionnaire contained well-developed instructions which guided respondents in answering the questionnaire. These instructions had been used in other surveys and had undergone minimal adaptations in order to aid respondents in this specific study (Witte, 1992; LaTour & Rotfeld, 1997; Beck & Lund, 1981; Tanner *et al.*, 1991). After conducting secondary research it was decided to start the questionnaire with demographics. Because sexual behaviour among young unmarried adults is sensitive in nature, starting out with demographic questions would build respondents' confidence and aid in putting them at ease for the complicated questions to come (Zikmund & Babin, 2007). If one opens with sensitive, uncomfortable questions, order bias can occur, resulting in the questions answered after the earlier sensitive questions being influenced by the prior questions, resulting in inaccurate data (Zikmund & Babin, 2007). The most successful means of preventing order bias will be to put the respondents at ease first with easy-to-answer questions such as demographics.

In order to capture the difference between current behaviour and future behavioural intent, respondents were asked whether they are sexually active and, if so, “How often do you engage in sexual activities?”. By making use of a frequency determinant scale, it could be captured how often respondents engaged in sexual activities, for example weekly, every two weeks, monthly, or not monthly but on occasion. In order to establish how often respondents who are sexually active engage in protective behaviour, they were also asked to indicate “How often do you use a condom?”, by also making use of a frequency determination scale.

The next subsection attempted to measure how susceptible respondents rated themselves when considering their sexual behaviour patterns, and the content they viewed in the advertisements. Thereafter, efficacy was measured. Statements to be answered for efficacy were adapted from Arthur & Quester (2004), where the sample for the specific study also included respondents who were engaging, or not engaging, in the maladaptive behaviour at hand (smokers and non-smokers). Such statements started with “For a smoker...” in order to facilitate respondents who do not smoke but can still respond to efficacy (the degree to which they believe they can practice the recommended behaviour) (Arthur & Quester, 2004:658). These statements were adapted in order to suite this study, and were stated for sexually active individuals as “If a sexually active person...”.

The next subsection involved measuring the level of fear. Beck & Lund (1981) conducted a study on fear-appeal involving health threat seriousness. Statements measuring fear involved presenting respondents with mood adjectives such as “fright”, “tension”, “nervousness”, “anxiety”, “discomfort” and “nausea” (Beck & Lund, 1981:407). These adjectives were also used in this survey in order to measure fear on sexual behaviour.

In order to measure attitude towards the advertisement adjectives such as “Appropriate”, “Easy to understand”, “Informative” and “Useful” were included in the questionnaire (LaTour & Rotfeld, 1997). Adapted from Solomon & DeJong (1989) is the statement “Condoms are worth the bother”. Solomon and DeJong (1989) used this statement in its negative form, stating “Condoms are not worth the bother”. However, research shows that reverse polarity has the potential to cause confusion among respondents due to awkward

phrasing of statements. It also decreases and relinquishes unidimensionality when considering the discriminant validity of items (Herche & Englland, 1996). As a result, this attitude-measuring-item was adapted in order to avoid decreasing discriminant validity and confusion, by stating it positively. As cited in Shimp (2010), the content of an advertisement should be regarded as credible in order for viewers to agree with the overall message. A credible advertisement is regarded by the viewer as trustworthy and believable (Shimp, 2010). Given the definition of attitude, a positive attitude towards the advertisement, therefore a liking of the content, would result in the consumer's agreement and adoption of the content. As a result, a credibility item was included with the above-mentioned attitude items in order to test whether viewers found the content of the different execution styles believable. It is important for viewers to regard the content of advertisements as credible in order to aid in viewers adopting the message of the campaign.

The last subsection involved measuring behavioural intent. Measuring behavioural intent occurred by means of using words such as "I will...". Pre-designed and pre-tested statements for measuring behavioural intent involved those in studies conducted by Arthur & Quester (2004) such as "In the next two weeks I will quit smoking, or encourage a smoker to quit smoking" and "The previous advertisement has caused me to reconsider my smoking habits"; LaTour & Rotfeld (1997) "I plan to purchase (brand name) yes/no"; and Witte (1997) "I am going to buy condoms and convince my partner to use them next time I have sex". As stated in Shimp (2010), advertisements aim to persuade the intended target market to respond in a specific manner such as to buy a specific product or support the advertised brand. In much the same way, HIV/Aids campaigns attempt to envelop the advertisements with persuasive power to result in changed behavioural patterns (for the respondent to become cautious if he or she was not practising cautious sexual behaviour before). When reading statements such as the last adapted from Witte (1997), it is clear that these items also measure the persuasiveness of the advertisement and its ability to change the respondent's behavioural intention. As execution styles are intertwined with advertising content (Belch & Belch, 2007), these items also ensured that the persuasiveness of the specific execution style's content was tested.

The questionnaire concluded with a statement assuring respondents that all information would be kept confidential and for purposes of this particular study alone.

5.4 SAMPLING PROCEDURE

5.4.1 Target population

The target population for this study was adolescent males and females between the ages of 18 to 25 from the three predominant race groups present in South Africa, namely, white, black and coloured individuals (Stats SA, 2009). After having scrutinised all relevant HIV/Aids information it was evident that HIV/Aids prevalence was most profound in the black and coloured populations (Stats SA, 2009; HIV and Aids statistics for South Africa, 2008). It was therefore regarded as essential to include these two race groups in the study. However, given the results of the focus groups (as discussed in Chapter 6), it was found that there were different responses from different race groups. As a result, the white population was also included in the study. This ensured that the researcher could make thorough analyses and comparisons between race groups, given the focus group results. This concluded in the target population consisting of black, white and coloured individuals between the ages of 18 to 25. The reasoning behind this specific target population was to establish towards whom the relevant advertisements of this study were aimed. The target market of this study can be seen as the target market towards which HIV/Aids advertisements are primarily aimed. The target population includes males and females who are sexually active as well as those who are not, and is not dependent on respondents knowing their HIV/Aids status. The two reasons for including both sexually active as well as non sexually active individuals, and omission of HIV/Aids status are:

- Firstly, due to the fact that even though safe sex advertisements promoting, for example, condom usage are primarily aimed at sexually active individuals, these advertisements also attempt to secure abstinence amongst non sexually active individuals (or serve as a reminder of practising safe sex in such an event);

- Secondly, this study aims to predict the difference in behaviour once the respondent has been exposed to fear-based safe sex advertisements, and must therefore measure the behavioural intent and attitude change amongst sexually active, as well as non active, individuals.

Also to be considered is that the advertisements relevant to this study are aimed at individuals of a certain age group, namely young people between the ages of 18 to 25. The result is that elements such as the provincial location of respondents cannot be considered as population determinants, as these advertisements are aimed at all young people in a given age group, irrespective of race, gender, and provincial location. Statistics reveal that the largest estimated HIV/Aids prevalence among South Africans can be found in the age group 25 to 29 (approximately 33%) (HIV and Aids statistics for South Africa, 2008). By means of ensuring the correct HIV/Aids education and instilled perception of the virus to age groups younger than 25 to 29, one can ultimately aid in alleviating the HIV/Aids rate of the troubled age group 25 to 29. As stated in HIV and Aids Statistics for South Africa (2008), researchers found a distinguishing trend concerning Aids related deaths in specific age groups, concluding that the rise of such deaths was greatest in the age group 25 to 49. This being said, it was found necessary to target the age group below that of 25 in order to provide a positive impact on such alarming statistics. None the less, it is necessary to mention that the age group 20 to 24 also has an alarmingly high HIV/Aids prevalence figure of approximately 22% (HIV and Aids Statistics for South Africa,2008) showing that HIV/Aids is also a danger to this age group. Given all of the above, and in an attempt to be proactive, individuals between the ages of 18 to 25 who are sexually active, as well as those individuals between the ages of 18 to 25 who are not sexually active, were sampled from the Western Cape. This target population paradigm is also applicable to the exploratory research study.

5.4.2 Sampling process

Sample units were selected from the Western Cape was chosen by means of judgement sampling, as the researcher used personal judgement to establish that statistics of HIV/Aids prevalence and sexual tendencies among adolescents are sufficiently alarming in

order to conduct the study in the Western Cape region. Sample units, or individuals, were selected by means of convenience sampling. Convenience sampling is a non-probability sampling technique where the researcher obtains and selects individuals by means of choosing the most convenient units available (Zikmund & Babin, 2007). Given financial constraints, it was more cost effective to the researcher to conduct the study in close proximity, namely Cape Town. By means of convenience sampling, the region of Cape Town was used in order to sample the individuals in the target population. As race and culture play a significant role in the objectives of this study, and gender also plays a role (i.e males and females), convenience and judgement sampling techniques were regarded as appropriate. Convenience sampling is said to restrict the generalisation of the data to the whole population and, therefore, the representation of the population (Zikmund & Babin, 2007). Although this study can therefore not obtain a complete representative (probability) sample, a high degree of diversity and representation was still maintained, as quota sampling will be made use of in order to account for all major races in South Africa. By using judgement sampling, the University of Stellenbosch and Cape Peninsula University of Technology (CPUT) were chosen in order to sample individuals. Given the demographics of the two mentioned universities, they provided the researcher with sufficient diversity related to the three primary race groups found in South Africa. As a result, the sample size and quota were fulfilled.

By employing convenience sampling the researcher was able to select class groups that were of a favourable size to the researcher. Respondents were chosen in these classes to attend the experimental study. Owing to the nature of the sampling method chosen, the researcher could conveniently source class rooms from which to choose these respondents. By making use of registration data for 2010, the researcher was able to easily choose a class room with the relevant number of respondents, choosing to source classes that had at least 160 respondents attending lectures. Next, the researcher made contact with the corresponding lecturers in order to arrange to meet with the class and discuss what would be required of possible respondents. The researcher next established the number of respondents and ratio of white, black and coloured respondents in each class and was able to conclude by sampling a suitable group of respondents for each of the three experimental treatments.

Once three classes of at least 160 respondents each had been sourced, 50 black, 50 white and 50 coloured respondents in each class were allocated to one of the three groups in the experiment by means of randomization and matching based on gender and race. Matching is similar to that of randomisation, a method of allocating respondents to specific groups based on chance only. However, when a researcher is aware of some extraneous variable that might affect results, matching should be used (Zikmund, 2003). Gender and race can be classified as the extraneous variable that will affect results. Because of convenience sampling, the researcher could ensure that an equal amount of males and females, in equal representation of each of the three mentioned races, had been chosen in the sampling procedure, and matching could successfully take place. Because respondents had to be allocated to groups based on chance, and matching based on gender also needed to occur, the researcher ensured that participants were chosen by mere chance. Given the information gathered upon meeting with the classes, the researcher was able to ensure that 150 respondents in each class had been chosen by chance, by means of choosing respondents randomly, drawing 75 male and 75 female. Even though the researcher only requires 150 completed questionnaires in each experimental group, 160 respondents were sourced for each of the three experimental groups in order to allow for errors such as non-response and non-respondent. These chosen respondents were then notified of the specific time, date and location when their specific experimental groups would participate in the study. Notification occurred by means of an email sent out by the researcher containing all the information. Emails were sent out twice to each student participating in the study, in order to ensure that a follow-up email reminded respondents of their time slots a few days in advance of their needed participation. In total, 80 questionnaires were given to 80 male respondents and 80 to 80 females in each allocated group. However, in total, only 75 fully completed questionnaires were captured from male respondents and 75 female respondents in each of the three experimental groups. Statistical analyses were made on 150 respondents per experimental group.

The respondents were required to participate in the experimental study in the allocated buildings on the campus of the CPUT and the University of Stellenbosch. It was arranged

with the department to provide a lecture room for the specific times relevant to the three groups. It was ideal to use these lecturing rooms, as not only costs were minimized, but these facilities were easily available to the researcher as well as the respondents. These rooms were equipped with the necessary technology and equipment in order to facilitate viewing of the advertisements, as well as having the capacity to hold the number of respondents needed per viewing. Because the nature of this study was sensitive, a room was required that had seating for 200 or more respondents. This ensured that seats could be left open between each respondent so that he or she did not have to feel threatened that the person to the left or right would be able to see their answers. By so doing, more accurate and honest answers were received.

5.4.3 Sample size

The larger the sample size, the more accurate and representative the results (Zikmund & Babin, 2010). For the purpose of this study, 450 respondents were sampled to take part in the study. In short, for the purposes of the experimental study, 450 respondents were sampled by means of convenience and judgement sampling. Non-proportional quota sampling was used, thereby ensuring that the sampled group consisted of an equal number of the relevant race groups for this particular study. The sample consisted of 150 black respondents, 150 white respondents and 150 coloured respondents. In each group of respondents (based on race), an equal amount of males and females was found, for example, 75 black male respondents and 75 black female respondents. The sampled group of 450 respondents was randomly assigned to one of the three execution styles, resulting in each experimental group consisting of 150 respondents comprising 50 black, 50 white and 50 coloured respondents. In each experimental group, an equal amount of males and females in each race was also present, resulting in 25 black, 25 white and 25 coloured males, and 25 black, 25 white and 25 coloured females in each experimental group. Once the researcher divided the sample into three groups, the groups were randomly assigned to one of the execution styles in order to collect the relevant information from which inferences will be made. The following table depicts the representation of males and females, as well as race representation in each of the three experimental treatments.

With relevance to the qualitative focus groups, 18 respondents were sampled independently from those respondents chosen for the experimental study. These 18 respondents included individuals from the black, white and coloured population in order to establish whether race would be a valid variable to investigate, and if so, which race groups needed to be included in the experimental study.

Table 5.3: Respondent Representation in Experimental Treatments

TOTAL NUMBER RESPONDENTS: 450		Testimonial Execution	Slice-of-life Execution	Factual Execution
Black Respondents	Male	25	25	25
	Female	25	25	25
White Respondents	Male	25	25	25
	Female	25	25	25
Coloured Respondents	Male	25	25	25
	Female	25	25	25

One group was composed of nine female respondents and one of nine male respondents, and the discussions were held independently. These groups each comprised three respondents from each of the three main race groups found in South Africa, namely black, white and coloured.

5.5 DATA ANALYSIS

The data collected by means of the pilot study was scrutinised in order for the researcher to analyse the preliminary results and determine whether any final changes should be

made to the questionnaire design or wording before the primary experiment occurred. After the questionnaire had been finalised, the experimental design was carried out and results were captured manually by the researcher in Excel. Statistical analyses were conducted by means of using Statistica, a computerised statistical analysis programme. Statistica aided in testing the specific hypothesis related to the objectives of this study. The data analysis for this study can be divided into descriptive and inferential analysis.

5.5.1 Descriptive statistics

Researchers analyse data by means of computing the captured outputs into tables and graphs in order to better and more easily make interpretations and make conclusions about what was found (Zikmund, 2003). Descriptive statistics are regarded as the basic conversion of data in such a manner that results in basic characteristics being described, including central tendency, distribution, and variability (Zikmund & Babin, 2007). The type of data collected will determine what type of descriptive statistic will be found eg. Nominal and ordinal data provide frequency tables, proportions and modes where interval and ratio data provides means and standard deviations (Zikmund & Babin, 2007). Nominal, ordinal, interval and ratio data are levels of measurement where nominal data represents the most elementary means of measurement by indicating belongingness to a group eg male or female, where ordinal data represents data that not only shows identification and belongingness to a group, but can also be categorised by means of some hierarchical property eg level of education where primary school is ranked lower than having a tertiary education (Zikmund & Babin, 2007). Zikmund (2003) describes interval data as being able to arrange objects according to their magnitude as well as being able to “distinguish this ordered arrangement into units of equal intervals”, where ratio data can be seen as a measurement scale containing an absolute value, including zero. The most important descriptive statistical analysis that was conducted was that of the factor analysis and the Cronbach Alpha value.

Factors analysis has the primary objective of summarising “the information contained in a large number of variables into a smaller number of factors”, and is frequently used in questionnaire development in order to detect underlying dimensions and test for discriminant validity among items. In conducting a factor analysis, a researcher can more

successfully investigate the interrelationships between variables (Zikmund, 2003). A factor analysis is, however, primarily associated with questionnaire development. However, it will be discussed here as it is a means of statistical analysis. As mentioned previously, the questionnaire that was used in this study had been pre-designed and pre-tested. A factor analysis was not conducted prior to the experimental design as the items used had been previously tested. However, in the interests of justification a factor analysis was conducted after the primary data had been collected and thus not on a pilot study. This factor analysis merely aided as justification that the items used do prove to have discriminant validity, as well as that all factors had been identified.

Cronbach Alpha can be seen as a manner in proving internal consistency or reliability of scale items. Reliability can be defined as “the degree to which measures are free from error and therefore yield consistent results” (Peterson, 1994). Peterson conducted a meta-analysis concerning Cronbach Alpha in order to determine the acceptable level of “reliability”, therefore the acceptable value of Cronbach Alpha. In his paper, Peterson found that Cronbach Alpha is not subject to extensive fluctuations due to research design characteristics and that the favourably acceptable level of Cronbach Alpha should be 0.7 (Peterson, 1994). As the questionnaire items had been previously tested by other researchers the Cronbach Alpha value was not needed prior to the primary experimental study but was also, for reasons of justification, calculated after having conducted the primary study. It was expected that the Cronbach Alpha value for the specific questionnaire will be above the favourably acceptable value of 0.7 as the used items were all tested so previously.

5.5.2 Inferential statistics

As cited in Zikmund & Babin (2007), inferential statistics have the primary function of allowing a researcher to make conclusions regarding a population, based on the results found with a specific sample. In the case of this specific study inferential statistics were included by means of t-tests, ANOVA and correlation tests.

5.5.2.1 Analysis of variance (ANOVA)

An ANOVA test can be seen as a statistical test testing differences between more than two means. More specifically, an ANOVA test allows a researcher to investigate and examine the outcome of a treatment variable on that of a dependent variable that is interval-scaled or ratio-scaled. An ANOVA test will allow the researcher to explore whether there is a statistically significant difference between the specific means of the chosen groups (Zikmund, 2003). The nature of this study allows exploration of three types of execution styles, namely factual, slice-of-life and testimonial. ANOVA tests were conducted in order to investigate the different responses towards the three execution styles and whether these answers are statistically significant and, thus, whether the stated hypotheses are relevant to the sample or not.

5.5.2.2 Post hoc analysis

Given that an ANOVA only indicates whether significant differences exist between more than two groups (Zikmund, 2003), the researcher still had to determine between which of the groups the statistical differences were. By means of conducting ANOVA tests based on multiple comparisons, the researcher was next able to make use of post hoc analyses in order to make firm conclusions on inferences (Diamantopoulos & Schlegelmilch, 2000). The ANOVA was used to determine whether significant differences exist between groups, or not. If significant differences were found, the researcher made use of the post hoc analysis in order to determine between which of the incorporated groups the statistical differences were.

5.6 CONCLUSION

This chapter describes the particulars of the methodology of this fear-based safe sex advertising research study. The research design, development of the questionnaire, the means of sampling procedure and the type of data analyses that occurred have all been thoroughly discussed.

CHAPTER 6: QUALITATIVE FINDINGS

6.1 INTRODUCTION

After the research methodology, as explained in the previous chapter, had been carried out, the relevant results were found, and are discussed in this chapter and chapter 7. This chapter provides processed data in the form of qualitative findings. As previously mentioned, the study took place in a two-fold manner, consisting of a qualitative and a quantitative study. The qualitative study aided in providing the researcher with insight and understanding of the target population and research problem, whereas the quantitative study constituted the primary study, with findings about the experimental research conducted. The purpose of the qualitative study was to obtain in-depth information about HIV/Aids and sexual behaviour, as well as to ascertain which advertisements were most suited to be used in the quantitative experimental study.

6.2 QUALITATIVE RESULTS

Two focus groups were held as a means to collecting qualitative data. As previously mentioned, the study consisted of two phases, the qualitative study occurring first. The qualitative study also consisted of two phases. First, an in-depth open discussion was conducted with two independent focus groups as a means of gaining insight and understanding of the target population for this study. By conducting in-depth open discussions, the researcher was able to draw information from respondents concerning topics such as HIV/Aids, teenage sexual behaviour and the potential impact culture has on an individual's means of satisfying sexual urges. Respondents from the two focus groups provided opinions on topics addressed in a discussion guide. Please see Addendum A for the discussion guide used in both focus groups. The same discussion guide was used in both focus group discussions in order to maintain consistency. The researcher acted as moderator, and was accompanied by an assistant to provide help in recording the open

discussions as well as ensuring that any necessary notes were taken. By using an assistant, and recording the discussions, the researcher ensured that no data was lost during the focus groups, thus the researcher could dedicate all her attention to the participants. After an open discussion was held in each of the two focus groups, participants then had to view a series of 9 advertisements related to fear-based HIV/Aids marketing, shown as a means of counterbalancing. The results of this exercise then determined which advertisements in each execution style were to be used in the primary experimental study.

Two focus groups were held independently of each other in order to be able to separate males and females. Given that sexual tendencies, HIV/Aids and related topics addressed in the discussion guide are sensitive in nature, it was decided to conduct two focus groups, one containing 9 males and the other 9 females. The researcher eliminated errors such as deliberate falsification and socially desirable answers by means of conducting the focus groups in the above-mentioned manner.

6.2.1 Phase one

Phase one consisted of in-depth discussions between the researcher and respondents in the two focus groups. Participants were briefed about the purpose of the study, and the importance of giving their honest opinions. As a result, the moderator and assistant were also able to collect suitable demographic data. Table 6.1 summarises these findings.

Table 6.1: Demographic Composition of Focus Groups

SAMPLE (n=18)		
DESCRIPTION	FREQUENCY	%
Age		
19-20	4	22.2%
21-22	10	55.6%
23-24	4	22.2%
Gender		
Male	9	50%
Female	9	50%
Race		
White	6	33.3%
Black	6	33.3%
Coloured	6	33.3%
Home Language		
English	10	55.6%
Afrikaans	8	44.4%
Are you sexually active?		
Males: Yes	6	66.7%
: No	3	33.3%
Females: Yes	4	44.4%
: No	5	55.6%
Do you make use of condoms?		
Males: Yes	3	50%
: No	3	50%
Females: Yes	2	50%
: No	2	50%

The

sample

consisted of respondents mostly between the ages of 21 to 22 (55.6%). The remainder of respondents met the required criteria of the target population and fell in the age category

as explained in Chapter 5, namely 18 to 24. In conclusion the sample therefore consisted of 50% males and 50% females of which 55.6 % indicated English as their home language and the remainder, Afrikaans (44.4%). As this study entailed additional objectives of attempting to investigate cultural differences with regards to sexual behaviour patterns and the understanding of HIV/Aids, both focus groups consisted of three respondents from each of the predominant races found in South Africa (Stats SA, 2009). As a result, 6 white, 6 black and 6 coloured respondents were present in the focus groups. Of the males 66.7% regarded themselves as sexually active. Of these 6 respondents only 50% stated that they make use of condoms on a regular basis. The female focus groups totalled 44.4% of respondents engaging in sexual activity, where half of these sexually active participants voiced their dedicated use of condoms.

6.2.1.1 Engagement in sexual activity

Once the moderator determined that all respondents were at ease with the topic at hand, a series of open-ended questions were asked and it was required of respondents to engage in open discussion with each other. The researcher ensured that the respondents were aware that the assistant's presence was needed only to help record important notes and tape the conversations, and that all gathered information would not be used for any other purpose besides that of the specific study. Respondents agreed that the questions posed by the moderator could be in English, and those respondents who felt the need to, could provide a response in Afrikaans.

One of the first open-ended questions that were asked by the researcher was for respondents who were sexually active, to state why they have decided to engage in pre-marital sexual activity. Those respondents who were not sexually active could answer based on knowledge that they had of friends. The male focus group predominantly provided answers that could be summarised as "never-minded". <Male 3> replied by saying "Why not?" which resulted in laughter from the rest of the group and nodding by most respondents. <Female 2> voiced that "there are so many ways to avoid becoming pregnant as compared in the past, that it's safer now to have sex without all the baggage that would normally have followed 100 years ago". Female respondents who were not

sexually active agreed that they just haven't found the urge to give in. <Female 7> stated that she would like to try and save herself for "one day" but is aware of many of her friends who openly discuss their sexual activities with her. <Female 7> proceeded by stating that "seeing how my friends stress when they think something could have gone wrong and they might be pregnant is enough for me to not want to do it now, even with the help of contraceptives and condoms and whatever else is available". All of the respondents who were noted as not being sexually active agreed with <Female 7>.

6.2.1.2 Abstinence from sexual activity

The moderator next asked whether it is the fear of becoming pregnant that keeps them from engaging in sexual activities. <Female 9> and <Female 6> agreed that there is a big degree of fear linked to consequences of being sexually active and that they would always ask "but what if". However, it is also just not like them to engage in sexual behaviour. <Female 1> provided the following response: "Maybe if I was engaged or dating the guy and we are 100% sure that we will get married, maybe then I would. But I would definitely not sleep with someone who I am not dating, or have been for a very long time. Some of my friends do it though." The male focus group consisted of mostly sexually active respondents <Male 3>, a non-sexually active respondent, stated that he hasn't had a girlfriend with whom he would have liked to have sex, "but that doesn't mean that the urge isn't there". "I just consider myself as conservative and would like to try and wait till I'm married" was the response of <Male 7>. In conclusion, it was clear that majority of males and females in both focus groups, who are not engaging in sexual activities, chose to do so primarily due to the negative consequences that could be associated with sexual activity. Thus far, no respondent had mentioned that HIV/Aids would be a negative consequence of sexual activity, and emphasis was primarily placed on pregnancy issues.

6.2.1.3 Increase in pre-marital sexual activity

The researcher therefore proceeded to ask whether respondents still consider the topic "sex" to be sacred. The male focus group quickly came to consensus that "sacred sex is

something of the past”. <Female 6’s> response can be seen as an effective summary of how the female group regarded the topic of sex being sacred: “It is quite sad but no, sex definitely isn’t seen as a sacred activity. In the old days it was probably sacred because it was something that two people who loved each other, and therefore got married, engaged in. Now it is just something that two people who love, sometimes even only like, each other do. Some people actually act surprised when they hear that someone of our age is not sexually active and it should be the other way around.” <Male 9> gave the following explanation of why he thought sex has become less sacred: “I guess you can compare it to swearing. In the old days it was so wrong to swear and so no one did. But as time goes on, more people start to swear, and then even though you know it’s still wrong to swear, you find yourself swearing because everyone around you does. I guess that is how it worked with sex too. One or two ‘vrot apples’ and everyone started sleeping around cause everyone around you does it, so even though you know you shouldn’t be, the fact that so many people around you does it makes it okay.” <Female 5> was very concerned with the fact that generations seem to be maturing at an earlier age as time goes. She also voiced that “by the time I have children they will probably be sexually active even before they reach high school.” <Female 8> chuckled and replied “they probably are already”.

Upon asking what reasoning could be behind the increase in pre-marital sexual activity respondents hesitated to answer and provided a predominant answer of “I don’t really know”. <Female 4> believed that the media has had an influence of all teenagers and adolescence and “even a PG rated movie tends to have some sort of sex scene or ‘smooching’ in it”. In the male focus group, <Male 4> stated that “it is so easy to get hold of something like porn or naked photos that they can’t expect a young teenager to not get sexual urges. Sometimes you open, what is suppose to be, a family magazine, and you’ll find photos of women that have very high sexual connotations”. All males nodded in response to <Male 4’s> statement.

6.2.1.4 Use of contraceptives

Next, respondents were asked to indicate the degree of importance that they link to the use of a condom when engaging in sexual activities. Those respondents who stated the absence of sexual behaviour in their life styles were asked the question in a hypothetical

manner. <Male 1> responded by emphasising the need for a condom by exclaiming “I don’t want to sit with a baby anytime soon. Plus sometimes you don’t know the girl’s history with previous guys and you definitely want to protect yourself against some nasty disease”. The majority of males nodded in agreement. <Male 4> and <Male 5> added that even though they know the importance of ensuring that they make use of a condom, “sometimes you just don’t have one, or you are so into the girl already that you don’t take the time to go buy one.” All female respondents, except for one (<Female 2>), voiced that they find it important to make use of a condom. <Female 7>, a non sexually active participant, stated that if she were to become sexually active she would “insist that he has a condom.” <Female 2> replied to <Female 7> by stating that “you sometimes feel bad to tell the guy that you have to stop getting ‘frisky’ and first go and buy a condom, so you just try to...ummm... how can I put this... stop before he you-know-what”. <Female 9’s> response was as follows:”Oh goodness no. I hope I never use those words. Rather safe than sorry I say. I’d rather feel ashamed and embarrassed than have a potbelly in a few months time”. The researcher next asked <Female 2> whether she feels that females should also carry a condom. Two female respondents agreed that they find condoms to be the male’s responsibility, and contraceptives to be that of the females. “I won’t carry a condom on me, but I know my boyfriend will always provide for his part in the deed, and I ensure I take my pill” was <Female 5’s> opinion on the use of condoms. All females agreed that they would make sure, in the case of being sexually active, that they consume contraceptive pills”. In conclusion, more females found it important and necessary to make use of a condom and any other precautions than did males.

6.2.1.5 Fear of sexual intercourse consequences

The researcher also asked respondents to indicate whether they are scared of sexual consequences such as pregnancy, HIV/Aids and sexually transmitted diseases (STDs). All females who were sexually active voiced some concern for becoming pregnant. Non-sexually active participants stated that they would also be scared of falling pregnant in the case of being sexually active. No mention was made of STDs or HIV/Aids. The male group placed more emphasis on STDs than pregnancy. <Male 4> stated that he did not know of any one close to him that had HIV/Aids and proceeded to state that “I don’t really think

HIV/Aids is such a big thing to be afraid of in my neighbourhood”, after which all males nodded in agreement. <Male 1> again stated that he is afraid of impregnating the girl he sleeps with. All other males drew more attention to the topic of STDs, and provided little to no information on their concerns for HIV/Aids.

6.2.1.6 Culture and sexual behaviour

The researcher also probed respondents to assess the possible impact that cultural differences might have on sexual behaviour patterns. <Male 4> sarcastically stated that “we all know English girls are easier to score than Afrikaans girls”, whereafter all participating respondents nodded in agreement. “If you want a quick ‘vry’ you’ll have better luck with English girls, it really is true”, was the response of <Male 9>. No mention was made to different races in the male focus group and the moderator proceeded to ask the question “and what do you think about sexual behaviour amongst different races for example white, black and coloured individuals such as yourselves?”. <Male 1> responded by saying that he thinks “...the black race is more sexually active than whites. I don’t know why I think so, but if I had to assume, I would say culture plays a role”. “Dude, have you not heard of all the guys in your res that sleep with girls, white guys! I don’t think it has anything to do with culture. It has to do with how your parents raised you” was the response of <Male 9>. “No, you can’t say that bru. ‘Cause my dad said he’d skin me alive if I sleep around, and I still do” was the reply of <Male 1> to <Male 9>. <Male 7 > stated that he considers culture to have a dramatic impact on your sexual behaviour “because take for example the English and Afrikaans thing that you guys said: different cultures have different values. English and Afrikaans can also be seen as cultures right? So there will be differences in every culture”. A coloured respondent happily agreed by stating that “I think our culture is much more conservative than people think, probably even more conservative than the white culture judging by how you guys go after English girls. We all have different values, but I think it has to do more with the community that you grow up in, like a poor community might be less conservative”. Some respondents nodded in accord.

The female focus group concluded that cultural differences would have an impact on the age at which individuals become sexually active. "Different cultures have different beliefs and values, for example, I know that in my culture (black) you would have to sleep with a man before he would marry you cause he would want to see that you are fertile before he marries you. But I have to say that you have to be very very traditional... I just know it did happen, I don't know if it still does, maybe in like KZN where the people are still living in huts and wear beads or something. It's not like that in my family though, but I think that there are some beliefs that divide cultures and that will result in someone having to sleep with a guy before they are married. The black culture is also evolving so..." was the explanation of one of the black female participants. "Ya, I agree. I know us 'boer kinders' were raised in a much more stricter way than the 'souties'. You just spoke about how sometimes a black girl must have sex before marriage... Well I know of a black girl that has to go to a camp, I don't know, once a year or every few years, where they have this black 'sangoma' gynaecologist that inspects them to see if she is still a virgin. And if you are, you get a certificate apparently 'cause when she gets married her dad can ask more 'lobola' because she is still pure or something. So I definitely agree that culture plays a massive role in your sexual behaviour" was the reply of <Female 1>. After some quiet time <Female 2> replied by stating that: "...just because your parents or cultural upbringing says you are not supposed to, doesn't mean you won't! Everyone isn't so traditional anymore hey, especially teenagers. I don't really think a pubescent boy on the brink of puberty will first go back and inspect his roots and what his culture says before he jumps into bed. If he wants to... he most probably will. I think things like your parents' income level can influence your activities and your surroundings more than that of your ancient culture. Like if your parents are really struggling with finances and you live in the dumps, you might become sexually active as a teenager, as opposed to someone who has a good education and money and engage in extramural activities or something". "No way!" was the response of <Female 5> "My one friend's parents are stinking rich and she sleeps with her boyfriend. You can't generalise like that. But I do think education might have something to do with the way that you have sex. Like I think an educated person might be more careful and maybe buy condoms and contraceptives and stuff, where a less educated person won't". All participants nodded in response to the previous statement.

“Maybe culture still has some impact on things like having sex and how you do it, but there are so many other variables too. Afrikaans parents are much more strict than English parents, so Afrikaans people’s upbringing will be more reserved than English people. But if I had to say, I think those cultural boundaries are probably disappearing slowly but surely. But it still has some sort of hold on you. Cause we have all made reference to English and Afrikaans people, and how they differ and the truth is, to take just one example, the *English culture* is different to the *Afrikaans culture*”, was the last response heard from this group after which all females agreed by means of a nodding gesture.

6.2.1.7 HIV/Aids

Due to the lack of discussion concerning the relevant topic of the specific study, namely HIV/Aids, the researcher decided to probe respondents by dedicating the next few minutes to HIV/Aids alone. “Has anyone met someone with HIV/Aids and are you scared of contracting it?” was the moderator’s posed question to participants. No coloured or white respondents were aware of any individuals who have been infected with HIV/Aids except for <Female 4> who replied that the garden boy who works at their house has been diagnosed with HIV/Aids. Of the three black female participants, two were aware of HIV infected individuals in their surrounding neighbourhood. “I feel sorry for the guy because as soon as it came out that he was infected, everyone started walking circles around his house. But I guess it’s his own fault for not being careful”. Those females respondent who were noted as engaging in sexual activities stated that they cannot contract HIV/Aids through sexual encounters as they only engage in such activities with their boyfriends, and are more scared of contracting HIV/Aids in other manners such as “coming in contact with HIV/Aids people”. Of the 3 male respondents who had heard of someone who has Aids, only one had met an HIV positive individual. <Male 6> stated that “I haven’t actually shaken an HIV/Aids person’s hand, but I have heard of a few people who went to my old school who have Aids now. It’s bad to think that their lives are basically over now”.

The male respondents all showed a level of concern towards HIV/Aids, but stated that they are in no direct threat of contracting HIV/Aids. “I don’t shake dodgy people’s hands ‘cause I’m always scared that they have a cut or something” was the reply of <Male 2>. Three of

the sexually active male participants agreed with <Male 6> that they “don’t and won’t sleep with someone who has HIV/Aids”. When the moderator asked how these participants would know whether someone has HIV/Aids all four paused and provided doubtful answers, some of which included “you can just see that she looks after herself” and “you can see it”.

The female respondents seemed more informed on the topic of HIV/Aids, than the male focus group. Five females elaborated on ways to keep safe and “out of harm’s way” concerning HIV/Aids, where two of the female respondents were labelled as “naïve” by the other female participants. Two female participants stated that “HIV/Aids isn’t a concern in my life because I don’t associate with HIV/Aids people”, where the one respondent proceeded to give the statement “it won’t happen to me”. In both groups, selective males and females portrayed a lack of education on the topic of HIV/Aids, especially considering that specific male respondents stated one can see whether someone is infected or not. Females were much more informed on the topic, however both groups mentioned fear of contracting HIV/Aids in other manners, such as a handshake, rather than from sexual behaviour.

6.2.1.8 HIV/Aids communication campaigns

Next the moderator attempted to collect data on the respondents’ thoughts of current HIV/Aids health campaigns. It was evident that respondents had very little knowledge of any other campaigns except for that of loveLife. Feedback regarding loveLife campaigns were concluded as being of a negative nature as the female focus group concluded that “loveLife campaigns probably encourage sexual behaviour more than anything else, whether it is safe sex or not”. The male focus group debated on how to describe the current South African HIV/Aids campaigns and agreed on the word “happy”. <Male 9> posed the question to other participating respondents whether they had seen a specific loveLife billboard that he referred to. “Dude, they are like always smiling as if they are so excited about what’s to come” was <Male 9’s> opinion, after which all males laughed and agreed. Two of the male participants were able to recall a television advertisement by the HIV/Aids campaign “Scrutinize”. Females were also aware that they have seen one or two

other campaigns not related to loveLife, but could not recall the names of these campaigns. After having asked the female group to agree on one word to describe current HIV/Aids campaigns present in South Africa, only one female answered with the words “Useless and pointless. They really do give the wrong message”.

Respondents were next asked to hypothetically create their own HIV/Aids advertisement, one which they would categorise as effective in altering maladaptive behaviour patterns. The male group debated the topic and concluded that they would want to “scare the viewers by giving them like hardcore facts that relate to their age group so that they think like *shit*, I need to start being more careful”, where the females decided that “someone who they can relate to, like a celebrity or someone should come forward and tell their story in a short few seconds and give that goosebump effect where the people will realise it *can* happen to you if it happened to this person”. Females stated that they formulated their answer by analysing what is currently being considered as an HIV/Aids campaign. They concluded that current billboards where people are portrayed as happy and in love after having gone to get tested are “unrealistic and ineffective” and that loveLife should consider a different approach. Respondents were unsure of what to answer when asked if they would practice selective viewing considering an advertisement that was visual regarding the effects that HIV/Aids has on the human body. The males stated that “no one wants to see that”, with a level of disgust, where the females concluded that such visuals might be what is necessary to result in altered behaviour patterns and that it would “obviously depend on how visual the ad is ‘cause sometimes you just can’t help but to close your eyes in a scary scene in a movie for example”.

Lastly, respondents were asked to indicate how often they have been exposed to HIV/Aids campaigns. Only a few respondents could indicate one or two incidents when they have encountered HIV/Aids billboards. A few respondents also made reference to the “funny cartoon advertisements that are shown on one of the SABC channels”. In conclusion respondents regarded themselves as being unexposed to HIV/Aids advertisements and considered the campaigns which they had seen to have had little impact on their behavioural choices.

After the open discussion respondents were given a break in order to refresh. After an approximately 15 minute break the moderator initiated phase two of the focus group study.

6.2.2 Phase two

Phase two of the qualitative study required respondents in each of the two focus groups to select three of nine pre-selected advertisements (discussed in chapter 5) which were to be used in the experimental study.

The advertisements, classified into their correct execution style categories, were used as material to be assessed for the second phase of the qualitative study. Respondents participating in the qualitative study had to rate the pool of advertisements both individually and as a group, in order to account for reliability of results. The pool of 9 advertisements were randomised and shown to both groups in no particular order. As the advertisements had been named and classified prior to randomisation, the researcher was still able to ensure that results for each advertisement could be accurately accounted for.

Respondents were provided with qualitative rating questionnaires (as can be seen in Addendum B). A 10-point semantic differential scale was used by means of two bipolar adjectives, namely “low level of fear” and “high level of fear”, on which respondents individually rated each of the 9 randomised advertisements. Respondents in both qualitative groups were briefed on how the following section of the qualitative study would work. Given that the researcher and advertising experts had classified the chosen advertisements as all containing a medium to high level of fear, advertisements could be shown in a randomised order, as results would not be biased owing to a low-fear advertisement being shown after a high-fear advertisement resulting in sensitised results.

After respondents had been shown all 9 advertisements and had rated them in an individual manner, they were also requested to do so as a group effort. The researcher drew a continuum on a black board, after which advertisements were once again shown in a randomised order. After each advertisement the respondents had to participate in a group discussion in order to conclude where on the continuum of fear they would rate the

advertisement. This was done in order to establish a degree of reliability by means of concluding that the group ratings were consistent with the individual ratings in totality.

After results of the individual ratings had been analysed it was evident that the same advertisements were regarded as high in fear in the group effort as well as in the individual ratings. The researcher organised the pool of 9 advertisements into their relevant classified execution style in order to establish which one of the three advertisements in each of the three execution styles was regarded as the advertisement with the highest level of fear. Table 6.2 summarises all the information regarding each of the 9 advertisements, as well as the results of the group discussions and ratings of each advertisement.

Table 6.2: Summarised Qualitative Rating Results

EXECUTION STYLE	ADVERTISEMENT NAME	EXPLANATION OF ADVERTISEMENT	MEANS RATING	GROUP PERCEPTION OF ADVERTISEMENT	USED IN EXPERIMENT
FACTUAL	Human Ball	An animated advertisement portraying a women singing her baby to sleep. HIV/Aids is symbolised by a ball comprised of humans rolling through a village collecting all those individuals who have Aids. The advertisement closes as the ball rolls toward the mother and her baby, upon which her singing stops, after which the viewer is provided with HIV/Aids statistics (the crux of the advertisement)	6,2	This advertisement was rated as relatively high. Respondents stated that the idea of the advertisement is effective, but that they see it more as sad rather than fearing the content	X

	Old Age Home	This advertisement portrays an abandoned old age home. It is discovered at the end of the advertisement that there is no more need for such facilities when a little girl asks her mother what a “gogo” (grandmother) is. The crux of the advertisement revolves around the statistics that Aids has decreased human life expectancy dramatically and that at this rate, it will be hard to find anyone over the age of 45.	7	Respondents rated the advertisement as containing the same level of fear as the Tsunami advertisement. In the group discussion, however, it was evident that respondents thought of the advertisement as “scary” as those were the connotations that were used.	X
	Tsunami	In this advertisement, HIV/Aids is compared to the Tsunami that occurred in South East Asia in 2004. The advertisement involves the dramatic sound of a ticking watch/bomb upon which it compares the statistics of Tsunami-related deaths, to that of HIV/Aids in Africa. As the ticking sound continues so does the counting of Aids related deaths.	7	Tsunami was explained as an advertisement that respondents considered as effectively instilling fear of Aids. Respondents used words such as “shocked” and “wow” to explain their thoughts of the campaign. Respondents found the ticking sound to be very effective and commented that the message of the advertisement was “loud and clear”.	✓
SLICE-OF-LIFE	Peace Love & Condoms	“Peace, Love & Condoms” as an animated advertisement, aimed more towards females. The advertisement is concerned with empowering yourself by means of taking control of your life and making your own decisions based on your rights. The advertisement entails the “everyday life” of an animated young female who takes control of her life by following her dreams, and not giving in to temptations that could be harmful to her future.	3,3	This advertisement was concluded as “pointless” and “completely missing the point”. Respondents found that the visual depiction and the message were not “fitting together” as the message concerns HIV/Aids, yet the visuals do not.	X

	HIV & Drugs	This advertisement entails a typical day-to-day means of communication, namely “smsing”, through which the story of Kim is told: how she got drunk, used drugs and practised unsafe sexual behaviour. Kim now has HIV/Aids.	6.2	Respondents felt that they could relate to the advertisement and that they would fear the day that they receive a message similar to that of the advertisement relating to one of their friends	✓
	Busi & Dube	This loveLife campaign portrays a story of how two people, Busi and Dube, “fall in love” after which the HIV/Aids virus is transmitted to Busi. This is a typical depiction of how HIV/Aids transmission would occur in everyday life.	2,7	Typical comments received from this advertisement included “are you serious?” and “what a stupid ad”. Respondents considered the advertisement to be ineffective and “definitely not intense”	X
TESTIMONIAL	Boy	A young boy tells his own life experience of how HIV/Aids has affected him. The boy walks through his abandoned home giving viewers a “tour” of which rooms his family members had stayed in. He proceeds to explain that the house is now empty because of HIV/Aids, and how each of his family members had died from the epidemic.	7,4	“That’s hectic” was one of the comments made. Respondents discussed how they could relate to the advertisement and that it would be “awful for something like that to happen to a little boy of his age” The advertisement was classified as effectively fearful and playing on one’s emotions given the sympathy one has for the little boy.	✓
	No Excuses	“No Excuses” entails many young adult/teenagers telling their story of how they had no excuse for not using protection and now have HIV/Aids	4	For this advertisement it was concluded that the music in the background resulted in the message being delivered in a light manner as opposed to serious and fearful. As a result, respondents labelled the advertisement as “missing the point”, and thought that characters in the advertisement weren’t “sincere” about their	X

			wrong doings.		
	World Aids	This advertisement entails testimonies of many individuals expressing their situations. These situations that they need to face everyday have been consequences of unsafe sexual behaviour, including unwanted pregnancies and HIV/Aids. The advertisement entails many individuals who state their enthusiasm, or lack thereof, for "today", as a result of the consequences they have incurred given their unsafe sexual behaviour	5,8	Respondents perceived this advertisement as captivating. It was highlighted that it is "scary to think" that those "ordinary looking people have Aids". Respondents thought the advertisement was an effective manner in getting the message across that you should "be careful who you sleep with 'cause anyone can have Aids".	X

As can be concluded from the above table, three advertisements, one in each execution style, were chosen by the focus group respondents. In the factual execution style category "Human Ball" and "Tsunami" were rated as containing equal levels of fear. Given the description that was given for "Human Ball", it was evident that respondents did not effectively differentiate the emotions "fearful" and "scary" from each other. Given that, the researcher concluded that "Human Ball" was considered as "scary", it was therefore decided to use "Tsunami" for the factual execution style.

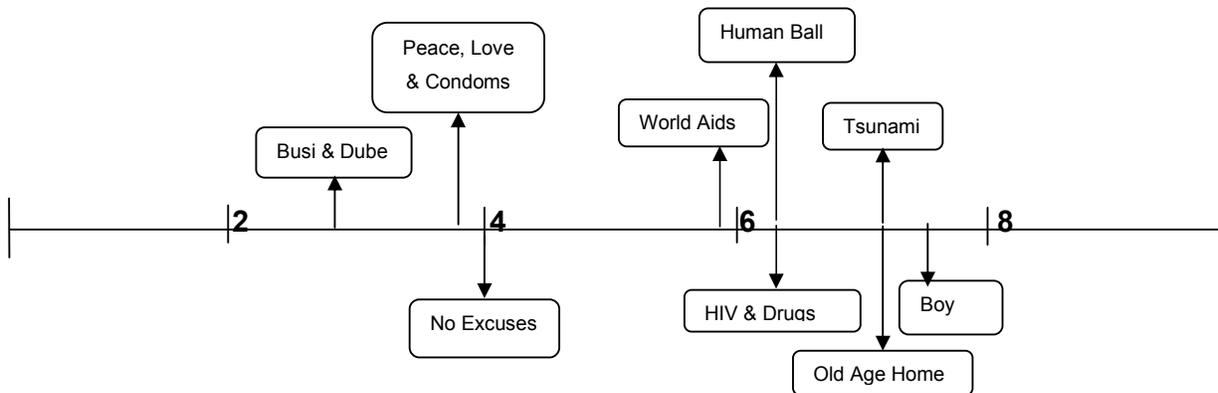


Figure 6.1: Continuum of Fear

The social advertisement “HIV & Drugs” was chosen for the slice of life execution style, whereas “Boy” was chosen as the advertisement containing the highest level of fear in the testimonial execution style category. Figure 6.1 depicts where each of the 9 advertisements were rated on the continuum of level of fear. The three mentioned advertisements were used in the experimental study, and findings are discussed in chapter 7. By means of using these advertisements the researcher was able to assess the effect of different execution styles on individuals.

6.3 CONCLUSION

This chapter imparts the qualitative results found by means of the focus groups. Demographics regarding the individuals who partook in the focus groups are given, as well as an in-depth explanation regarding the discussions that occurred in each of the two focus groups. Discussions, which occurred as per the predetermined discussion guide, provided the researcher with qualitative understanding of the values, beliefs and perceptions of the target population, regarding HIV/Aids. The chapter also provides results on the pool of 9 advertisements which were tested as a means of determining which three advertisements, in each of the three execution styles, should be used in the experimental design.

CHAPTER 7: QUANTITATIVE FINDINGS

7.1 INTRODUCTION

After completion of the qualitative study, the researcher was able to continue to the quantitative experimental study given the insight gathered, and advertisements selected. This chapter provides the findings of the quantitative experimental study which were conducted to answer the relevant objectives and problem statement. The reader will be informed about the effect that differing execution styles, in fear-based social campaigns, have on individuals. As stated in the hypotheses, PMT variables will be accounted for. Furthermore, emphasis is placed on the role that race, gender and the sexual status of a respondent has and whether this bears a relation to the effectiveness of different execution styles.

Firstly, this chapter highlights the demographic composition of the sampled population by making use of descriptive statistics, including tabulated findings and histograms. The discussed demographic variables include race, gender, home language, whether respondents are sexually active, etc. Secondly, the findings related to the three execution styles and the PMT variables are explained in depth. Thirdly, these findings are linked to the relevant hypotheses, after which the researcher's conclusions and recommendations will be given in chapter 8.

7.2 DEMOGRAPHIC PROFILE OF THE SAMPLE

By means of employing a combination of convenience and judgement sampling, respondents were sampled in the Western Cape, more specifically the Cape Town region. In order to meet a quota of 33% black, 33% white and 33% coloured respondents in the age group 18 to 25 years, two universities were sourced for sampling purposes. After scrutinising relevant demographic data in the region of Cape Town (chosen by means of convenience sampling) the two universities which fulfilled the description of the intended

target population (as described in Chapter 5) were the University of Stellenbosch and Cape Peninsula University of Technology (CPUT). In total, 450 respondents were drawn from these two institutions and respondents were required to participate in a 3 x 1 quasi-experimental design, by means of completing a (post-test) questionnaire. A method called randomisation was used in order to eliminate non-sampling error. By means of randomisation, respondents were allocated to one of the three experimental groups. Matching technique allowed for the researcher to ensure that all three experimental groups were compiled to such a degree that the three groups were of the same demographic profile. Table 7.1 shows the profile of each group after matching had taken place.

Table 7.1 Demographic Composition per Experimental group

TOTAL NUMBER OF RESPONDENTS: 450		Testimonial Execution	Slice-of-life Execution	Factual Execution
Black Respondents	Male	25	25	25
	Female	25	25	25
White Respondents	Male	25	25	25
	Female	25	25	25
Coloured Respondents	Male	25	25	25
	Female	25	25	25
TOTAL		150	150	150

By means of cross-tabulations and histograms the researcher was able to conclude that matching had taken place to the degree that each experimental group contained respondents which were matched on race and gender, as explained in chapter 5. Certain demographic variables were not matched as it was either impossible to do so (for instance, ask respondents whether they are sexually active or not), or the specific demographic variable was not considered as primary to the study (home language).

7.2.1 Gender

The total sample for the study included equal amounts of males and females (50% males and 50% females). Each experimental group was also comprised of 50% males and 50% females. This ensured that the researcher would be able to reliably validate whether males and females react differently, or not, to the experimental treatments. In conclusion, the total sample consisted of 225 males and 225 females. Consequently, each experimental group was compiled of 75 males and 75 females.

7.2.2 Race

After scrutiny of the qualitative results, discussed in Chapter 5, it was evident that race was a component that needed to be explored. As stated and explored in Chapter 4, owing to the impact that an individual's cultural background can have on their behavioural instincts, and because cultural origin influences the way in which an individual would satisfy sexual urges (Hawkins *et al.*, 2007), cultural differences were concluded to have an impact on different sexual tendencies depending on different race groups.

As a result, culture was noted as an important variable to investigate. Given the data presented by Stats SA (2009) it was evident that, as classified by the government, three race groups were predominant in South Africa. As a result these three race groups were included in the study in equal amounts. The total sample for the study amounted to equal numbers of the three predominant races, namely white (33%), black (33%) and coloured respondents (33%). Through matching, each of the above mentioned race groups was equally represented in each of the three experimental groups.

7.2.3 Age

As mentioned previously, experimental groups were composed of respondents who were matched on two characteristics, namely race and gender. The age group chosen for the study was based on the age group towards which the intended advertisements (HIV/Aids

campaigns) are aimed. As a result, and given the information collected from secondary research, the target population specified respondents between the ages of 18 to 25 years.

The mean, or average, age for respondents was 20 years. Approximately 165 respondents were aged 20. A large portion of the sampled group also consisted of respondents aged 19 (approximately 90 respondents) and 21 (approximately 80 respondents). Even though the majority of respondents were noted as aged 19 to 21, the remaining portion of respondents were between 18 to 25 years.

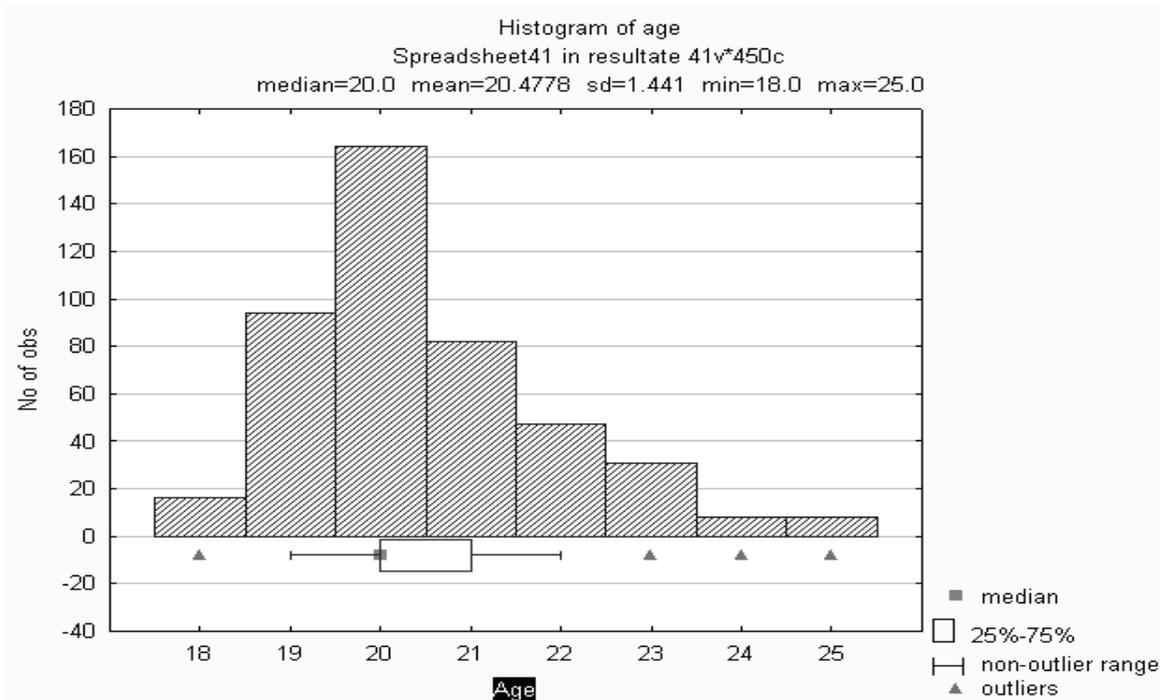


Figure 7.1 Age Distribution of Sample

Figure 7.1 graphically represents the distribution of age in the sampled respondents who participated in the experimental study.

7.2.4 Language

Language is regarded as a variable that contributed to a culture's composition, as seen in figure 4.2 (Chapter 2). Adding to this theoretical background, the focus group discussion also provided evidence that participants regarded language as a variable relating to

culture, which in totality, is said to play a role in the gratification of, or resistance to, sexual intercourse prior to marriage (Hawkins *et al.*, 2007).

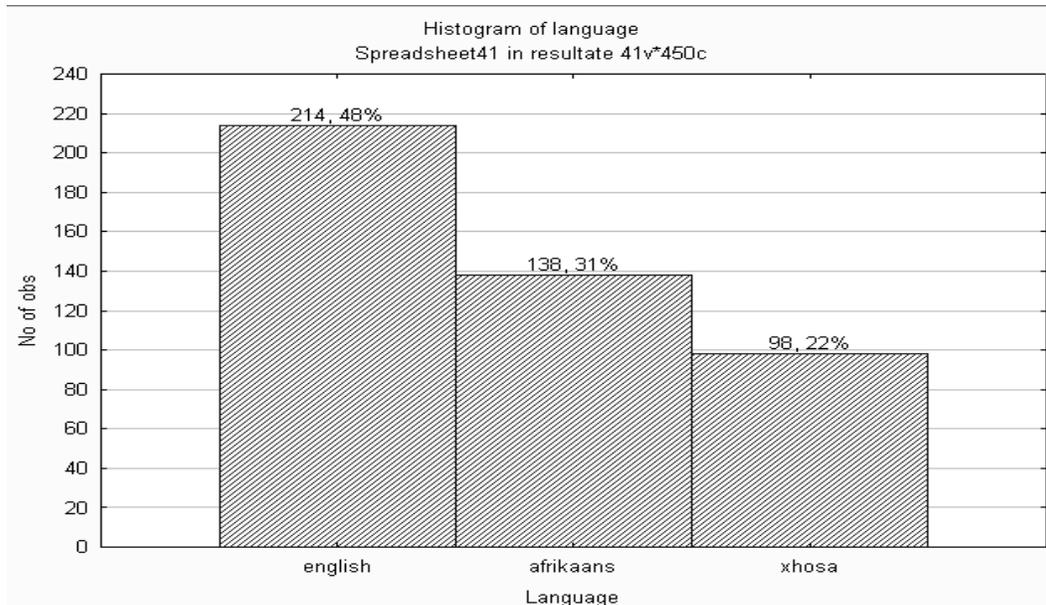


Figure 7.2: Language Distribution of Sample

Given the role that language could possibly have on sexual tendencies, the questionnaire included an item related to language. As language was not considered an important variable influencing results of the study, as well as given that language forms part of an influencing variable of culture which had been recognised as an important variable, matching of respondents based on language was not incorporated into the composition of experimental groups. Nonetheless, language was recorded, as depicted in Figure 7.2. As depicted by the histogram, reference is made to the frequency as well as percentage of each language, for example the number of respondents who are English speaking are 214, concluding in 48% of the sample (see the top of “English” bar in Figure 7.2- 214 (frequency), 48%)

Of the 450 respondents who participated in the experimental study, 98 (22%) were Xhosa speaking, 138 (31%) were Afrikaans and the majority of respondents (48%) were English speaking.

7.2.5 Behavioural demographics

Included in the demographic section of the questionnaire, were items related to respondents' current sexual behavioural tendencies. Respondents were asked whether they were sexually active or not. Those respondents who stated that they were not sexually active were also asked about condom usage.

7.2.5.1 Sexual status

As previously mentioned, respondents were asked whether they engage in sexual activities. This was done in order to establish whether sexually active individuals react differently towards the relevant advertisements compared to individuals who are not sexually active. This was done as a means to establish whether such advertisements should be segmented to target the sexually active independently from the sexually non active individuals.

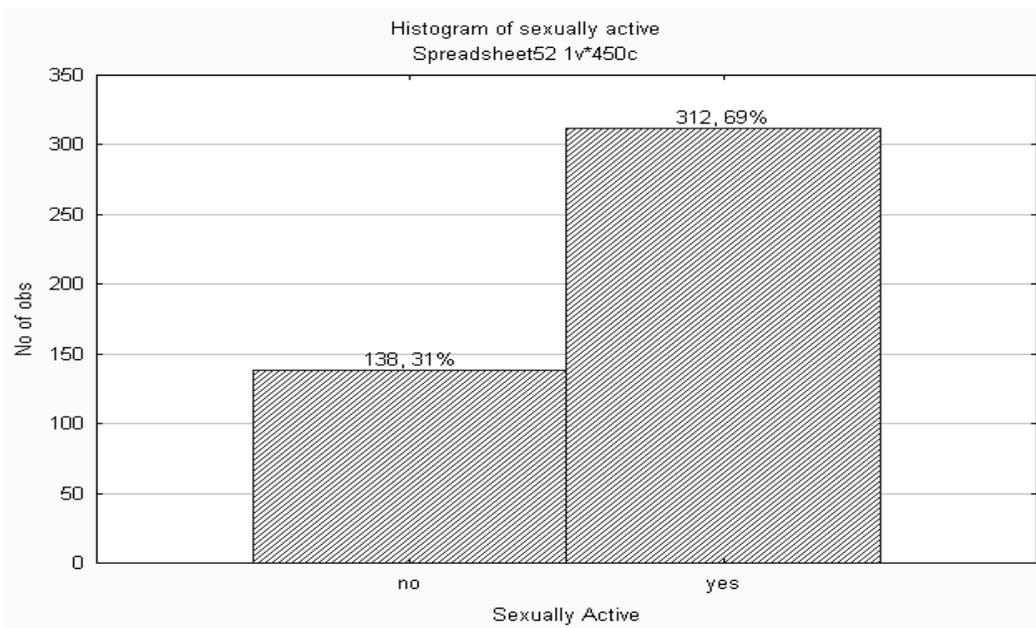


Figure 7.3: Sexual Status of Respondents

As in the previous histogram, this figure depicts the actual frequency of a specific variable as well as the percentage of the total sample (example “no”: 138(frequency), 31%). Of the 450 respondents, 312 were recorded as being sexually active (69%), and 31% of respondents were noted as not being sexually active. As can be noted from figure 7.3 these figures were not evenly distributed, but the researcher was still able to do correlations between the two sub-groups. Sexual status could not have been determined beforehand as this would have been regarded as unethical.

7.2.5.2 Condom usage behaviour

Those respondents who stated that they were sexually active were also required to comment on the frequency of condom usage. This was done in order to establish whether respondents practiced safe sexual behavioural patterns. This however, was not the case.

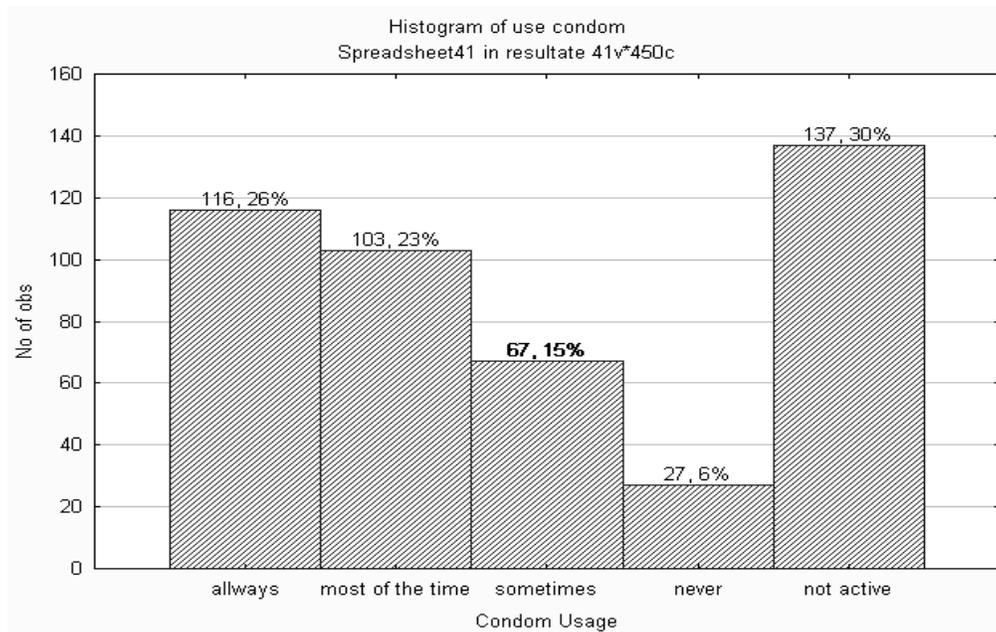


Figure 7.4: Condom Usage Sexually Active versus Sexually Non active Respondents

Figure 7.4 depicts respondents who were recorded as not sexually active (30%), as well as the balance of respondents who were sexually active. Of the approximately 70% of respondents who were sexually active, only 26% (116 respondents) stated that they

always make use of condoms. The remaining 44% vary in frequency of condom use from most of the time to never.

7.2.5.3 Fear for sexual consequences

The above mentioned findings relating to lack of dedicated condom usage, and the alarming nature of this finding, is further amplified considering the following finding.

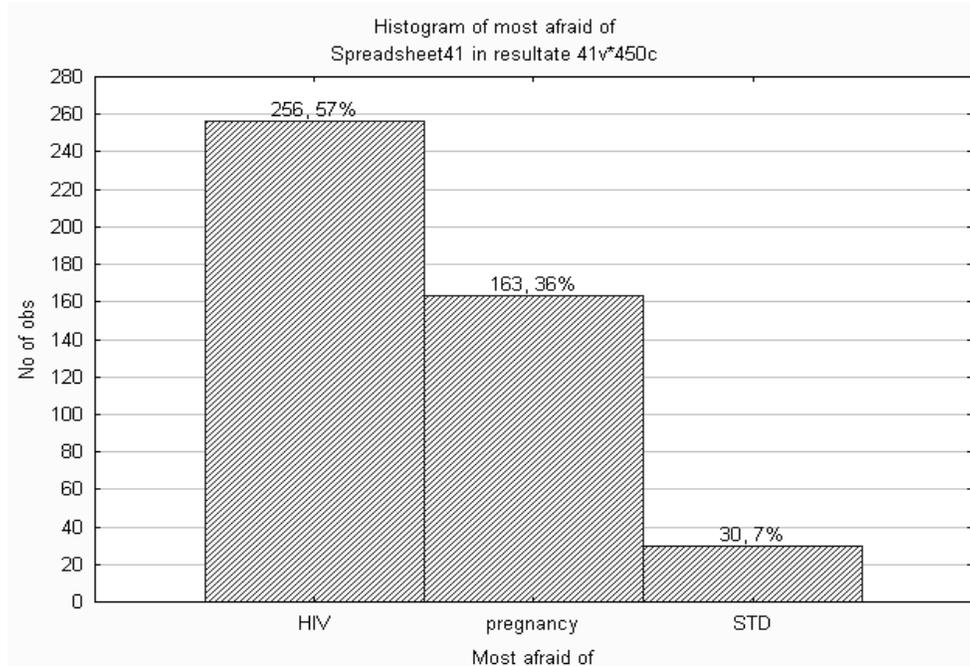


Figure 7.5: Fear-for-Sexual-Consequences

The questionnaire included an item relating to negative consequences that could follow after sexual intercourse. Respondents were required to indicate which one of the consequences they find most fearful. Given the devastating effects that HIV/Aids can have on a human being, it was alarming to find that, given the end-result of HIV/Aids, a relatively large portion (163 respondents or 36%) of respondents found the thought of pregnancy to be more fearful than that of contracting HIV/Aids (256 respondents or 57%), as depicted in figure 7.5. One would expect the result to be the reverse.

7.3 FINDINGS ON FEAR, ATTITUDE AND BEHAVIOURAL INTENT

The following section elaborates on findings related to the measured PMT variables. For this study, campaigns attempting to decrease sexual encounters amongst teens and young adults by means of fear-appeals were used, attempting to alter behavioural intention of recipients of the message. The PMT suggests specific variables needed in such appeal-communications in order to achieve the intended outcome of the campaign (Rogers, 1975). As mentioned in Chapter 5, the core PMT variables were measured by means of a post-test questionnaire. The questionnaire consisted of items relating to susceptibility (a variable influencing fear as an emotion), efficacy (a variable influencing attitude), fear, attitude and behavioural intent. The following section provides findings on these constructs based on reliability, after which the findings of these constructs will be examined as components in the relevant experimental advertisements.

7.3.1 Preliminary and reliability results of measured constructs

Specific analytical measures were done prior to examination of the experimental data in order to detect missing values which could have been presented in questionnaires. The data was also tested for outliers in order to ensure that the data is free from unrealistically high and low values, thus if the Likert scale was a 5 point scale, that no values above 5 are present in the data.

Before conducting tests concerning the hypotheses the internal reliability of the measured constructs was established. Due to the questionnaire being pre-designed and pre-tested, the internal reliability was expected to be sufficient. This is due to the sufficiently high Cronbach's Alpha scores that individual questions attained, from which the questionnaire of this study was compiled (please refer to Table 5.2 for the relevant sources and references) However, because items in the questionnaire were adapted in order to suit the relevant topic of the study, it was necessary to measure the internal reliability of the newly composed questionnaire. As a result a Cronbach's Alpha test was conducted for each construct. As cited in Hair, Black, Babin, Anderson and Tatham (2006) and Hair, Anderson, Tatham & Black (1998) an agreed upon lower limit of a sufficiently reliably

questionnaire would be the value of at least 0.7 when testing Cronbach's Alpha as a means of measuring internal reliability. Addendum E provides the figures related to each construct's internal validity value. After scrutiny it was evident that all constructs had achieved acceptable Cronbach values. These values are depicted in Table 7.2.

Table 7.2: Cronbach Alpha Scores of Measured Constructs

CONSTRUCT	CRONBACH VALUE
SUSCEPTIBILITY	0.9
EFFICACY	0.8
FEAR	0.8
ATTITUDE	0.7
BEHAVIOURAL INTENTION	0.8

The above measurements provided sufficient grounds for concluding that the questionnaire can be regarded as internally reliable considering each construct's Cronbach Alpha score. After internal reliability was established, the researcher was able to interpret preceding results knowing that the constructs had been reliably measured.

7.3.2 Means analysis of measured constructs

Statistical analyses were conducted on the summed scales of the items, measuring each of the PMT constructs which were incorporated into the questionnaire. By making use of the mean scores of the various variables, Analysis of Variance (ANOVA) was conducted in order to determine whether significant differences could be detected among the experimental groups and the execution styles. An ANOVA allows the researcher to investigate more than two independent variables against the dependent variable (Zikmund, 2003). Given that the sample sizes of each of the experimental groups are exactly the same, this type of analysis would result in robust results. Additionally the ANOVA allowed the researcher to conduct multiple comparison tests. An ANOVA will conclude whether

significant differences exist between the relevant variables, where the multiple comparison tests provide the analyst with the ability to precisely determine between which groups the significant discrepancies exist (Diamantopoulos & Schlegelmilch, 2000). Given that this study entailed a sample consisting of various groups (male and female, sexually active and non active individuals, race groups, etc), as well as considering the various variables to be tested, the ANOVA provided the researcher with accurate statistical results, and was best suited as the means to analyse the collected data. The ANOVA test allowed the researcher to investigate four predictors against the dependent variable. These predictors included gender, race, sexual status and the specific execution style viewed along with the relevant construct which was tested. When comparisons were made between these four predictors/variables by means of multiple comparison tests in the ANOVA, various interactions (between the predictors/variables) were presented to the researcher. The following section elaborates on all the interactions in each construct, which resulted in a significant p-value ($p < 0.05$). Results were analysed at a 95 percent significance level as a means to determine significant differences (Malhotra & Birks, 2007).

7.3.2.1 Analysis of fear

Previous research has shown ample evidence in support of incorporating medium to high levels of fear as an emotion in order to facilitate behavioural change among individuals who practice risky behaviour patterns (Witte, 2006; Arthur & Quester, 2004; Ruitter *et al.*, 2001; LaTour & Rotfeld; 1997; Tanner *et al.*, 1991; Roger, 1975). As a result, this construct was regarded as a profound determinant of the effectiveness of the specific execution styles. The total mean score achieved for this variable amounted to a score of 3.0, where the specific factual advertisement (3.1) achieved the highest mean score for the fear construct, followed by testimonial execution style (3.0). The slice-of-life advertisement attained a mean score of 2.8. When analysing results as provided by the ANOVA, a specific interaction between the relevant variables proved to be significant. The interaction of the variables *race* and *sexual status* had a significant impact on the differences recorded in the three execution styles. The interaction of these variables, depicted in Table 7.3, resulted in a p-value of 0.0001 for the construct fear, showing significant differences

amongst the recorded levels of fear of respondents in the three different execution styles. Hypothesis $H_0^{2.1}$ is therefore rejected.

Table 7.3: Fear Findings on Interaction of Execution Style, Race and Sexual Status.

Execution Style	Race	Sexual Status	Number of Respondents	Mean Score	Interaction Between Variables
Factual	White	No	30	3.32	p=0.0001
	White	Yes	20	2.98	
	Coloured	No	10	2.67	
	Coloured	Yes	40	2.86	
	Black	No	7	3.12	
	Black	Yes	43	3.43	
Slice of Life	White	No	28	2.19	
	White	Yes	22	2.8	
	Coloured	No	11	3.7	
	Coloured	Yes	39	2.89	
	Black	No	9	2.74	
	Black	Yes	40	2.98	
Testimonial	White	No	25	2.5	
	White	Yes	25	2.53	
	Coloured	No	14	3.19	
	Coloured	Yes	35	3.25	
	Black	No	4	2.42	
	Black	Yes	46	3.4	

When scrutinising the mean scores for the interactions illustrated in Table 7.2 it is evident that the highest level of fear was evoked in coloured, sexually non active respondents who

viewed the slice-of-life advertisement. The slice-of-life execution style also evoked the least amount of fear when considering the mean score for white respondents who are not sexually active. The analyses of these results per race and gender group will be provided at a later stage when considering the means plots. In conclusion, significant differences were found amongst the sampled group of respondents for the construct fear, when considering the analysis of the three execution styles.

7.3.2.2 Analysis of attitude

Attitude is a mediating variable of behavioural intent considering that marketers often attempt to alter consumers' attitudes in order to evoke a change in their behavioural patterns (Hawkins *et al.*, 2007). The Protection Motivation Theory (PMT) is a premise that explores the effects that fear appeal will have on attitude change (Rogers, 1975) and attitude therefore constitutes as an important facet of this study as the aim is to explore behavioural intent adaptations. The mean score attained by this construct was 4, where the ANOVA interaction between the respondents' race and the specific execution style was viewed achieved a significance value of $p < 0.05$. The p-value attained for this interaction was 0.0008 indicating that statistically significant differences exist between attitude mean scores for the three races included in the sampled population, when considering the results found for the three execution styles. A detailed overview of mean scores for the attitude construct is given in Table 7.4.

The attitude construct achieved relatively high mean scores, indicating a high likelihood that attitude change occurred based on the specific advertisements viewed. In each of the execution styles, a mean score of at least 4 was achieved for a specific interaction. The highest mean score (4.17) related to the slice-of-life advertisement as viewed by the coloured population. White respondents showed high attitude ratings in the factual execution style (4.15), where the data collected from the black respondents showed high attitude change inclinations for the testimonial execution style (4.06).

Table 7.4: Attitude Findings on Interaction of Execution Style and Race

Execution Style	Race	Number of Respondents	Mean Score	Interaction Between Variables
Factual	White	50	4.15	p=0.0008
	Coloured	50	3.79	
	Black	50	3.97	
Slice-of-Life	White	50	3.84	
	Coloured	49	4.17	
	Black	50	3.96	
Testimonial	White	50	3.71	
	Coloured	50	4.04	
	Black	50	4.06	

These findings are important as they relate to the theoretical conclusion stating that different cultures have different attitudes (Shiffman & Kanuk, 2007). An in-depth explanation will be provided in a subsequent section related to the means plots of each of the constructs. In light of the above, it can be concluded that significant differences were found in the attitude levels of the targeted group when analysing results of the three execution styles. $H_0^{2.2}$ therefore is rejected.

7.3.2.3 Analysis of behavioural intent

Theory concludes that behaviour can be regarded as one of the most difficult constructs to predict and measure (Shiffman & Kanuk, 2007; Hawkins *et al.*, 2007). In an attempt to overcome the complexity of measuring behaviour, researchers make use of the construct behavioural intent, which is regarded as the individual's perceived likeliness of behaving in a specific manner in future (LaTour & Rotfeld, 1997). Even though this construct is regarded as complex and difficult to capture, the reliability results for this specific study's behavioural items proved to be very reliable given the Cronbach score of 0.8. Behavioural intent means for the three advertisements ranged from 3.9 (factual and slice-of-life) to 3.8

(testimonial), as depicted in Table 7.5. These mean score differences may seem insignificant at first, however, after a multiple comparison test in the analysis of variance was conducted to test mean differences amongst the various groups, a different outlook was adopted, which will be discussed in subsequent paragraphs.

Table 7.5: Behavioural Intent Findings on Interaction of Execution Style and Race

Execution Style	Race	Number of Respondents	Mean Score	Interaction Between Variables
Factual	White	50	4.04	p=0.008
	Coloured	50	3.81	
	Black	50	4.1	
Slice-of-Life	White	50	3.71	
	Coloured	49	4.16	
	Black	50	4.04	
Testimonial	White	50	3.66	
	Coloured	50	3.82	
	Black	50	3.82	

The interaction between various groups for behavioural intent resulted in a p-value of 0.008, indicating that the interaction between the execution styles shown to the three groups, as well as the different race groups involved, produced significant differences. As a result $H_0^{2,3}$ is rejected, as a significant difference was found in the specific target population regarding the influence of the three execution styles on the three groups' behavioural intention. As can be derived from Table 7.5 the slice-of-life execution style recorded the highest mean score (4.16) for the coloured respondent group whereas the lowest behavioural intent mean was found for the testimonial execution style amongst the white respondent group. When considering the above scores as a whole, slice-of-life execution produced the most promising results amongst all respondent groups, relative to the other executions, when aiming to influence behavioural intent. To be noted, however,

is that white respondents reacted in a more promising way to the factual advertisement (mean score 4.04) than to the slice-of-life execution type (3.71). In conclusion, significant differences were noted between the groups, concluding that different execution styles do have a substantial impact on respondents' behavioural intent.

7.3.2.4 Analysis of susceptibility

Various significant mean scores were found, given the results of the ANOVA for susceptibility. The construct *susceptibility* refers to how vulnerable or at risk individuals regard themselves given the specific issue depicted in the shown advertisement (Rogers, 1975). With regards to this study, the issue at hand was HIV/Aids. The total mean score allocated to susceptibility by respondents was 2.26.

When considering the three different execution styles slice-of-life execution, (2.4) scored a higher mean than factual (2.3) and testimonial (2.1) execution styles. Considering the interaction of the incorporated variables, a significant difference was found for the mean scores of susceptibility when considering the interaction of the specific advertisement seen, a respondent's gender, and whether the respondent is sexually active or not ($p < 0.05$) as well as the interaction between the advertisement seen by the respondent, their gender, and race ($p < 0.05$).

As seen in Table 7.6, the interaction between the specific execution style, gender and race of the respondents had a significant impact on the susceptibility experienced in each of the relevant execution styles. Considering the comparison of means of the constructs and variables, it can therefore be concluded that a significant difference ($p = 0.009$) was found for the interaction of execution style, gender and race. The highest mean score (3.21) was noted in the slice-of-life execution style amongst black males, whereas the lowest mean score (1.56) for susceptibility was recorded for white females who viewed the factual execution style.

Table 7.6: Susceptibility Findings on Interaction of Execution Style, Gender and Race

Execution Style	Gender	Race	Number of Respondents	Mean Score	Interaction Between Variables
Factual	Male	White	25	2.15	p=0.009
	Male	Coloured	25	2.21	
	Male	Black	25	2.6	
	Female	White	24	1.56	
	Female	Coloured	25	2.09	
	Female	Black	25	2.89	
Slice of life	Male	White	25	2.14	
	Male	Coloured	23	2.53	
	Male	Black	25	3.21	
	Female	White	25	2.09	
	Female	Coloured	25	2.54	
	Female	Black	25	2.01	
Testimonial	Male	White	25	2.0	
	Male	Coloured	25	2.38	
	Male	Black	25	2.32	
	Female	White	25	1.76	
	Female	Coloured	25	2.11	

Also to be considered is the interaction between the specific execution style viewed by respondents, their gender and whether they are sexually active or not. Given the results of the ANOVA, it was evident that the interaction between the advertisement seen, gender and sexual status had a significant impact on the way respondents received and rated the advertisement.

Table 7.7: Susceptibility Findings on Interaction of Execution Style, Gender and Sexual Status

Execution Style	Gender	Sexually Active	Number of Respondents	Mean Score	Interaction Between Variables
Factual	Male	No	15	1.75	p=0.01
	Male	Yes	60	2.46	
	Female	No	31	1.69	
	Female	Yes	43	2.55	
Slice of life	Male	No	20	2.21	
	Male	Yes	53	2.79	
	Female	No	27	1.94	
	Female	Yes	48	2.37	
Testimonial	Male	No	19	1.51	
	Male	Yes	56	2.48	
	Female	No	24	2.05	
	Female	Yes	51	1.98	

When analysing Table 7.7, which depicts the interaction of the means of the variables execution style, gender and sexual status, it is evident that a significant difference amongst these variables was found ($p=0.01$). The highest level of susceptibility (2.79) was recorded by sexually active males who viewed the slice-of-life execution style, where the lowest level of susceptibility (1.51) was experienced by sexually non active males who viewed the testimonial execution style. It can therefore be concluded that susceptibility mean scores varied amongst the three execution styles, considering the impact of gender and sexual status, to such a degree that results were found to be significantly different. In conclusion $H_0^{2.4a}$ is rejected as there is a significant difference in the level of susceptibility of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.

7.3.2.5 Analysis of efficacy

Efficacy, comprising response and self efficacy, concerns the perceived capability of the individual who received the advertising message to be able to perform the communicator's recommended future behaviour. The receiver also needs to regard the specific behaviour as being a viable coping response to the specific issue at hand (Arthur & Quester, 2004), eg. HIV/Aids. For the purposes of this study, the researcher combined questionnaire items concerning self and response efficacy to form one construct, namely efficacy. This was done in accordance with the PMT indicating that efficacy is one construct made up of two constructs, namely self-efficacy and response-efficacy (Rogers, 1975). An analysis of variance provided results concerning comparisons of mean scores of the experimental groups. These results were concluded as insignificant ($p > 0.05$).

The total mean score for the construct *efficacy* was a mean of 4, where mean scores recorded for each of the execution styles were as follows:

- Factual Mean Score: 4
- Slice-of-Life Mean Score: 3.9
- Testimonial Mean Score: 3.9

Considering the close proximity of the range of these values, as well as the insignificant p-value, it is evident that the efficacy level created amongst the different experimental groups in each execution style proved to be no different to the next. It should, however, be noted that even though no significant differences were found between the groups, that these results still have a positive influence. Considering that a 5-point Likert scale was used, and that the mean score concluded for this construct was 4, efficient levels of efficacy were therefore produced in each of the execution styles. In short, positive feedback was recorded concerning the construct *efficacy*, as respondents perceived the recommended coping response as viable and achievable. Nonetheless, $H_0^{2.4b}$ is not rejected as no significant differences were found between the groups.

7.4 RESULTS RELATED TO THE PROTECTION MOTIVATION THEORY (PMT)

As emphasized in Chapter 3, the PMT is a premise based on the cognitive process of altering behaviour by means of changing a consumer's attitude and opinion as well as by means of evoking an emotional reaction in the consumer through stimulation (Rogers, 1975) of, for example, television advertisements. The core constructs relating to this model and its incorporated cognitive process are attitude, emotion (fear) and behavioural intention. Each of these constructs have influencing variables (as can be seen in the Revised PMT figure, Figure 1.1). These constructs were incorporated into the specific questionnaire in order to measure the effect of the three relevant execution styles on each of the constructs, in an attempt to explore the different outcomes of effectiveness of these advertisements. The reliability of these constructs was determined by means of Cronbach Alpha tests (Section 7.3.1) which provided sufficient evidence of construct reliability. By means of analysis of variance (ANOVA), mean scores of the different groups were compared in order to generate insight about the problem statement. The previous sections explained the mean scores of each of the constructs. This section will provide the reader with in-depth information, given that these mean scores will now be scrutinized based on the interaction results found.

7.4.1 Fear construct

Fear items in the questionnaire were included as a means to investigate the level of fear that each execution style generated in the group of respondents. In gathering such results, the researcher attempted to determine which type of execution style is most effective in evoking fear as an emotion in the intended market. An analysis of variance was conducted by means of incorporating a multiple comparison test component in a 4-effect manner (given the 4 variables which were incorporated) in order to compare results of the race groupings within the three groups of respondents (as broken down by race). The mentioned analysis revealed that significant differences were detected for the interaction "Execution Style*Race*Sexually Active" considering a p-value of 0.00014.

Various statistical differences exist in the fear construct, groups and sub-groups. Interpretations can look at the information from different angles, however the most important interpretation is that in which the researcher could determine which execution style was most effective in evoking fear in the group of respondents. In the qualitative phase of this study, the researcher established the possibility of segmentation based on race background. The results for the fear construct supported these findings. Not only was it evident that significant differences existed between the results for the fear construct in the different execution styles, but that each race sub-grouping in respondent groups provided significantly different results too. When drawing conclusions on these results, the researcher could also establish differences in results between sexually active respondents and those who are not.

Table 7.8: Post Hoc Fear Analysis

EXECUTION STYLES	Factual	Slice of Life	Testimonial
Factual		0.0009	0.29
Slice of Life	0.009		0.024
Testimonial	0.29	0.024	

A post hoc analysis for the fear construct was conducted. It was revealed that statistically significant differences existed between various comparisons of execution styles (see Table 7.8). Statistical differences for the fear construct existed between factual and slice-of-life execution ($p=0.009$), and slice-of-life and testimonial ($p=0.024$) execution styles. These analyses were explored in depth when considering the means plot in Figure 7.6.

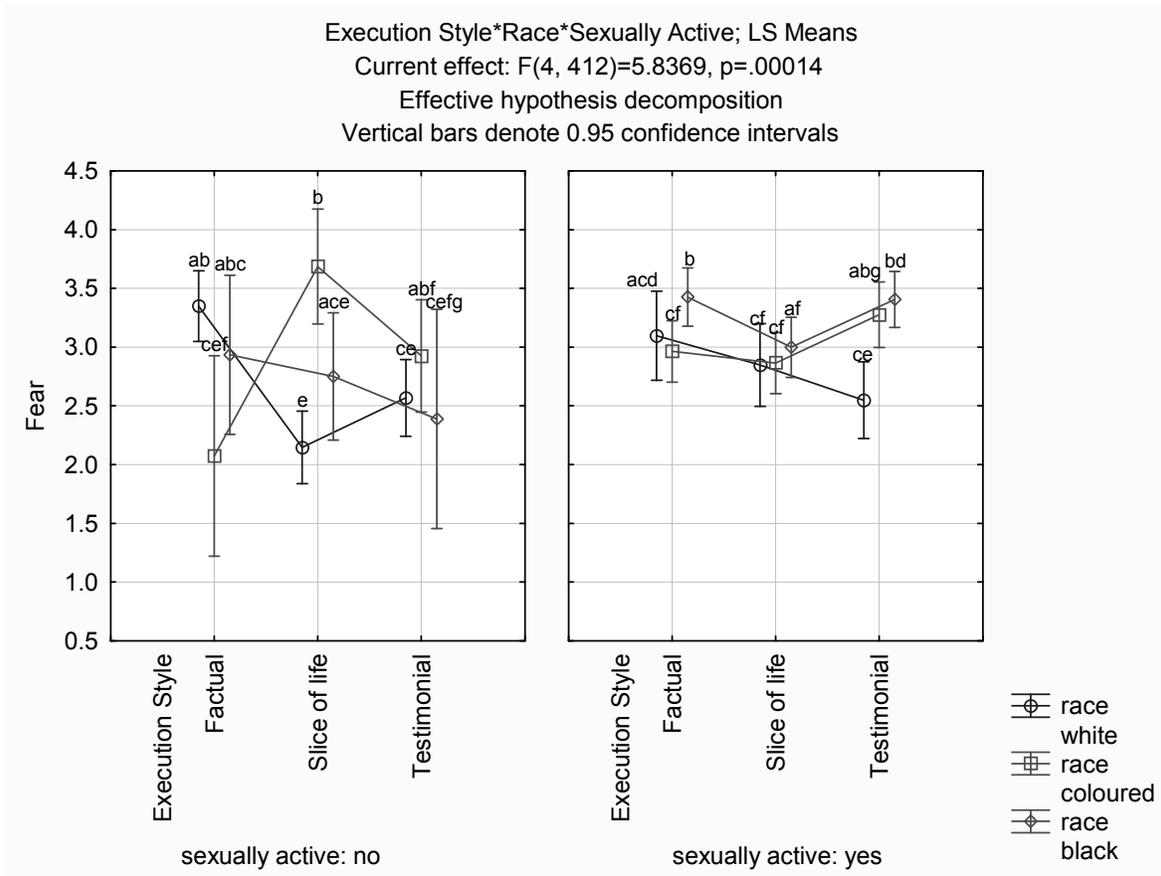


Figure 7.6: Means Plot for Fear, Execution style, Race and Sexual Status

As the aim of this analysis was to determine which type of execution was most effective in producing high levels of fear emotion, as in agreement with previous research, the fear construct was analysed. Many studies involving fear-arousing communication concluded that increased acceptance of recommended behaviour is noted with an increase in perceived level of fear (Witte, 2006; Arthur & Quester, 2004; Floyd et al., 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975). As social campaigns concerning HIV/Aids aim to persuade the target market to adopt behavioural change, a high level of fear appeal can be regarded as a necessity to increase the likelihood of the target market adhering to the communicator's recommended behaviour. As a result, the execution style with the highest level of fear appeal was searched for. Results found between the sub-groups "sexual status" and "race" differed. These results, as in the context of the fear-appeal construct, are explored next.

7.4.1.1 Results as per execution style

Results related to figure 7.6 will first be analysed by means of investigating each execution style as per sexual status of the respondents.

7.4.1.1.1 Sexually Non active Results

Results for the ANOVA of the fear construct were divided into three sets of interpretation, by race, sexual status and execution style. These will be discussed next by means of execution style classification.

7.4.1.1.1.1 Factual Execution

Significant differences were detected amongst the three race groups in the factual execution style. The lowest level of fear in the factual execution style was recorded amongst coloured respondents (2.07), and the highest level of fear in the white respondent group (3.35). By means of a post hoc test it was confirmed that the difference between these mean scores was significant ($p=0.029$). No significant difference was found between the mean scores of black and white respondents. In conclusion, if a communicator made use of factual execution style, fear appeal would be evoked most successfully in the sexually non active white target population, than that of coloured or black sexually non active individuals.

7.4.1.1.1.2 Slice-of-Life

Given the results of the post hoc analysis, the slice of life execution style produced significant differences between the three execution styles, concerning the level of fear in the subgroups of this study. Significant differences were detected amongst the level of fear of white (2.2) and coloured respondents (3.8) given that $p=0.000$. Adding to the above, a p-value of 0.01 was recorded between the mean scores of fear for sexually non active coloured (3.8) and black (2.7) respondents. Sexually non active coloured respondents

were therefore more prone to experience significantly high levels of fear given a slice-of-life execution style, than the remaining two race groups which were included in the study.

7.4.1.1.1.3 Testimonial

Lastly, significant differences in the testimonial execution style advertisement were also recorded. White and coloured respondents responded significantly different to the three execution styles when considering the mean scores of the level of fear produced by each of the relevant advertisements. It was recorded that white respondents produced a mean score for fear (2.5) that was significantly lower than that of the coloured group (3.2), resulting in a post hoc p-value of 0.019. This shows the significant difference between the recorded mean scores of the two groups, resulting in the conclusion that with the use of testimonial execution styles in fear-based HIV/Aids social campaigns, the highest level of fear will be evoked in the coloured population.

7.4.1.1.2 Sexually Active Results

Considering the additional objectives of this study, the researcher attempted to investigate whether sexually active and sexually non active respondents would react differently towards the same advertisement. The following analysis will explore results of the respondents who were recorded as being sexually active.

7.4.1.1.2.1 Factual

Sexually active respondents produced different results to that of the sexually non active respondents. In the factual execution style context, significant differences were detected amongst results recorded for black and white respondents, as well as between the mean score results for black and coloured participants of the study. A post hoc analysis revealed a p-value of 0.04 between sexually active black and white respondents, and a p-value of 0.001 for the mean scores of black and coloured respondents. In each of the two cases where significant differences were detected, the black respondent group produced the highest mean score for the level of fear recorded for the factual advertisement.

7.4.1.1.2.2 Slice-of-life

Even though different mean scores were captured in each of the three race groups, no significant differences were found. From figure 7.6 it is evident that the highest level of fear evoked in sexually active participants was in the black population (2.99). This mean score is however not significantly different from that of the white (2.8) and coloured (2.9) respondent groups.

7.4.1.1.2.3 Testimonial

The testimonial execution style resulted in significant differences in the mean scores of the black (3.4) and white (2.6) respondent groups. The post hoc test revealed a significant difference as per analysis of the p-value of 0.00002. This indicates that, given a group of sexually active viewers viewing a testimonial advertisement, the level of fear evoked in the black population would be significantly higher than the level evoked in the white population.

7.4.1.1.3 Sexually Active vs. Sexually Non Active Respondents

An additional objective of this study was to determine whether sexually active and sexually non active respondents received an advertisement in a different manner. The above section thoroughly explained the independent results of these two groupings. When comparing mean score results found in the white respondent group (sexually active (2.8) and sexually non active (2.1)), a p-value of 0.009 was found for the level of fear between these two sub-groups, for the slice-of-life execution style. Concerning the testimonial execution style, black sexually active respondents (3.4) also produced significantly different results than black sexually non active respondents (2.4) given the p-value of 0.02. In both cases sexually active respondents were the group category which experienced significantly higher levels of fear than sexually non active respondents. This finding can be correlated with the qualitative findings done in the first phase of the primary study. The qualitative focus group resulted in a discussion concluding that sexually non active

participants felt less at risk of contracting HIV/Aids (and other negative related consequences to risky sexual tendencies) given their abstinence. Results between sexually active and sexually non active respondents will be further explored in subsequent sections in order to substantiate grounds of significant difference between sexually active and non active individuals. The findings discussed provide evidence that sexually active respondents do not react in the same manner as sexually non active individuals concerning the level of evoked fear towards a specific execution styles.

7.4.1.2 Results per race

Given the results in figure 7.6, it is evident that various results exist per race. These results include the differences in the level of fear detected between race in response to each execution style (as analysed above), as well as the results per race group individually. The subsequent section will be devoted to exploring each race group's results independently. The previous section elaborated on results which gave guidance as to which race groups (sexually active as well as non active) would typically experience the highest level of fear in each execution style. The next section will explore race groups and therefore which execution style is significantly more efficient in evoking fear in each race group, sexually active and sexually non active. This angle of analysis was taken given the theoretical knowledge of Shiffman and Kanuk (2007) and Hawkins *et al.*, (2007) stating that an individual's cultural background will influence their actual behaviour. Relating the previous statement to that of sexual tendencies, sexual behaviour inclinations are not a result of an individual's cultural background, however "how", "when" and "why" one would satisfy the tendency can be related to cultural beliefs (Hawkins *et al.*, 2007). As a result, findings (for each construct) were interpreted from a race/cultural perspective in order to analyse whether the theory can be proven. The following results are also related to figure 7.6.

7.4.1.2.1 White Respondents

When analysing sexually active white respondents, it is evident that a different level of fear was experienced in each execution style. Factual execution resulted in a mean score of

3.1, slice-of-life produced a mean score of 2.85 for the level of fear experienced and testimonial execution resulted in sexually active white respondents concluding a mean score of 2.55. Even though the mean score for the factual execution is deemed as considerably higher than that of the remaining two execution styles, namely slice-of-life and testimonial, the differences between the three advertisements were not significant enough ($p=0.6$ and $p=0.07$ respectively) to conclude that one advertisement would produce significantly higher levels of fear than the next.

Considering results recorded for sexually non active white respondents, significant differences were detected. A post hoc analysis between the execution styles revealed a significant difference of $p=0.000$ between factual and slice-of-life execution styles, as well as a significant difference between factual and testimonial execution ($p=0.0005$). No significant difference resulted from the comparison of means for slice-of-life and testimonial execution styles ($p=0.13$). In both cases, where significant differences did exist, the factual execution style (3.35) resulted in the advertisement containing the highest mean score. In conclusion, for white sexually non active respondents it can therefore be stated that the highest level of fear, based on significance, is produced by means of factual advertisements.

However, adding to the above, it was also necessary to compare the results of sexually active participants to those who are not sexually active. Given that sexually non active respondents reacted significantly different to the factual execution as compared to the remaining two advertisements, it was also determined whether this finding was significantly different to that of sexually active members. Given the p -value of 0.144 the researcher concluded that no significant differences existed between the level of fear of sexually active and sexually non active respondents for the factual execution style. The differences recorded between sexually active and sexually non active participants in the slice-of-life advertisement group however did produce significantly different results ($p=0.009$), concluding that the sexual status of a viewer of an advertisement relating to fear-based HIV/Aids campaigns will have an impact on the level of fear experiences as a result of the type of execution implemented by the communicator.

7.4.1.2.2 Coloured Respondents

Considering Figure 7.6, one can conclude that, by analysing results at a glance, drastically different results were produced between the three different execution styles in the coloured respondent group. Firstly, sexually active participants produced a wide range of mean scores considering the recordings for factual (2.96), slice-of-life (2.86) and testimonial (3.3). Upon scrutiny of the mean scores, a post hoc test revealed that significant differences existed between the mean scores of factual and testimonial execution ($p=0.03$) and testimonial and slice-of-life (0.04). In each of these significant cases, the testimonial execution style was rooted as the advertisement with the highest recording of level of fear considering the mean scores. As a result the testimonial fear-based HIV/Aids advertisement would produce significantly (higher) different results in the level of fear for sexually active coloured respondents, than any of the two remaining execution styles that were tested.

Next, the researcher analysed data gathered by the coloured, sexually non active group of respondents in order to establish whether results are significantly different than that of sexually active coloured respondents. In the sexually non active group the highest mean score was recorded for the slice-of-life advertisement (3.69) as compared to the factual (2.07) and testimonial (2.92) executions. A significant difference ($p=0.004$) was recorded between the mean scores of the factual and slice-of-life execution styles concerning the level of fear evoked in the subgroup of respondents, where the slice-of-life execution resulted in the highest mean score.

The above provided the researcher with evidence to claim that both sexually active and non active coloured respondents generate different levels of fear given the differing execution styles. These results, however, were later confirmed as significantly different. A post hoc analysis revealed significant differences between the mean scores for sexually active and sexually non active respondents given specific execution styles (slice-of-life $p=0.003$). As a result, it can be concluded that significant differences exist in the coloured group of respondents relating to the level of evoked fear in response to fear-based HIV/Aids advertisements, when sexually active and non active respondents are analysed.

7.4.1.2.3 Black Respondents

It is evident from Figure 7.6 that different mean scores were produced for the different execution styles, as well as between sexually active and sexually non active black respondents. The black group of sexually active respondents produced seemingly similar mean score results for the factual (3.4) and testimonial (3.4) executions. Slice-of-life was recorded as the execution style evoking the lowest mean score (3) of fear in sexually active black respondents. After conducting a post hoc test the researcher found significant differences considering the mean scores for fear between the factual and slice-of-life execution style ($p=0.031$), as well as between the mean scores for the slice-of-life and testimonial execution style ($p=0.017$). As can be noted, the factual and testimonial execution styles were regarded as evoking the exact same level of fear in sexually active black respondents, as recorded by this group. Given that the slice-of-life advertisement produced the lowest mean score, and is statistically different to both the remaining executions, which recorded the same levels of fear, both testimonial and factual executions were concluded as effective mechanisms to evoke the highest possible level of fear in the specific subgroup.

Sexually non active black respondents produced seemingly different results to that of the sexually active sub-group. The factual execution (2.9) scored a higher mean than that of the testimonial execution (2.38), where slice-of-life scored a mean of 2.75. No statistical differences were found between the mean scores of the sexually non active group of respondents, even though the factual execution produced seemingly higher levels of fear than the testimonial execution.

Upon comparing results of the sexually active and sexually non active black participants, significant differences ($p=0.02$) were found between the mean scores recorded in each subgroup for the testimonial advertisement. As a result, it can be concluded that sexually active and sexually non active respondents do not always experience the same levels of fear in particular execution styles. In short, even though the testimonial execution style produced significantly different results from the slice-of-life execution style in sexually active respondents, and can therefore be seen as the most appropriate means of evoking

the highest level of fear in the black population group. The same cannot be said for sexually non active black respondents. As a result, it can be concluded that black sexually active and sexually non active respondents do react differently in terms of the level of fear evoked, given the three execution styles.

7.4.1.3 Fear in context

As previously mentioned, knowledge gathered in the qualitative phase of the study can provide justification for findings relating to significant differences found between sexually active and sexually non active respondents. Given that sexually active respondents are practicing a type of behaviour which could put them at risk of contracting HIV/Aids, they are likely to experience higher levels of fear when being shown a fear-based HIV/Aids campaign. More specifically, one of the comments made by <Female 7> can be sourced as justification for this finding on fear: “seeing how my friends stress and how scared they are when they think something could have gone wrong and they might be pregnant is enough for me to not want to do it now, even with the help of contraceptives and condoms and whatever else is available”. This statement provides meaningful justification that sexually active respondents experience a type of fear unfamiliar to that of sexually non active respondents. As a result, sexually active respondents’ fear-levels are significantly greater than that of sexually non active individuals.

Considering that a 5 point likert scale was the rating measure used to analyse the level of fear it should be stated that various mean scores in each race group were above that of 3, showing that medium to high level of fear were experienced by individuals. This is an important finding, as theoretical background provides evidence that fear-emotion indirectly affects behavioural intent (Arthur & Quester, 2004). Various researchers including Witte (2006), Floyd *et al.*, (2000) LaTour & Rotfeld (1997) Beck & Lund (1981) Rogers (1975) concluded that an increased level of fear experienced by the receiver of a communicated message will result in an increased probability of accepting the recommended behavioural response. As a result, the favourable levels of fear found in each of the races for specific executions provide room for increased acceptance of efficacy and behavioural intent. This

finding will therefore be kept in mind and linked to further results relating to the efficacy and behavioural intent construct.

7.4.2 Attitude construct

Social campaigns related to this study attempt to alter the behaviour patterns of individuals who can be classified as engaging in risky sexual activities in such a manner as to contract HIV/Aids, become pregnant, etc. Behaviour can be regarded as a construct that is driven by a consumer's attitude. It has been stated that attitudes stem as a mediating factor for resultant behaviour (Bagozzi *et al.*, 2002). As mentioned in Chapter 3, the ELM hypothesises that when a change in attitude has occurred following deliberation by the consumer, rather than a non-thoughtful process, the attitude is more inclined to result in changed behaviour (Bagozzi *et al.*, 2002). By analysing the definition of attitude, as defined by Evans *et al.* (2006), it is clear that behaviour is a result of attitude. Attitude is regarded as a mediating variable equivalent to psychological procedures or states which explains the steadiness of a consumer's favourable or unfavourable and cross-situational response toward a specific object (Evans *et al.*, 2006). Behaviour is therefore regarded as a response mediated by attitude. As social campaigns attempt to alter behavioural patterns, the measurement and understanding of the intended market's attitude was deemed as important. Given Figure 4.1, the Theoretical Model of Culture's Influence on Behaviour, one can deduce that attitude is a variable which forms the behavioural intent of individuals in a specific culture. As a result, significantly different results between the three races could be expected. The questionnaire included various items related to measuring attitude (please refer to Addendum C). The internal reliability of the measured construct was determined and concluded as reliable given the Cronbach Alpha value of 0.7.

The Univariate Test of Significance revealed that significant differences existed between the intended groups, given a specific interaction as conducted by the ANOVA. The interaction "Execution style and Race" for the construct *attitude* resulted in a significance value of $p=0.0008$ indicating a significant difference between the measured groups and execution styles given the construct, attitude. Figure 7.7 depicts these findings.

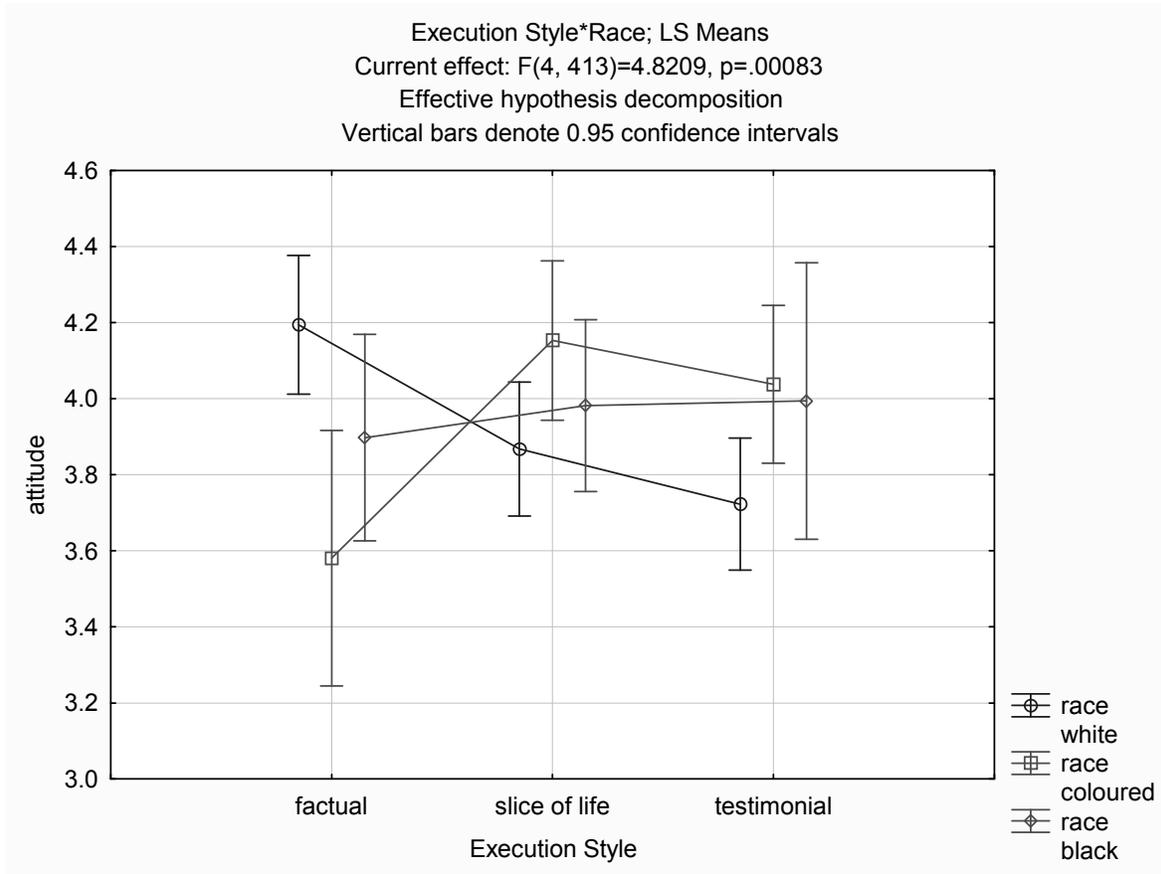


Figure 7.7: Means Plot for Attitude, Execution style and Race

As deduced from the means plot, various differing mean scores for attitude were recorded in each race group concerning the independent execution styles. These results can be interpreted by means of analysing the attitude construct by execution style, as well as by race.

7.4.2.1 Results as per execution style

Statistical differences were detected in each of the execution styles as based on the three race groups which participated in the study. From these findings the researcher was able to deduce that specific execution styles had significantly different outcomes on the three different races' attitude formations. Detailed results are explained in the following paragraphs.

7.4.2.1.1 Factual

The factual execution style resulted in statistical differences regarding the attitude construct between the white and coloured race participants. The mean score recorded for the white race group (4.2) was significantly higher than that of the coloured participant group (3.6), given the p-value of 0.003. This finding results in the conclusion that, the factual advertisement generated a statistically different attitude composition amongst the white race to the coloured. In the case of fear-based HIV/Aids advertisements, where the communicator converses a recommended behaviour that should be received in a positive light, so as to accept the recommended behaviour, it is more likely that a more positive attitude towards the communicated material will be achieved amongst white viewers, than among coloured.

7.4.2.1.2 Slice-of-Life

The slice-of-life execution produced results at variance with that of the factual advertisement, where the significant difference found between the white and coloured race groups showed inclination of positive attitude adoptions amongst the coloured group of respondents. The mean score for the coloured group (4.2) was significantly higher than that of the white group (3.9). The difference between these two mean scores resulted in a p-value of 0.002 given results of the post hoc analysis. This resulted in the conclusion that through the use of fear-based slice-of-life HIV/Aids campaigns, the attitudes of coloured viewers of the advertisement are more likely to be altered in a positive manner than the attitudes of the remaining two race groups.

7.4.2.1.3 Testimonial

A significant difference in attitude was recorded amongst white and coloured respondents, as well as between white and black respondents. As can be derived from Figure 7.7 the lowest mean score for the construct *attitude* was recorded amongst the white respondents (3.7), after which the black (3.99) and coloured (4.03) respondent groups achieved the

higher mean score average for attitude. A post hoc test revealed that significant differences existed between the mean scores of the white and coloured respondent groups ($p=0.007$) as well as the white and black respondent mean scores ($p=0.004$). These results showed that significant differences existed between these mentioned groups with regards to the degree to which their attitude formation could be influenced by a fear-based HIV/Aids testimonial execution advertisement, where black and coloured respondents were more inclined to react in a favourable manner.

7.4.2.2 Results as per race group

Results for the attitude construct can also be analysed by race. This angle of analysis provided the researcher with a means of determining which execution style resulted in mean score attitude ratings that were significantly different to the next, to such an extent as to determine which execution style was most appropriate for which race, regarding the specific construct.

Table 7.9: Post Hoc Analysis for Attitude

Execution Style	Race	Factual			Slice-of-life			Testimonial		
		White	Coloured	Black	White	Coloured	Black	White	Coloured	Black
Factual	White		0.00	0.13	0.01	0.92	0.12	0.00	0.36	0.45
	Coloured	0.00		0.15	0.65	0.00	0.16	0.52	0.04	0.03
	Black	0.13	0.15		0.32	0.11	0.96	0.04	0.56	0.45
Slice of life	White	0.01	0.65	0.32		0.01	0.35	0.27	0.1	0.08
	Coloured	0.92	0.00	0.12	0.01		0.1	0.00	0.31	0.31
	Black	0.12	0.16	0.96	0.35	0.1		0.04	0.52	0.42
Testimonial	White	0.00	0.52	0.04	0.27	0.00	0.04		0.00	0.01
	Coloured	0.36	0.042	0.56	0.11	0.31	0.52	0.01		0.87
	Black	0.45	0.03	0.45	0.08	0.39	0.42	0.01	0.87	

Given the qualitative insight gathered by the focus groups who stated that cultural differences have an impact on whether an individual would engage in sexual encounters, as well as theoretical standpoints relating to culture by Shiffman and Kanuk (2007) and Hawkins *et al.*, (2007) as per Chapter 4, it was evident to the researcher that different races might respond to different execution styles in different ways. This assumption has already been affirmed when considering results found for the fear construct. Analysing results from this angle was therefore deemed necessary.

Table 7.9 depict the results found by the post hoc analysis for attitude, where bold values indicate significant differences. The table will be used to draw findings for the construct *attitude*, for each race.

7.4.2.2.1 White Respondents

It was found that results recorded for the white population who participated in the study resulted in significant differences between each of the execution styles, for the attitude construct. As can be deduced from Table 7.9, in correspondence with Figure 7.7, significant differences in the construct attitude were found between the factual and slice-of-life execution styles, and the factual and testimonial execution styles for white respondents. No significant differences were found between the slice-of-life and testimonial execution style for the attitude construct regarding white respondents. The mean score for factual execution (4.2) was recorded as being higher than that of slice-of-life (3.9) and testimonial (3.7). As a result it can be stated that the significant difference that exists between the mean scores of the three execution styles for the construct attitude in the white race group, provides evidence that the factual execution style in fear-based HIV/Aids campaigns are more likely to result in favourable attitude change in white respondents, than in the other races. The effect or impact on white individuals' attitude would therefore be more profound in the case of a campaign incorporating a factual execution style, than compared to the remaining two types of execution styles. To be noted is that the individual mean scores of each of the execution styles are favourably high for the attitude construct. Each of the execution styles resulted in favourable ratings of attitude towards the advertisements, indicating that respondents accepted the

communicated message in a favourable manner. Given the theory relating to the strong correlation between attitude and behavioural intent (Evans *et al.*, 2006; Bagozzi *et al.*, 2002), it is expected that white respondents will also show high inclinations of favourable behavioural intent.

7.4.2.2.2 Coloured Respondents

The slice-of-life execution style attained a higher mean score (4.2) than the factual (3.6) and testimonial (4.0) executions. The post hoc analysis, as tabulated in Table 7.8, shows that a significant difference existed between the mean scores of slice-of-life and factual executions ($p=0.002$), as well as testimonial and factual executions (0.04). This indicates that the factual execution style can be regarded as the least effective advertisement in stimulating a positive attitude towards the advertisement in coloured respondents. As no significant difference existed between the slice-of-life and testimonial execution styles, and the mean scores were relatively equal, these two executions can be regarded as effective in terms of stimulating a positive attitude towards the communicator's recommendations in the coloured race group.

7.4.2.2.3 Black Respondents

No significant differences existed in the black race group with regards to the recorded data relating to their attitude towards the advertisements shown. Considering the three advertisements, the black sampled group produced ratings indicating that the factual execution (3.9), slice-of-life execution (3.98) and testimonial execution (3.99) did not influence their attitude ratings in any way. Thus, determining that one execution is more suited to the black population as a method of stimulating a positive attitude towards the advertisements, is impossible. As a result it can be concluded that any of the three executions will produce relatively the same results with regards to attitude formation, in the black population. It can therefore be stressed that, given previous empirical findings relating to the relationship between attitude and behavioural intent (Evans *et al.*, 2006; Bagozzi *et al.*, 2002), results of behavioural intent can be used as a guideline to determine

whether one execution style would be more suited to the black population group as a means to improving attitudes towards the communicator's message, than the next. Behavioural intent results will be elaborated on in the next section.

Even though no significant differences were found between the three executions, it should be noted that all executions resulted in high mean scores of attitude, given that a 5 point likert scale was used. Attitude items were stated in such a way as to measure respondents' attitude towards the advertisement. Given that all of the three incorporated executions resulted in a mean score of approximately 4 for attitude towards the advertisements, respondents stated that they agreed with the content of the advertisements. This allows for speculation that, given the previously mentioned theory relating to behavioural intention and attitude, the behavioural intent construct should also have resulted in a high mean score in each of the race groups.

As previously stated, no significant differences were found between any of the three executions for the black population group. This can be regarded as a re-occurring pattern for the black population as no significant differences were found in the sexually non active respondent group for the fear construct. At this stage, reference can be made to theory related to the complex make-up of the black population (Section 4.2.3) and how various sub-cultures (and sub-sub-cultures) exist in the umbrella culture of the black population. The lack of significant results found in the black population in the various constructs can be attributed to the intricate nature of the black culture. As has been stated previously (that each culture has its own values and belief systems) it can be assumed that each sub-culture in the black culture has some cultural attribute differing from that of another sub-culture (which ultimately separates them as cultures). This relates to the possibility of future research as will be discussed in the following chapter. The findings in the various constructs, indicating no significant differences between the execution styles for the black population, could be attributed to the complexity of the culture and therefore justifies investigating the various sub-cultures of the black population, rather making a conclusion for the black population as a whole.

7.4.3 Behavioural intent construct

As previously mentioned, behavioural intent can be regarded as the aftermath of a formed attitude (Evans *et al.*, 2006; Bagozzi *et al.*, 2002). Fear-based HIV/Aids campaigns attempt to alter maladaptive behaviour change to more cautious behaviour patterns in the intended target market. Advertising campaigns such as fear-based safe sex campaigns cannot be regarded as successful if the campaign merely resulted in changed attitude. Behavioural adaptation is needed in order to achieve success (Bohner & Wänke, 2002). As a result, the in-depth analysis of behavioural intent also took place as a means to determine which execution style resulted in the highest likelihood of adapting protection motivation. Studies relating to the PMT (Norman, Boer & Seydel, 2005; Tanner, Day & Crask, 1989) indicate that the degree to which a respondent will indicate an inclination to behave in the specific manner is largely based on not only the level of fear and attitude towards the advertisement, but is also linked to the recommended behavioural response i.e efficacy. Rogers (1975) found that the higher the level of fear, the more likely the individual would be to want to reduce the level of fear. In response to this, Norman *et al.*, (2005) found that if the advertisement contained a recommended behavioural response that was regarded as effective and doable by the individuals (efficacy), the recipient of the advertising message would attempt to decrease the level of fear by means of following the recommended behavioural response. The link between behavioural intent and efficacy, and behavioural intent and attitude, should be kept in mind when analysing the results. As significantly different and significantly high levels of fear have already been determined, it is expected that significantly different levels in behavioural intent will also be found as respondents' psyche would have attempted to decrease the experiences level of fear. In a later stage the results of the attitude construct and behavioural intent will be combined in order to determine effectiveness of execution styles. But first, by means of post hoc tests and a means plot, an independent look at the results recorded for the construct behavioural intent were analysed.

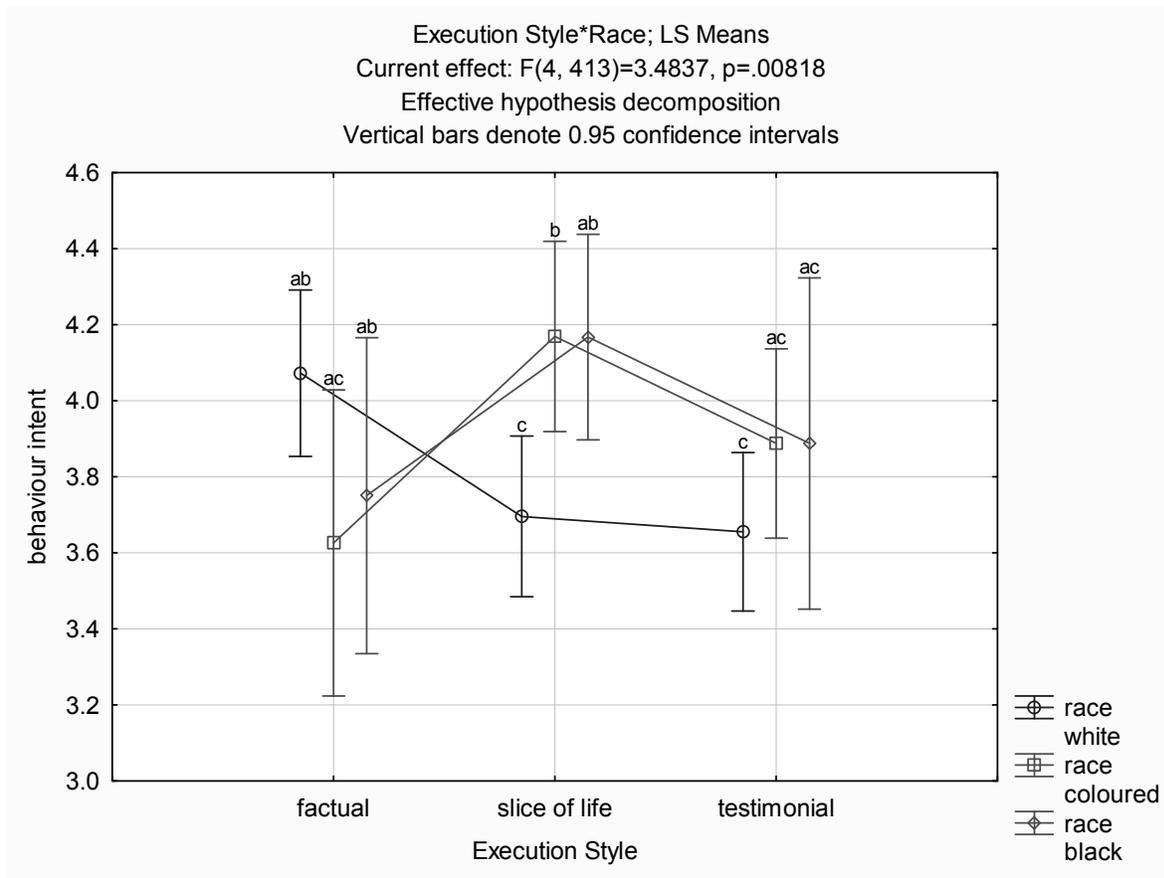


Figure 7.8: Means Plot for Behavioural intent, Execution style and Race

Figure 7.8 depicts the results for the behavioural intent construct. The Univariate Test of Significance revealed that significant differences exist between the mean scores of the interaction of the variables execution style seen and the specific race of the respondents. This finding concluded in rejecting hypothesis $H_0^{2,3}$ given the significant differences found in this specific behavioural intent interaction. Significant differences existed in the various race groups as well as between the execution styles. Given the theory elaborated on in Chapter 4, it was expected that significant differences between races would be found. This assumption was based on research stating that an individual's cultural background will affect how and when sexual urges are satisfied, and given that different cultures possess different values and beliefs driving the gratification of these sexual tendencies, each culture would possess a uniquely different behavioural pattern than that of the next (Hawkins *et al.*, 2007).

7.4.3.1 Results as per execution style

The means plot depicted in Figure 7.8 indicates the different mean scores recorded for each execution style. Significant differences were found between the executions regarding the level of behavioural intent (to comply with the recommendation of the advertisement to ensure protective behaviour regarding HIV/Aids and sexual encounters) experienced in each of the three advertisements.

7.4.3.1.1 Factual

High levels of behavioural intent were recorded for each of the three race groups who viewed the factual execution style. White respondents (4.04) were noted as the group of respondents with the highest mean score for behavioural intent after viewing the factual execution advertisement. Coloured (3.62) and black (3.75) respondents' behavioural intent levels were recorded as being lower than that of the white respondent group. However the differences in the mean scores for the three race groups in the factual execution were not concluded as significant. Table 7.10 shows the p-values for the respective groups in the factual execution, concluding in no significant differences between any of the combinations of execution styles.

Table 7.10: Post Hoc Behavioural intent Analysis: Factual Execution

RACE GROUPS	White	Coloured	Black
White	-	0.126	0.952
Coloured	0.126	-	0.113
Black	0.952	0.113	-

As a result, it cannot be concluded that factual execution style advertisements containing fear-appeals in the context of HIV/Aids advertisements are more effective in creating a significantly higher intention of change in maladaptive behaviour patterns in individuals for one specific race group compared to another. Nonetheless, given that the behavioural

intent construct scored favourably high scores in each of the races, especially the white race, the behavioural intent levels evoked by each of the execution styles suggested that behaviour would change so as to be in line with the recommended behaviour. When the results relating to the white respondent group and the group's findings relating to the attitude construct are considered, they show significant inclinations of positive attitude change compared to the other race groups for the factual execution. When the theory about the relationship between attitude and behavioural intent is considered, paired with the higher mean score recorded in the white population in this specific analysis (behavioural intent), it seems evident that factual executions are the effective route to follow in swaying maladaptive behaviour patterns in the white group.

7.4.3.1.2 Slice-of-Life

The mean score for behavioural intent for the coloured and black population groups (4.17) pertaining to slice-of-life execution was noted as being equal. The behavioural intent mean score for the group of 150 white respondents (3.7) was significantly different, and significantly lower than that of the coloured ($p=0.002$) and black ($p=0.028$) respondent groups. As a result, it can be concluded that in the case of a slice-of-life advertisement fear-based HIV/Aids advertisement, it is more likely that the coloured and black viewers of the campaigns would show a more significant change in behavioural intent levels than that the white group.

7.4.3.1.3 Testimonial

The means score for the level of change in behavioural intent recorded in the testimonial execution style showed no significant differences between the three participating race groups. The testimonial execution resulted in mean scores for behavioural intent of 3.66 for white respondents, 3.89 for coloured respondents and 3.89 for black respondents. When comparing the mean scores of the white and coloured respondent groups a p-value of 0.29 was recorded showing no level of significance between these two groups. Similarly no significant differences were detected between the mean scores for the white and black

respondent groups ($p=0.29$) and the coloured and black respondent groups ($p=1.0$). As a result no significant differences exist pertaining to the level of change in behavioural intent in the specific race groups concerning testimonial execution styles.

7.4.3.2 Results as per race group

The above results include some findings that are relatively inconclusive, such as those findings relating to the insignificant differences of the factual and testimonial execution styles in the behavioural intent construct. Given the theory relating to the possible differences in responses of races based on specific differences in values and beliefs of different cultures, results were also analysed per race group. After further scrutiny of the findings relating to this construct it was evident that investigation of the effect of execution styles on race groups relating to the level of change in behavioural intent were better explained by focusing on race groups, and which execution style in a race group results in the most effective level of change in behavioural intent.

7.4.3.2.1 White Respondents

Each of the 150 white respondents were exposed to one of the three execution styles, which meant that there were 50 white respondents in each experimental group. A Univariate Test of Significance was conducted on the mean scores of the three groups of 50 white respondents in order to conclude which of the three execution styles would most effectively persuade the white population group to ensure safe sexual behavioural intent. In the white race group significant differences were found between the three executions. The mean score for behavioural intent in the factual execution style (4.1) was significantly higher than that of the slice-of-life (3.7) and testimonial (3.7) executions. The comparison of mean scores between the factual and slice-of-life execution ($p=0.026$), and factual and testimonial execution ($p=0.01$), confirms that the factual execution relating to fear-based HIV/Aids campaigns are most effective in creating behavioural intent change amongst the white population.

7.4.3.2.2 Coloured Respondents

Each of the three execution styles incorporated in this study were viewed by 50 coloured respondents, and to a group of 150 coloured respondents in total. Of these three executions, the coloured sample group showed a higher inclination to change behavioural patterns after viewing the slice-of-life execution, given the mean score of 4.2. The testimonial execution style attained a mean score of 3.8 and the factual advertisement 3.6. Of these results, a comparison of the mean scores between the factual and testimonial execution results in no significant differences ($p=0.98$). However, after having compared results between the factual and slice-of-life executions (0.019) and testimonial and slice-of-life executions (0.02), it was evident that the differences in mean scores between the factual and testimonial executions towards the slice-of-life advertisement were significant. It can be concluded that the coloured population of the targeted age group of this study (18 to 25) are more inclined to change maladaptive behaviour patterns when the communicator makes use of a fear-based HIV/Aids slice-of-life advertisement.

7.4.3.2.3 Black Respondents

The mean score recorded for the factual execution (3.8), slice-of-life execution (4.17) and testimonial execution (3.9) resulted in no significant differences. Table 7.11 depicts the combination of comparisons between the three executions as done in the post hoc analysis.

Table 7.11: Post Hoc Black Respondents Analysis

EXECUTION STYLES	Factual	Slice-of-life	Testimonial
Factual	-	0.93	0.12
Slice-of-life	0.93	-	0.14
Testimonial	0.12	0.14	-

The above table shows no significant differences for behavioural intent in the black respondent group concerning comparisons of the three execution styles. Even though the mean score for the slice-of-life execution can be regarded as the highest for the behavioural intent construct, the difference between this achieved score and that of the two remaining execution styles is not significant. As a result, it can be concluded that the black population group does not respond to one execution style in a significantly different manner than another when considering the effect of execution style of the black population's behavioural intent. This is once again a reoccurring finding for the black population, since this finding once again justifies the need to investigate the various sub-cultures in the black population. It is assumed that, given the theory relating to the black population (as discussed in section 4.2.3), the complexity of the black population is the cause of there being no level of significance, and once exploration of this culture has been conducted as a primary research objective, more viable and clear results could be obtained as to what makes the sub-groups in the black population alter their behaviour.

7.4.4 Susceptibility construct

The construct susceptibility refers to the probability that a specific event (the contraction of HIV/Aids in the case of this study) could happen to the individual. Therefore this dimension refers to how susceptible or vulnerable the individual feels with regards to a specific depicted event and to what degree they find the event to be applicable to their current lifestyle (Rogers, 1975). Susceptibility is regarded as an influencer, mediating fear (Arthur & Quester, 2004). Norman *et al.*, (2005) also found evidence linking susceptibility and behavioural intention. Susceptibility and efficacy are regarded as having a positive impact on an individual's intent to adopt the specific recommended behaviour as communicated by the marketer (Norman *et al.*, 2005). Given the revised PMT (Figure 1.1) it is evident that susceptibility is not a core construct of the PMT, however given its mediating role in evoking a level of fear in individuals. As previously stated, previous studies also support the notion that susceptibility favourably impacts on behavioural intent. As altering the maladaptive behaviour patterns of the intended market is the key objective of the advertisements related to this study, the construct was regarded as necessary to be tested.

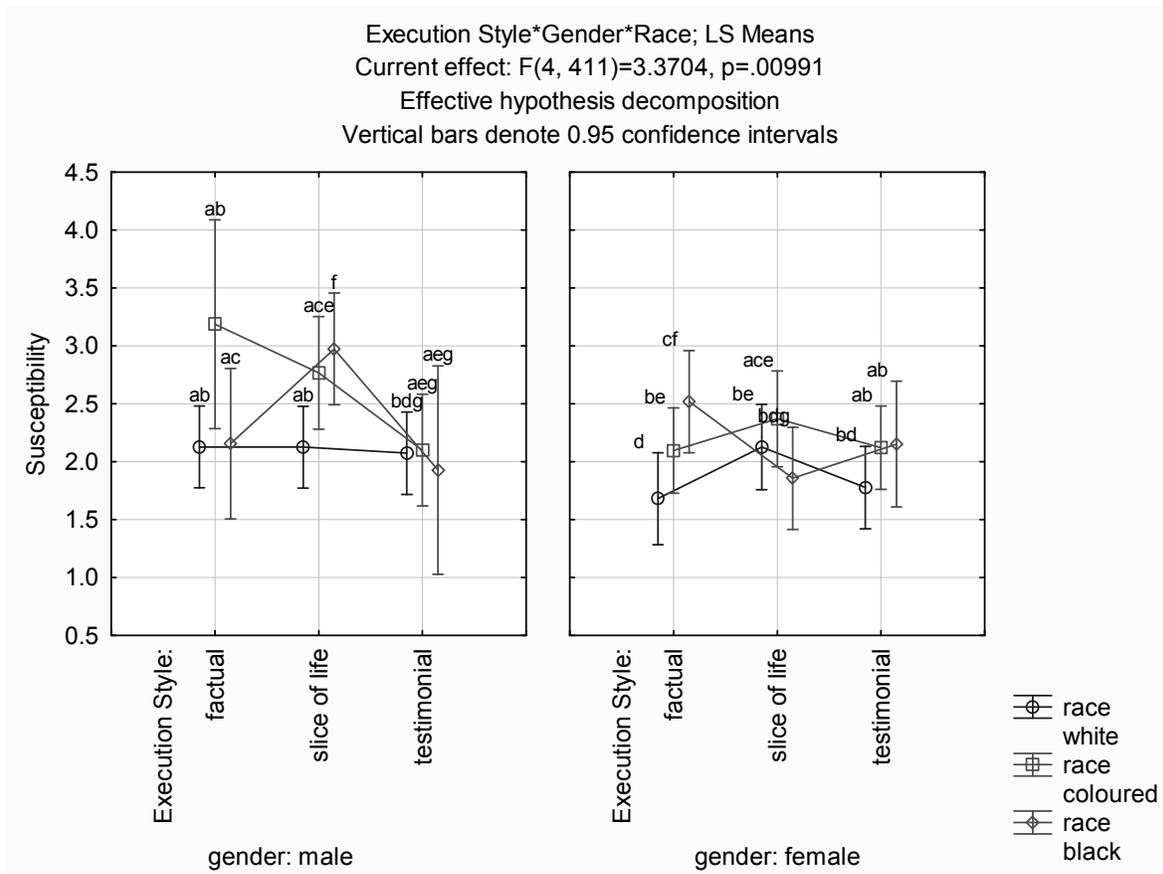


Figure 7.9: Means Plot for Susceptibility, Execution Style, Gender and Race

Figure 7.9 relates to the significant findings concerning the susceptibility construct, and will be explained in the subsequent sections.

7.4.4.1 Results for susceptibility as per execution style, gender and race

The Univariate Test of Significance revealed that significant differences existed between the interactions of the variables susceptibility, the execution style, the respondent's race and gender. As a result the above figure was interpreted by means of analysing male

results versus female results where applicable for the specific execution styles, and thereafter for each race group.

7.4.4.1.1 Male Results

Male results were interpreted by means of analysing the findings recorded in each execution style, after which findings were interpreted by race group. In conclusion, results of the group of 225 male respondents will be compared to that of the 225 females.

7.4.4.1.1.1 Factual

The highest mean score for the level of susceptibility was in that of the coloured respondents group (3.19). The white and black male respondent groups recorded relatively equal mean scores for the level of susceptibility felt (2.13 and 2.15 respectively). A post hoc analysis was conducted which revealed that no significant differences existed between the mean scores of the three male race groups. Upon comparing results of the white and coloured male respondent groups, a p-value of 0.18 was achieved, showing no level of significance. Similarly the p-value for the male respondent sub-groups, white and black, and the comparison between black and coloured respondents, showed no significant scores (0.07 and 0.1 respectively). As a result, it can be concluded that in the case of a communicator using a factual advertisement in the fear-based HIV/Aids context, as a means to stimulate a high level of susceptibility in male viewers, no race group would respond significantly differently to the other race groups in terms of a stimulated sense of susceptibility.

7.4.4.1.1.2 Slice-of-Life

The slice-of-life advertisement resulted in significant differences between the black male and coloured male respondent groups ($p=0.009$), as well as between the black and white respondent groups ($p=0.000$), in terms of the mean scores recorded for susceptibility. No significant difference was found when comparing the mean scores for the male groups'

coloured and white respondents ($p=0.13$). Of these three groups, the black respondents were summarised as the respondent sub-group who experienced the highest level of susceptibility given the slice-of-life advertisement. This conclusion is attributed to the mean score of 2.97 by the black male respondent group, followed by the lower scores of 2.77 (coloured male respondents) and 2.13 (white male respondents). As a result, it can be concluded that black male respondents would experience higher levels of susceptibility than white or coloured males when viewing a slice-of-life, fear-based HIV/Aids campaign.

7.4.4.1.1.3 Testimonial

The testimonial execution style resulted in means scores of 2.07 for white male respondents, 2.1 for coloured male respondents, and 1.9 for black male respondents. Upon comparing these mean scores in a post hoc analysis, no statistical differences were found when comparing all combinations of races. The p-value for results of the white and coloured amounted to 0.14. Comparison of the black and white male respondent groups concluded in a p-value of 0.2, where coloured versus black mean scores achieved a p-value of 0.8. This results in the conclusion that when males are exposed to a testimonial fear-based HIV/Aids campaigns, no significant level of susceptibility would be experienced in the one race group as compared to the remaining two.

Given all of the above information relating to male respondents, it should be noted that relatively low scores for susceptibility were recorded. Given that the five point scale incorporated a rating system where 1 = *strongly disagree* and 5 = *strongly agree*, the recorded data for males is relatively low compared to that of behavioural intent, attitude and fear. All mean scores for the male respondent group were below 3 (neutral), indicating that males did not regard themselves as very susceptible to the circumstances relating to the advertisements. This finding can be justified by analysing results in the qualitative group, where male respondents were summarised as relatively uneducated on the topic of HIV/Aids, compared to females. Males provided the moderator with statements such as “don’t and won’t sleep with someone who has HIV/Aids”. When the moderator asked how these participants would know whether someone had HIV/Aids, respondents seemed hesitant to answer, but concluded in some doubtful answers which included “you can just

see that she looks after herself” and “you can see it”. This shows that male respondents do not feel that they are vulnerable to the epidemic as they perceive that they have the ability to effectively prevent contact with a person who has contracted HIV/Aids. The information gained from the qualitative focus groups therefore justifies the low mean scores for susceptibility.

7.4.4.1.2 Female Results

In the same manner as that of the male groups, the results recorded for females were also analysed by means of the means plot in Figure 7.9, as well as post hoc analyses.

7.4.4.1.2.1 Factual

The mean score recorded for the female group resulted in various significant differences for the factual execution style. White females (1.68) were the group with the lowest mean score for the level of susceptibility evoked by the factual execution. Black females (2.5) had the highest recorded mean score for the susceptibility construct, where coloured females (2.1) were in between. The post hoc analysis in Table 7.12 reveals the p-values for all the combinations of comparisons of the specific mean scores.

Table 7.12: Female Group: Factual Execution Post Hoc Analysis

Race	White	Coloured	Black
White	-	0.04	0.00
Coloured	0.04	-	
Black	0.00	0.002	0.002

When comparing the mean score of the white female and coloured female groups, a significant difference exists between the scores ($p=0.04$). Given that coloured female respondents were the group with the higher level of susceptibility, it can therefore be concluded that coloured females would react significantly differently to white females when

given a fear-based HIV/Aids advertisement containing a factual execution style theme. As a result, coloured females would experience significantly higher levels of susceptibility than that of white females. The same can be applied to that of black females. When compared to coloured and white females, given the significant p-values of 0.002 and 0.00, the table indicates that black females would experience significantly higher levels of susceptibility, compared to coloured and white females, when viewing a factual fear-based HIV/Aids television advertisement.

7.4.4.1.2.2 Slice-of-Life

For the slice-of-life execution coloured females were concluded as the group with the highest level of susceptibility (2.4), followed by white female respondents (2.1). The black female group recorded the lowest level of susceptibility in the slice-of-life execution advertisement (1.9). Of these mean scores a comparison between the coloured female group and black female group resulted in a significant difference between the mean scores, given the p-value of 0.037. The conclusion is that with the use of a fear-based HIV/Aids campaign incorporating a slice-of-life execution, the highest level of susceptibility would be achieved in the coloured female group - to such an extent that this level of evoked susceptibility would be significantly higher than that of the remaining two female groups.

7.4.4.1.2.3 Testimonial

Given that the mean scores for susceptibility amongst the white (1.8), black (2.2) and coloured (2.1) female respondents differed only slightly, no significant differences were found after having compared the mentioned mean scores in a post hoc analysis. As a result, it can be stated that when a communicator makes use of a testimonial fear-based HIV/Aids campaign, that all three sub-groups of female viewers would experience relatively the same level of susceptibility, with no significant difference in the degree to which they feel susceptible.

All the above-mentioned results for females were also compared to that of the male group in an attempt to establish whether significant differences exist between the gender groups. Even though significant differences were detected, these will not be reported on as the following section encapsulates the findings in a more appropriate manner. The following section will elaborate on data in terms of race group in order to more effectively conclude which execution style is better suited to which race group, male and/or female. As the following section provides more profound results, the comparison between males and females will be drawn there rather than here.

Just as observed in the male group, the mean scores for the susceptibility construct were noted as low, given the questionnaire's incorporated scale of measurement. In the qualitative phase the moderator deduced that female respondents regard themselves as relatively well educated on topics relating to safe-sexual behaviour. This is a justification for the low levels of recorded susceptibility in all groups. Females perceived themselves as educated and therefore able to prevent the contraction of HIV/Aids. They saw themselves as not being vulnerable or susceptible to the dangers presented in the advertisements.

7.4.4.2 Susceptibility results per race group for execution style and gender

The results pertaining to each of the three race groups will be discussed next. The discussion will take place by means of separating the results of males from that of the females in each race group. After these results have been discussed, the researcher will elaborate on comparisons made between the relevant mean scores of males and females in each race group in order to determine whether significant differences exist between genders.

7.4.4.2.1 White Respondents

This section relates to the results of the white male and female respondent groups.

7.4.4.2.1.1 Males

The mean score for white males for susceptibility was concluded as equally high in the factual and slice-of-life execution style (2.1). The testimonial execution was the execution style with the lowest mean score for susceptibility in this specific group (2.07). Given the little variance between the mean scores of these executions no significant differences were found, resulting in the statement that no execution style is more effective in stimulating a high level of susceptibility in white males, than any of the two remaining execution styles. Therefore, the difference in susceptibility experienced by the viewer of an advertisement containing either one of the three types of advertising content will not result in significantly different or higher levels of susceptibility in the male gender. This could be because males in the focus groups described themselves as able to predict if someone had HIV/Aids and that they could therefore prevent being infected by the disease. As a result, execution style would not result in significantly higher levels of susceptibility. The advertisements concern a topic to which they do not feel vulnerable, and no significant difference in susceptibility would be triggered by any of the advertisements.

7.4.4.2.1.2 Females

The results of the white female group are distinctively different to that of white males. A mean score of 1.7 was recorded for the factual execution, 2.1 for slice-of-life, and 1.8 for the testimonial advertisement. A post hoc analysis comparing these mean scores revealed that significant differences existed between the factual and slice-of-life advertisement ($p=0.000$). As the mean scores revealed, the slice-of-life advertisement resulted in the highest level of susceptibility for white females, and given the significant difference between these two executions it can be stated that the slice-of-life execution will result in significantly higher evoked levels of susceptibility in the white female group. A reoccurring trend was visible for the construct susceptibility as the mean scores for the construct were relatively low for this construct, compared to fear and attitude. This finding can once again be justified by considering that females thought of themselves as educated on the topic of safe-sexual behaviour, as could be seen in the qualitative phase of the study, and

therefore did not regard themselves as vulnerable to the concerns voiced in the advertisements.

7.4.4.2.1.3 Male vs. Female

Given that the findings relating to the white female group showed significant differences in favour of the slice-of-life advertisement, the results of this execution style were compared to that of the results recorded for white males in the slice-of-life executions. A post hoc analysis revealed that no significant differences existed between the mean scores of the two groups in the slice-of-life execution style ($p=0.8$). However, upon comparing results of the factual execution in the two genders in the white population group, a significant difference was found between the mean scores. A p-value of 0.02 showed that the difference in mean scores was of a significant nature. Given that the mean score for males (2.1) were significantly higher than that of the females (1.7) it can be concluded that a significant difference does exist between results of white males and females, considering the results of the factual execution style. White males will therefore experience significantly higher levels of susceptibility when viewing a factual fear-based HIV/Aids campaign, compared to white females. This finding correlates with the insight gathered in the qualitative focus groups. As elaborated on in section 6.2.1, participants in the two focus groups were given the chance to hypothetically state which type of advertisement they perceived as the type of advertisement which would result in altered behaviour patterns. The male focus group agreed that an advertisement should contain “hard core facts” in order to result in protective behaviour. Given that the mean score for susceptibility, a variable that is positively linked to behavioural intent (Norman *et al.*, 2005), for the male respondent group is significantly different and higher than that of the female group, the findings found in the qualitative phase coincide with that of this construct, and a factual execution style would result in significantly different and higher susceptibility (and possibly behavioural intention) results for the male respondent group, compared to the female group.

In the qualitative phase (as discussed in section 6.2.1), the female participants in the focus group agreed that an advertisement would result in them altering maladaptive behaviour

patterns if the advertisement contained someone they could relate to, and whose story was told. Even though this definition of the hypothetically created advertisement could relate to a testimonial advertisement, theory provided by Arens (2006) states that a slice-of-life execution encapsulates real life circumstances in such a manner as to involve the viewer who is able to identify with the “real-life” aspect of the commercial (Arens, 2006). As female participants stated that the advertisement should entail someone they could relate to, and provided the explanation of the slice-of-life execution, the findings for the susceptibility construct coincide with that of the qualitative results.

7.4.4.2.2 Coloured Respondents

Below are the results for the coloured respondent group discussed as per gender.

7.4.4.2.2.1 Males

The coloured male respondent group showed no significant inclination to experience higher levels of susceptibility in one type of execution as compared to the next. The post hoc analysis revealed that when comparing mean score results of the factual and slice-of-life execution ($p=0.2$), slice-of-life and testimonial ($p=0.6$) and factual and testimonial execution styles ($p=0.5$), no significant differences exist. This leads to the conclusion that there is not one specific type of execution that would result in significantly higher levels of susceptibility in the coloured male population. The findings relating to the qualitative phase once again justify why no significant differences were found in the male respondent group, considering their perceived ability to avoid HIV/Aids.

7.4.4.2.2.2 Females

The female respondent group in the coloured race showed no significant differences, just as with the coloured male respondent group. When comparing the mean scores recorded for the relevant execution styles, including factual vs. slice-of-life ($p=0.07$), slice-of-life vs. testimonial ($p=0.09$) and factual vs. testimonial execution styles ($p=0.9$), no significant differences were found concerning the level of susceptibility that was evoked in coloured

females. As a result, it can be stated that there is no single one of the three execution styles that would result in significantly higher levels of susceptibility in coloured females.

7.4.4.2.3 Males vs. Females

When comparing the mean score results of coloured males and females, concerning the factual execution style, no significant difference was found between these scores ($p=0.6$). The slice-of-life execution also did not result in a significant difference between the two genders, given the p -value of 0.97. Given that the p -value concerning the comparison of gender mean scores for the testimonial execution was 0.3, indicating no significant differences, it can be concluded that males and females in the coloured race group do not respond differently to any of the three mentioned executions regarding the level of susceptibility that is stimulated.

7.4.4.2.3 Black Respondents

As was done with the white and coloured respondent groups, results of males and females in the sampled black group were also analysed and compared.

7.4.4.2.3.1 Males

As can be seen in Figure 7.9, the black male respondent group provided significantly different results. The highest mean score (2.97) achieved in this group was for the slice-of-life advertisement. As measured by the post hoc analysis, the mean score of the slice-of-life advertisement is significantly different (and higher) than the mean scores recorded for the factual (2.2) and testimonial executions (1.9). A p -value of 0.01 for the comparison of the slice-of-life mean score with that of the factual execution, and a p -value of 0.000 for the comparison with mean scores of the testimonial execution, indicated that black males would experience significantly higher levels of susceptibility when viewing a fear-based HIV/Aids advertisement which entails a slice-of-life execution, compared to testimonial and factual execution styles.

7.4.4.2.3.2 Females

The black female respondent group provided results dissimilar to that of black males. The lowest mean score for susceptibility was recorded for the slice-of-life execution (1.9), where the highest mean score of 2.5 was attained by the factual execution style. The testimonial execution had a mean score of 2.2 for the construct susceptibility. After conducting the univariate test of significance, and scrutinising results brought forth by the post hoc analysis it was evident that the high mean score attained by the factual execution was significant to that of the testimonial ($p=0.003$) and slice-of-life (0.001) execution mean scores. No significant difference was found between the testimonial and slice-of life execution style mean scores ($p=0.6$). This indicates that when considering the three mentioned execution styles as a means of evoking the highest possible level of susceptibility in black female individuals who fit the description of the target population, the most effective results would be obtained by means of incorporating a factual execution style storyline into the fear-based HIV/Aids campaign.

7.4.4.2.3.3 Males vs. Females

The above results of the black male and female respondent groups were analysed by means of a post hoc analysis in order to determine whether differences between the mean scores for susceptibility exist in the black population. The mean score attained for the factual execution for males was 3.2, where the female group recorded a mean score of 2.5. The discrepancy between these two mean scores cannot be regarded as significant given the p-value of 0.25. Given that the results for the male group showed significant inclinations towards favouring the slice of life advertisement, a post hoc analysis was also conducted on the mean scores attained by black males and black females for this execution. A p-value of 0.000 was found, indicating that there is a significant difference between the reaction of males and females vis-à-vis the slice-of-life advertisement. This, once again, provides knowledge and insight on one of the additional objectives of this study, namely determining whether a difference exists between the reaction of males and females concerning fear-based HIV/Aids advertisements.

7.4.4.3 Susceptibility results as per execution style for gender and sexual status.

The ANOVA revealed significant differences between the interactions of the variables susceptibility, the execution style seen, the gender of the respondent and whether the respondent was sexually active or not.

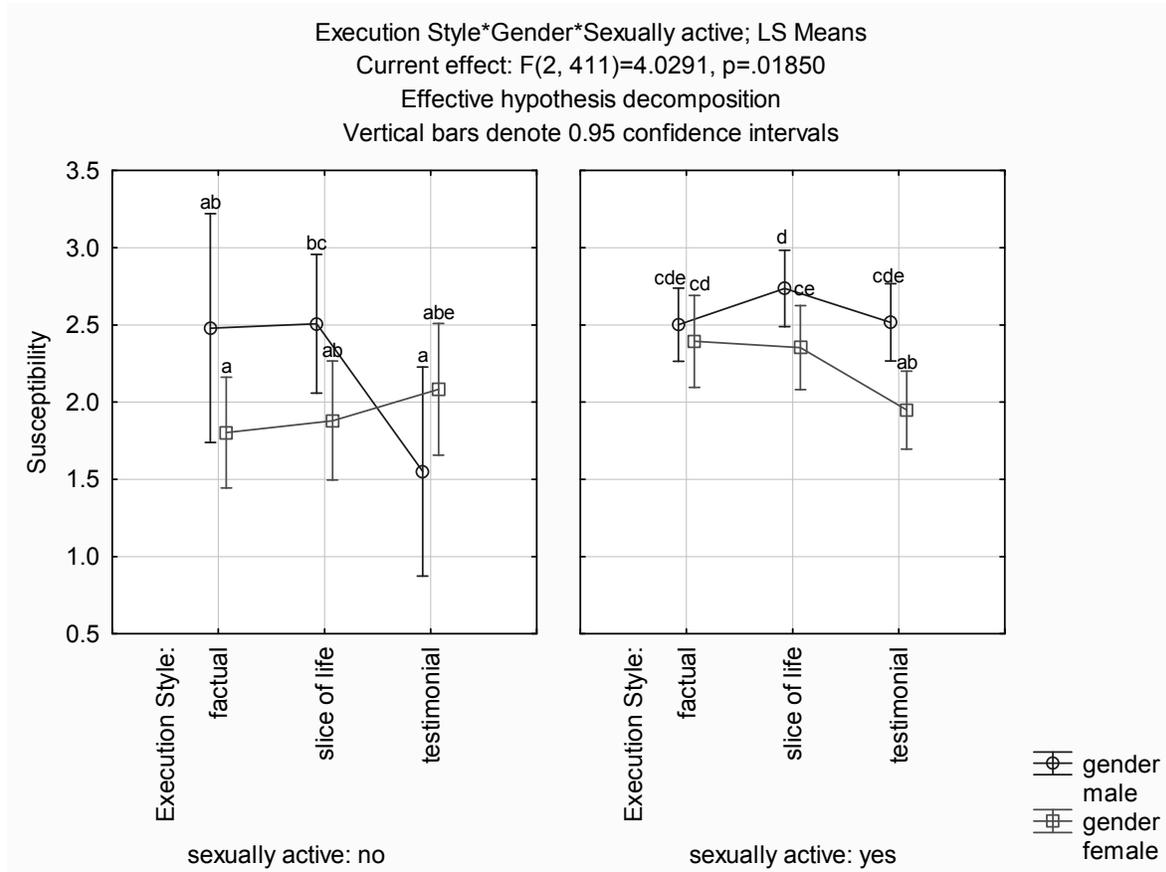


Figure 7.10: Means Plot for Susceptibility, Execution Style, Gender and Sexual Status

Figure 7.10 depicts the results that will be explained in the following section.

7.4.4.3.1 Factual

The mean score recorded for susceptibility by sexually active males (2.5) did not have a significant difference to that of sexually active females (2.4) given the p-value of 0.6. Similar to that of sexually active male and female respondents, answers recorded for males (2.5) and females (1.8) who are not sexually active showed no significant difference ($p=0.8$). Important to note is that when comparisons were made between sexually active males and sexually non active males a significant difference was found given the p-value of 0.01. In short, it can be concluded that males and females who are sexually active (or males and females who are not sexually active) respond to the factual advertisement in no significantly different manner given the evoked level of susceptibility. However when comparing results of the same gender for differing sexual statuses, i.e males who are not sexually active vs. males who are, significant differences were found. The same pattern applies for sexually active female respondents when compared to those females who were noted as not being sexually active. A p-value of 0.000 was found after having compared results of the female group concerning the factual execution style and the level of susceptibility. These results support findings of the qualitative study where sexually active respondents constantly differed in responses to that of sexually non active respondents, especially concerning susceptibility.

7.4.4.3.2 Slice-of-Life

A p-value of 0.02 was found after having compared the mean scores for susceptibility for sexually active males (2.7) and females (2.4), indicating a significant difference between the responses of these two groups. The mean scores of sexually non active males (2.5) and females (1.9) produced a p-value of 0.3 indicating that there is no significant difference between the mean scores for susceptibility for the sexually non active respondents. More importantly, and as outlined in the additional objectives of this study, was the significant difference ($p=0.01$) found between the mean scores of sexually active male respondents and sexually non active male respondents. Similarly, sexually active female and sexually non active female respondents produced significantly different results (0.04) for the susceptibility construct.

7.4.4.3.3 Testimonial

Sexually active male respondents (2.6) produced significantly different ($p=0.004$) mean score results for susceptibility in the testimonial experimental group to those of sexually active female respondents (1.9). Contradictory to these findings, sexually non active males (1.6) and sexually non active females (2.1) responded in no significantly different manner ($p=0.06$), in terms of susceptibility, towards the testimonial execution style. Female respondents (sexually active and non active) produced a significance value of 0.7 indicating no significant difference between the mean score results for susceptibility in the testimonial execution. However, when comparing results of the two male groups, differing in sexual status, the male respondent groups resulted in a p-value of 0.000. Adding to the results found in the slice-of-life and factual execution style, this finding further indicates the significantly different manner in which sexually active respondents react towards a fear-based HIV/Aids campaign, when compared to sexually non active individuals, especially where susceptibility is concerned.

7.4.4.4 Results as per gender group

The following section provides insight into which type of execution style is suited better to which gender group. These results will be explained per gender.

7.4.4.4.1 Males

Sexually active males showed no significant difference between the mean scores of the three executions as all p-values were above 0.05. The results of the sexually non active males resulted in significant differences between the slice-of-life execution and the testimonial execution style ($p=0.01$). This indicates that sexually active males do not experience significantly different levels of susceptibility given the three execution styles, however, that given a slice-of-life fear-based HIV/Aids campaign, sexually non active males would respond significantly differently (higher) concerning their perceived level of susceptibility, compared to the remaining two execution styles. This can be related to the

fact that both sexually non active male respondents who participated in the focus group, as well as sexually active males, regarded themselves as unexposed to HIV/Aids. Sexually active males regarded themselves as unsusceptible considering that they are able to determine whether a person is HIV positive or not. Sexually non active males regarded themselves as “safe” as they do not engage in risky behaviour patterns and are therefore not vulnerable.

7.4.4.4.2 Females

When comparing the mean scores of sexually active females, a post hoc analysis revealed no significant difference between the mean scores for the factual and slice of life execution ($p=0.3$). Mean scores recorded for the factual and testimonial executions for sexually active female respondents, however, did result in a significant difference given the p -value of 0.002. The post hoc analysis also showed a significant difference for the recorded mean scores of the testimonial and slice-of-life advertisements ($p=0.03$). Given that the mean score for the slice-of-life and factual executions are significantly higher than that of the testimonial execution, and that no significant difference was found between the slice-of-life and factual execution styles, it can be stated that sexually active female respondents will experience significantly higher levels of susceptibility when viewing a slice-of-life or factual advertisements, compared to a testimonial advertisement. Knowledge gathered during the focus groups can be drawn from, given that views of sexually active female participants and sexually non active female participants constantly differed when being questioned about sexual tendencies and views.

7.4.5 Efficacy construct

An Anova including all the relevant variables (as in all the previous construct analyses) revealed no significant interaction between any of the variables. As previously mentioned, the total mean score for the construct efficacy was a mean of 4, where mean scores recorded for each of the execution styles were as follows:

- Factual Mean Score: 4

- Slice-of-Life Mean Score: 3.9
- Testimonial Mean Score: 3.9

Considering the close proximity of the range of these values, as well as the insignificant p-value, it is evident that the efficacy level evoked amongst the different groups for each execution style proved to be no different to the next. It should, however, be noted that even though no significant differences were found between the groups, that these results still have a positive perspective. Considering that a 5-point Likert scale was used, and that the mean score concluded for this construct was 4, high levels of efficacy were therefore produced in each of the execution styles. In short, positive feedback was recorded concerning the construct efficacy as respondents perceived the recommended coping response as viable and doable. Nonetheless, $H_0^{2.4b}$ is not rejected, as no significant differences were found between the groups. Research conducted by Norman *et al.*, (2005) provides empirical evidence that efficacy is directly related to behavioural intent as the communicated behaviour (response efficacy), and the individuals perceived ability to be able to follow this behaviour (self-efficacy), will impact on whether behavioural intention will take place. If the recommended behaviour does not result in a decreased level of the evoked emotion, namely fear, the intention to behave in the recommended way will be void. In other words, high levels of fear will result in a cognitive trade-off for the individual, determining whether the recommended response (efficacy) would cure the uncomfortable emotional experience of fear. A high perception of efficacy will therefore result in high levels of behavioural intention (Witte, 1998; Witte, 1994; Witte 1992). Efficacy is an integral part of fear-communication, as social campaigns containing a recommended response are regarded as more successful than advertisements which have not integrated an efficacy component (Tanner *et al.*, 1989). Therefore, even though no significant differences existed between the mean scores of efficacy, the high scores provide a favourable perspective to the findings. Given that high intentions to behave more responsibly were also noted in the behavioural intent construct, this study supports the previously mentioned findings by Norman *et al.*, (2005) and Tanner *et al.*, (1989).

7.4.6 Findings of analyses for additionally stated objectives

As can be seen in section 5.1.2 and Table 5.1 the researcher stated three additional objectives. These objectives were related to the different races and whether their behavioural intention differs given the different execution styles; whether differences were found for behavioural intent between genders, given the three execution styles and whether differences would be found in the responses of sexually active respondents versus those who are not sexually active. Findings discussed above have already generated thorough knowledge that i) different races respond differently to the three given execution styles ii) different genders have significantly different levels of behavioural intent. These results were reviewed, and behavioural intents were investigated independently for each of the respective groups.

7.4.6.1 Behavioural intent of different races

The hypothesis stated for this objective was as follows: H_0^3 : There is no significant difference in behavioural intention between the different races when assessing the three different execution styles in HIV/Aids social campaigns. Given the nature of the interaction of the behavioural intent construct as described in section 7.4.3.2, the findings of this hypothesis has already been discussed. Given the various p-values discussed in this section ($p < 0.05$) it is evident that different races react differently to the three execution styles. To recap briefly: results as per the slice-of-life execution provides significant differences between the mean scores of the white and coloured respondents ($p = 0.002$) as well as the white and black respondents ($p = 0.02$) indicating significant differences in respondents' perceived level of behavioural intent. Even though this objective is concerned with behavioural intention only, one can also note that significant differences were recorded between the races for the remaining two core constructs. In brief: (given that these results have already been discussed in sections 7.4.1 and 7.4.2) the attitude construct produced significant differences between races when one considers results relating to the factual advertisement where white respondents (4.2) produced significantly different and higher results ($p = 0.003$) than coloured respondents (3.6). In the fear construct a p-value of 0.000 was recorded between the mean score of sexually non active

white respondents and sexually non active coloured respondents. This shows that significant differences existed between races in all three of the core constructs of the PMT. Concluding on this hypothesis, H_0^3 is rejected, as significant differences do exist between the three participating races concerning their levels of behavioural intent, given the three execution styles used in the study. This supports previous research conducted by Levinson, Sadigursky and Erchak (2004) indicating that a need exists to segment the market based on race, given that intervention strategies are concluded as relatively more successful when tailored based on specific cultural components. This finding also relates to theory concerning the impact of an individual's cultural composition, as presented by Hawkins et al. (2007), stating that an individual's cultural background forms part of determining when and how the individual will satisfy sexual urges. Stated differently, each culture is different from the next when one looks at composition of values, beliefs and other determining variables (as explained in Figure 4.1). As cultural background determines sexual behaviour, different cultural backgrounds will result in different sexual behaviour patterns. In line with the above results, this study provides evidence in support of the theory just discussed.

7.4.6.2 Behavioural intent of different genders

The post hoc analysis conducted for the various groups with the dependent behavioural intent construct revealed various significant results for the gender groups. The specific hypothesis which was stated for this objective, in measuring whether different genders have different levels of behavioural intent given the three specific execution styles, was as follows: H_0^4 : There is no significant difference in behavioural intention between the different genders when assessing the three different execution styles in HIV/Aids social advertisements.

A univariate test of significance shed light on the stated hypothesis. The post hoc test, as depicted in Table 7.13 indicates the specific significant differences for each of the execution styles.

Table 7.13: Post Hoc Gender Group Behavioural intent Analysis

EXECUTION STYLE	GENDER	Factual		Slice-of-life		Testimonial	
		Male	Female	Male	Female	Male	Female
Factual	Male		0.08	0.08	0.00	0.03	0.5
	Female	0.08		0.00	0.07	0.00	0.2
Slice-of-life	Male	0.08	0.00		0.00	0.68	0.02
	Female	0.00	0.07	0.00		0.00	0.00
Testimonial	Male	0.03	0.00	0.68	0.00		0.01
	Female	0.5	0.2	0.02	0.00	0.01	

Even though the additional objective pertaining to behavioural intent differences between gender has already been touched on in previously discussed constructs (please see section 7.4.4), which indicated significant differences between genders, the researcher was more interested in the behavioural intent construct as the advertisements dealt with in this study relate to influencing behavioural intent. As can be deduced from Table 7.13 , various significant differences exist between genders. A p-value of 0.00 was found in the slice-of-life execution for behavioural intent construct between the mean scores of males (3.8) and females (4.3), indicating a significant difference between the two genders. The testimonial execution style also resulted in a significant difference (p=0.01) between the mean scores of males and females. As a result the H_0^4 is rejected, as significant differences were found between genders concerning their behavioural intent and the three execution styles. In order to delve deeper into this construct the researcher next went on to determine which specific execution style would be significantly better suited for which gender. As can be seen in Figure 7.11, both males and females indicated the highest mean score for behavioural intent to the slice-of-life execution style.

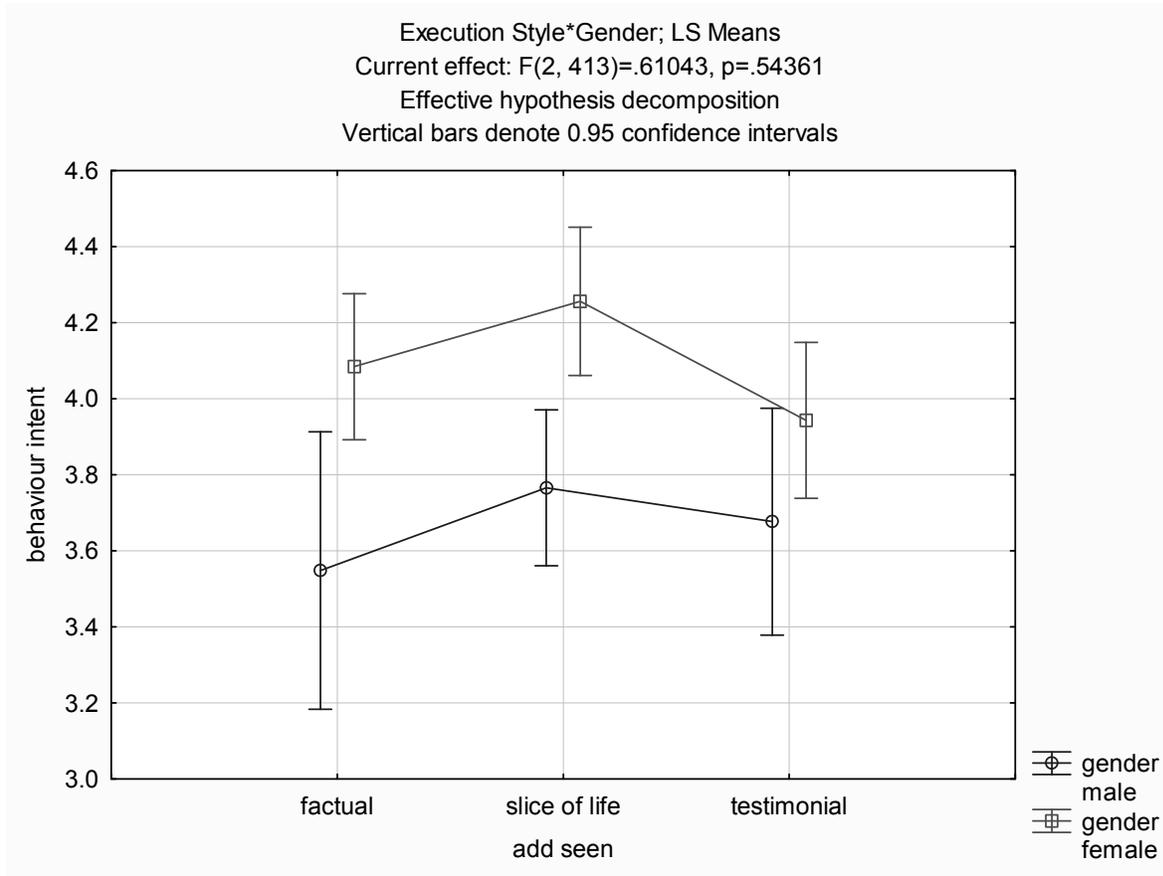


Figure 7.11: Means Plot for Behavioural intent, Execution style and Gender

As just determined, the difference between the results of males and females was significantly different. In order to determine which execution would be significantly better suited to each gender, the researcher analysed the scores of the three execution styles in genders. For females, the mean score acquired by the testimonial execution style was 3.9. As can be deduced from the post hoc analysis in Table 7.13, this score was concluded as being significantly different to that of the slice-of-life execution ($p=0.00$) indicating that the slice-of-life execution style produced significantly higher levels of behavioural intent than the testimonial execution. This finding is in accordance with insight relating to the qualitative findings, where the female focus group stated that an advertisement including someone they can relate to, whose story is being told, would be the type of advertisement to convince them to alter maladaptive behaviour patterns. Given the definition of a slice-of-

life execution, the description of the female focus group's stated advertising content is in agreement with this type of execution. No significant difference was found between the results of the factual and slice-of-life execution ($p=0.07$) As a result a slice-of-life fear-based HIV/Aids campaign or factual execution would be significantly better suited to females in the case of wanting to evoke the highest possible level of behavioural intent given the three executions.

For males the slice-of-life execution (3.8), along with the testimonial execution (3.8) resulted in a higher mean score for behavioural intent than that of the factual (3.5). Given that no significant difference was found between the slice-of-life execution and the testimonial execution ($p=0.68$), these advertisements would not result in significantly different behavioural intention results given the two types of advertising content. When comparing mean score results of the factual and testimonial executions a p-value of 0.03 was found, indicating significantly different results for the behaviour construct between these two executions. As a result, it can be concluded that even though the slice-of-life execution produced the highest mean score for behavioural intent in the male group, this score is not significantly different to that of the remaining two execution styles. However, a significant difference was found between the factual and testimonial advertisements. This indicates that a testimonial advertisement would produce significantly different, and favourable, behavioural intent results compared to that of a factual execution.

If one returns to the additional hypothesis, it can be concluded that males and females have significantly different behavioural intentions induced by the three execution styles. The stated hypothesis is therefore rejected.

7.4.6.3 Behavioural intent of different sexual statuses

The third additional objective, as stated in Chapter 5, relates to determining whether sexually active individuals and sexually non active individuals would experience the same level of behavioural intent for the same execution style, or whether one execution style is better suited to sexually active respondents than to sexually non active respondents. As the advertisements concerning the study aim to alter the risky sexual behaviour patterns of

sexually active individuals, as well as attempt to educate sexually non active individuals of the risks of maladaptive sexual behaviour, the results of this additional objective could be regarded as essential to that of practitioners in the social campaign advertising industry. The results of the stated hypothesis: H_0^5 : There is no significant difference in behavioural intention between sexually active and sexually non active individuals when assessing the 3 different execution styles in HIV/Aids social advertisements.

The sexual status of respondents resulted in significant differences for one of the core constructs of this study, namely fear (as already discussed in section 7.4.1) as well as for the susceptibility construct (section 7.4.4). Given that the results of behavioural intent and sexual status can provide much insight to practitioners, a post hoc analysis was conducted as can be seen in Table 7.14.

Table 7.14 illustrates the p-values for all combinations of the three execution styles, the sexual status of respondents and their behavioural intention. When looking at sexually active respondents, the factual execution style resulted in the highest mean score (4) after which the slice-of-life execution (3.9) followed. The testimonial execution style (3.7) was noted as the execution with the lowest mean score for behavioural intent. No significant difference was found for behavioural intent for the mean scores of the factual and slice-of-life execution ($p=0.9$), however, when comparing mean score results of the factual and testimonial execution a p-value of 0.007 was recorded, indicating a significant difference between the higher factual, and lower testimonial, execution.

Similarly the slice-of-life execution mean score and testimonial execution mean scores resulted in a significant difference of $p=0.005$. Given that the mean scores for the slice-of-life and factual execution have approximately the same intensity and do not have a significant difference, it can be stated that the slice-of-life and factual executions, as used in fear-based HIV/Aids campaigns will result in significantly higher levels of behavioural intent to adopt the recommended behaviour response of the advertisement, than that of a testimonial execution.

Table 7.14: Post Hoc Behavioural intent and Sexual Status Analysis

EXECUTION STYLE	Sexually Active?	Factual		Slice-of-life		Testimonial	
		No	Yes	No	Yes	No	Yes
Factual	No		0.9	0.8	0.8	0.9	0.05
	Yes	0.9		0.7	0.9	0.9	0.007
Slice-of-life	No	0.8	0.7		0.6	0.9	0.08
	Yes	0.8	0.9	0.6		0.7	0.005
Testimonial	No	0.9	0.8	0.9	0.7		0.07
	Yes	0.05	0.008	0.08	0.005	0.07	

For sexually non active respondents the slice-of-life execution (4) concluded in a higher mean score for behavioural intent than that of the factual execution (3.6). The discrepancy between these two mean scores, however, cannot be classified as a significant difference ($p=0.8$), nor could any of the remaining combinations of comparisons for sexually non active respondents. As a result, no one execution would result in a significantly higher behavioural intention than the remaining two when considering the response of a sexually non active individual.

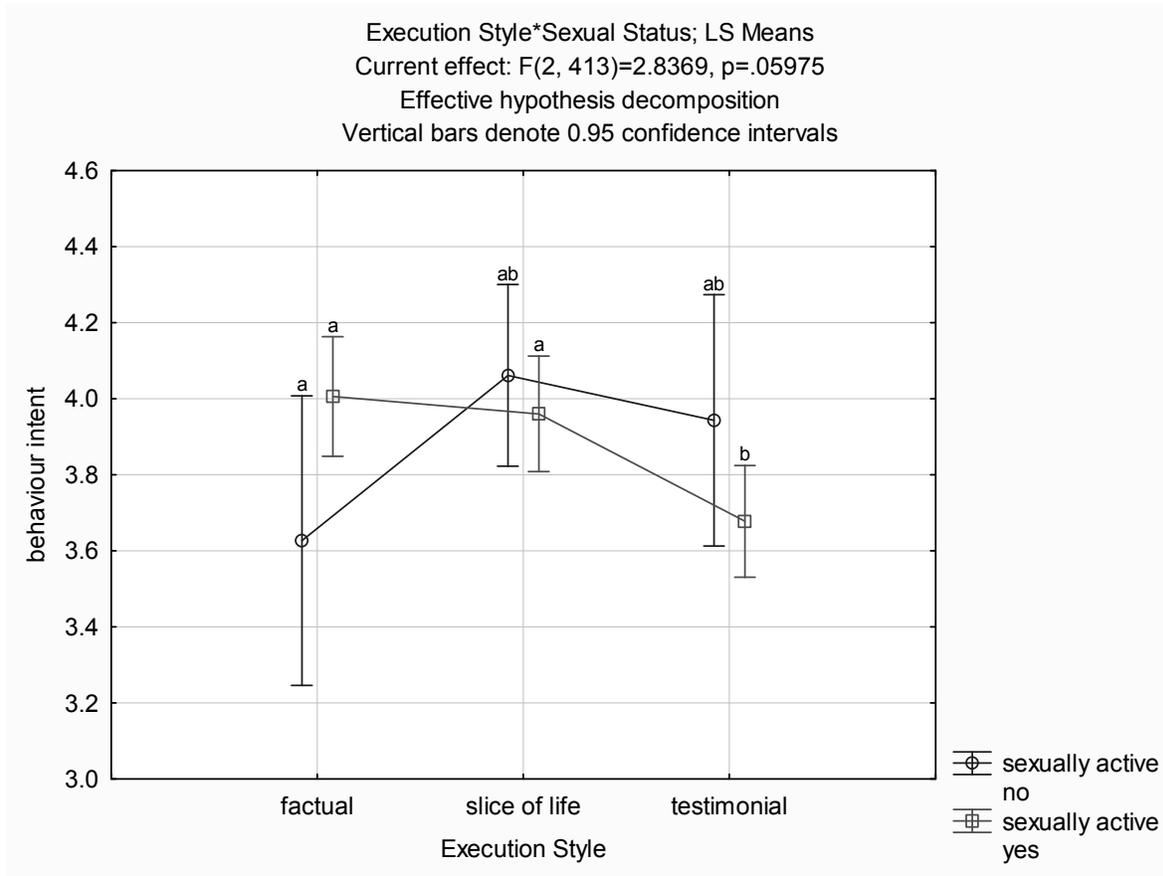


Figure 7.12: Mean Plot for Behavioural intent, Execution Style and Sexual Status

When considering statistical discrepancies in mean scores between sexually active and sexually non active respondents, significant differences were found only when cross analysing the execution styles. In simpler terms, no significant differences were found between sexually active and sexually non active individuals for one particular execution style in isolation of the remaining two. Figure 7.12 depicts the mean score results for this analysis. In combination with Table 7.14 it can be concluded that no significant differences exist for the behavioural intent of a sexually active individual in comparison to a sexually non active person. As a result H_0^5 is not rejected as the sexual status of a respondent will not result in significantly different results in behavioural intent. However when targeting an advertisement to only sexually active respondents a slice-of-life or factual execution would result in significantly different levels of behavioural intent, and these two executions are

better suited towards the sexually active respondent market. As there is no significant difference between sexually active and sexually non active respondents, this could also apply to sexually non active individuals. This statement can be made given that all of the three execution styles (especially slice-of-life) resulted in favourably high levels of behavioural intent, indicating that even though no significant difference exists between the three executions, use of any would still amount to a favourable intention to behave in the communicated recommended manner in both cases of the recipient being sexually active, or sexually non active.

At this stage it is important to consider results relating to the attitude construct concerning sexually active and sexually non active respondents, given that behavioural intent is mediated by attitude, which is regarded as an aftermath of the fear emotion (Hawkins *et al.*, 2007; Evans *et al.*, 2006). When one considers the significant interactions as found in the attitude construct, significant differences exist between sexually active and sexually non active respondents (please see Section 7.4.1.1 and 7.4.1.2). As a result, it should be noted that even though H_0^5 is not rejected, and no one type of execution would result in significantly different behavioural intent levels between sexually active and sexually non active respondents, a need does exist to consider the segmentation of HIV/Aids campaigns based on the sexual status of individuals in order to result in the correct type of stimulated attitude.

7.4.7 Behavioural Intent

Thus far, no mention has been made to the predicted hypothesis concerning the primary objective relating to behavioural intent. Theory relating to profit organisations' marketing objectives states that the communicated message is not regarded as effective if the message merely results in an altered attitude, but does not persuade the intended individual to act in the specific manner as explained by the advertising message (Shimp, 2010). This theory can be related to HIV/Aids campaigns. The primary objective of a fear-based HIV/Aids campaign is to alter maladaptive behaviour patterns via fear-appeal (Witte, 2006; Arthur & Quester, 2004; Ruiter *et al.*, 2001; LaTour & Rotfeld; 1997; Tanner *et al.*, 1991; Roger, 1975). If a specific social campaign only results in a changed positive

attitude the objective of the advertisement cannot be regarded as fulfilled. As a result the primary objective was based on how effective the specific execution styles were in increasing the intended market's behavioural intention to comply with HIV/Aids campaigns' recommended safe-sex behaviour patterns. The hypothesis for the primary objective was as follows: H_0^1 : Different execution styles in fear-based HIV/Aids social advertisements do not influence the behavior intent of the targeted group.

This hypothesis was tested by means of the various additionally stated objectives concerning behavioural intention. Given the findings explained in Section 7.4.6.1 to 7.4.6.3 a conclusion can be stated with regards to this objective. As the mentioned sections provide various interactions in which significant differences exist for the behaviour construct, H_0^1 is rejected, as the three different execution styles resulted in various significant differences in behavioural intention, given the specific influence that each execution style had on the respondents in isolation from the next.

As social campaigns primarily attempt to alter behaviour patterns, this finding related to behavioural intent presents various implications to practitioners of fear-based HIV/Aids communications. The above hypothesis concludes that various significantly different levels of behavioural intent is experienced when comparing results of the influence that each of the execution styles had on this construct. When analysing Sections 7.4.6.1 to 7.4.6.3, it is evident that the behavioural intention of respondents with a) different cultural backgrounds, b) different sexual statuses and c) different genders resulted in significantly different levels of behavioural intent for each of the executions. In order to determine the performance of each of the execution styles on behavioural intent, the above-mentioned sections, as well as results relating to the behavioural intent construct, can be reviewed. These results will be elaborated on in Chapter 8 as these findings indicate how specific executions result in higher levels of behavioural intention for the various groups of this study. As social campaigns are concerned with behavioural change, the interpretation of these findings should be of considerable interest to marketing practitioners.

7.5 SUMMARISED RESULTS

This chapter explained all findings related to each of the constructs. In order to provide the reader with a more comprehensive perspective, which could be related more easily to the stated objectives of the study, a summarised approach relating to the hypotheses is given.

Table7.15: Collective Results Per Hypothesis

OBJECTIVES	HYPOTHESES	REJECTED	NOT REJECTED
Objective 1	H ₀ ¹ : Different execution styles in fear-based HIV/Aids social advertisements do not influence the behavior intent of the targeted group.	✓	
Objective 2.1	H ₀ ^{2.1} : There is no significant difference in fear emotion of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.	✓	
Objective 2.2	H ₀ ^{2.2} : There is no significant difference in attitude of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.	✓	
Objective 2.3	H ₀ ^{2.3} : There is no significant difference in behavioural intent of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.	✓	
Objective 2.4	H ₀ ^{2.4a} : There is no significant difference in susceptibility of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.	✓	
	H ₀ ^{2.4b} : There is no significant difference in efficacy of the targeted group when assessing the 3 different execution styles in fear-based HIV/Aids social advertisements.		✓
Objective 3	H ₀ ³ : There is no significant difference in behavioural intention between the different races when assessing the 3 different execution styles in	✓	

	HIV/Aids social advertisements.		
Objective 4	H ₀ ⁴ : There is no significant difference in behavioural intention between the different genders when assessing the 3 different execution styles in HIV/Aids social advertisements	✓	
Objective 5	H ₀ ⁵ : There is no significant difference in behavioural intention between sexually active and sexually non active individuals when assessing the 3 different execution styles in HIV/Aids social advertisements		✓

Table 7.15 puts all of the above explained findings into perspective. All null hypotheses were rejected except for the null hypotheses related to efficacy and behavioural intention between sexually active and sexually non active respondents. Therefore, significant differences were found for fear, attitude, behavioural intention, susceptibility, behavioural intent in different races, and behavioural intent in different genders, when considering the assessment of the responses recorded for the three execution styles in the context of fear-based HIV/Aids campaigns. The implications of these findings will be discussed in the following chapter, after conclusions have been made for each construct.

7.6 CONCLUSION

From the analyses conducted in this chapter it is evident that significant differences exist between the three incorporated execution styles. These discrepancies are based on constructs which relate to the fear-appeal communication model, namely the Protection Motivation Theory (PMT). Different reactions in terms of the measured PMT variables were found for each construct in each of the three execution styles

The chapter provided findings for fear-based HIV/Aids communication campaigns which should be considered when creating a communication campaign. A key issue relating to the PMT variables is that of the low mean scores recorded in the susceptibility construct. Findings related to this construct showed that the target market did not feel susceptible and did not regard themselves as vulnerable to the topic of HIV/Aids. This provides evidence of a gap in the current intervention programs and social campaigns as the lack of

sufficient levels of susceptibility show a lack in education of the epidemic (especially amongst those individuals who are sexually active). Descriptive statistics concluded that approximately three quarters of the sampled individuals (n=450) are sexually active. This finding adds to the lack of susceptibility experienced by the targeted group. By means of sourcing previously explained theory, and insights gathered in the focus groups findings of the attitude, fear and behavioural intent constructs were explained and justified. High levels of efficacy were experienced by all respondents in all of the execution styles, which also led to favourably high results of the behavioural intent construct.

Further scrutiny of the results provided substantial evidence for the need to segment fear-based HIV/Aids advertisements in aiming at specific components of the target market. Significant differences were detected for each of the execution styles in all of the measured core constructs, seen from a racial perspective. Stated differently, this chapter provided grounds for the need to segment the market related to HIV/Aids campaigns based on race, as each race group incorporated in the study showed significant differences in various components of the core constructs, based on execution styles. It was therefore evident that a certain type of execution is more effective in evoking a specific cognitive component of the PMT in a specific race, rather than another execution style (which was found as an effective means to evoke the same component in another race group).

Statistically significant differences in the mean scores of the measured constructs were also detected between the execution styles when considering the results of sexually active and sexually non active respondents. This indicates that different advertising content is better suited to sexually non active individuals, than the type of content that would result in protective motivation by a sexually active individual. A closer analysis of results achieved between males and females also showed that females and males do not respond similarly to the same advertising content, and that a different execution style would result in higher levels of fear, attitude and behavioural intent for females, than for males.

In summary, this chapter stated various findings, proving that tailored fear-based HIV/Aids social communication campaigns are needed for the broad target population of males and females between the ages of 18 to 25. This market should be segmented based on

gender, race and sexual status in order for the target population to behave in accordance with the communicator's recommended response.

CHAPTER 8: CONCLUSIONS AND RECOMMENDATIONS

8.1 INTRODUCTION

Ample research exists substantiating the need to include medium to high levels of fear in fear-appeal advertisements in order to persuade the targeted market to alter maladaptive behaviour patterns to be more cautious. In the case of this study, the advertisements of concern involve communications which attempt to persuade individuals to ensure safe sexual behaviour patterns given the high risk of HIV/Aids infections. As mentioned the body of literature supports the notion that medium to high levels of fear will result in significantly more effective results concerning a change in attitude and behavioural intent, than that of lower levels of fear. A gap in this form of literature exists when considering how the level of fear should be incorporated in the advertisement, and therefore what type of content the advertisement should be based on. Three types of execution styles, and therefore message content approaches, exist in fear-based HIV/Aids communication which includes factual, slice-of-life and testimonial executions. The research objective of this study was to conclude which type of execution would be most effective in evoking high levels of fear, and ultimately result in behaviour adaptations, given the inclusion of previous research substantiating the use of medium to high levels of fear. The PMT variables were included in this study as this is a highly cited and revised theory relating to fear-appeal communication. Given the findings (which are elaborated on in the previous chapters) the problem statement can be concluded on. Experimental testing of the three execution styles resulted in profound findings relating to, not only the use of different executions, but also to the South African population.

Results are put into perspective by means of tabulated summaries encompassing the findings for each race group who participated in this study. ANOVA tests confirmed that race is a predictor of how respondents react towards specific advertisements, and execution styles. Given that this study provided results that show significant differences in

how different races respond to fear-based advertising when compared to each other, conclusions will also be made per race group in order to conclude on trends found in each group, and which execution style would be more effective in triggering behavioural intent for each race. Based on these conclusions recommendations will be made for the HIV/Aids marketing industry. Lastly this chapter closes with limitations to this study and areas for future research provided the findings.

8.2 CONCLUSIONS AND IMPLICATIONS PER MEASURED CONSTRUCT

In order to conclude which of the three execution styles, which were incorporated into this study, was most effective in stimulating protective behaviour from the intended market of such HIV/Aids campaigns, the three core components of the PMT were measured, as well as two mediating variables namely susceptibility and efficacy. The previous chapter relates to the findings of these constructs. The following section involves transforming the findings into conclusions and implications for each of the measured variables. Given that this study supported findings of Lindridge and Dibb (2002) concerning the ineffectiveness of mass media communication given the extensive diversification existing among consumers, as well as research conducted by Levinson *et al.*, (2004) emphasising the need of segmenting based on culture, conclusions of the measured constructs will be done by means of race. The conclusions entail a tabulated summary indicating which execution style proved significant results in each race for every measured construct, than the other two executions incorporated in the study.

8.2.1 Core Constructs

This section concerns the conclusions of the three core constructs which were measured. Conclusions of the fear, attitude and behavioural intent construct will be made, after which the researcher will translate these conclusion into implications for the HIV/Aids marketing industry.

8.2.1.1 Fear construct

The findings of the fear construct support previous research indicating that fear-appeal advertisements have an impact on individuals' levels of experienced fear (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund, 1981; Rogers, 1975). It can be concluded that each of the three race groups had significantly different results relating to the level of experienced fear. Table 8.1 tabulated the conclusions for the fear construct as per race group.

Table 8.1: Fear construct conclusions

RACE	SEXUAL STATUS	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
White	Active	=	=	=
	Not active	✓		
Coloured	Active		✓	
	Not active		✓	
Black	Active	✓		
	Not active	=	=	=

Where "=" indicates that no significant difference was found

Where "✓" indicates the specific execution style which had the highest significant score

From Table 8.1 it can be concluded that each race group experienced their significantly highest level of fear in different execution styles. In order to stimulate the highest possible level of perceived fear in a white sexually non active respondent a factual fear-based HIV/Aids campaign must be implemented, where the highest perceived level of fear, given the three execution styles, in a coloured sexually non active respondent would be triggered by a slice-of life execution. This indicates that different races react differently to the same execution style and that optimal levels of fear in the three different races cannot be achieved through one single advertisement. Sexually active white individuals and sexually non active black respondents experience no significantly different level of perceived fear between the three execution styles, however these results should not be considered in exclusion of the remaining two core constructs. Concluding on the fear construct it is evident that fear-based appeals do evoke a level of fear in individuals. The important aspect of this conclusion is that each race requires a different execution style to result in the optimal level of fear.

These explained results pose various managerial implications to practitioners of the HIV/Aids marketing industry. Fear-appeal advertisements attempt to result in an adequate level of fear experienced in the viewer of the advertisement in order to result in protective behaviour. In order to result in such levels of fear managers need to tailor advertisements for each race group. In order to result in significantly higher levels of fear in a coloured respondent, a slice-of-life fear-based HIV/Aids advertisement should be created, where a white respondent would require a factual execution in the fear-based HIV/Aids context. Marketers should also consider whether they aim in stimulating a level of fear in a sexually active or sexually non active respondent as the considered execution styles would differ. Given that sexually active and sexually non active respondents do not have the same sexual behaviour circumstances, the needed execution style which should result in the optimal level of fear experienced will also differ. A marketer would therefore use a factual execution in order to instil persistence of abstinence in a white sexually non active individual, where this would not be optimally applicable to a white sexually active individual. Managers should therefore ensure better understanding of their target market as a need to encourage abstinence in a sexually non active individual is as important as ensuring safe sexual behaviour in a sexually active individual. By means of tailoring the fear element in fear-based HIV/Aids advertisements in such a manner as to consider which type of execution is better suited to the specific culture or race at hand, HIV/Aids campaigns can result in more effective communication strategies as each race is targeted in a unique manner. Given that fear as an emotion is an important component leading to protective behaviour in fear-appeal advertisements managers should ensure that the intended perceived level of fear is created via the correct execution style in the specific advertisement.

8.2.1.2 Attitude Construct

The study also measured respondents' attitude towards the advertisements. Significantly different results for each race were found which can be concluded on as shown in Table 8.2. The primary aim of the advertisements concerned in this study is to result in protective behaviour. Theory shows that attitude mediates behavioural intent. As a result marketers often attempt to alter behaviour by first changing consumers' attitude (Hawkins *et al.*, 2007). Given the mentioned theory it can be regarded as essential to understand the

target market's attitudinal aspect towards HIV/Aids advertisements in order to attempt to result in a favourable behavioural intention. By establishing an individual's attitude after the relevant advertisement, assumptions can be made for the individuals; as behavioural intent is likely to be presented by the degree of attitude change. As a result the conclusions depicted in Table 8.2 are an important aspect to practitioners.

Table 8.2: Attitude construct conclusions

RACE	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
White	✓		
Coloured		✓	
Black	=	=	=

Where "=" indicates that no significant difference was found

Where "✓" indicates the specific execution style which had the highest significant score

It can be concluded that the race component of a respondent will determine whether a specific execution style will result in a significantly favourable attitude towards the advertisement viewed. As seen in the fear construct, results seem duplicated as the white respondent group will result in significantly high levels of a favourable attitude towards a fear-based HIV/Aids advertisement when targeted with a factual execution. Individuals from a coloured race background would respond significantly favourable to a slice-of-life execution when considering their attitude towards the advertisements. The black respondent group resulted in no significant differences. Reasoning behind this will be elaborated on in the section dedicated to future research. Given the above it can be concluded that different execution styles stimulate favourable attitudes in different races.

HIV/Aids communication practitioners should be aware of the above as fear-appeal theory, as well as consumer psychology, emphasise the relationship between attitude and behaviour. In order to stimulate favourable attitudes to the depicted circumstances and embedded advertising message in HIV/Aids advertisements, marketers need to independently tailor advertisements to the different races. Effectively targeting a race would be dependent on implementing the correct execution style to stimulate a favourable attitude. A favourably positive attitude is more likely to result in acceptance of the communicated recommended behaviour. Marketers should consider each race group as depicted in Table 8.2 when creating fear-based HIV/Aids advertisements. A lack of

favourable attitude formation may result in a lack of protective behavioural intent. As behaviour is seen as an aftermath of attitude, effectively stimulating favourable attitude formation is needed to result in favourable behavioural intent, and can be achieved by means of creating different advertisements for each race, differing in execution style.

8.2.1.3 Behavioural intent construct

Protective behaviour is the main aim of fear-based HIV/Aids campaigns (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975). The level of experienced fear and formed attitude mediate behavioural intent (Shiffman & Kanuk, 2007; Hawkins *et al.*, 2007; Bohner & Wänke, 2002; Bagozzi, Gurhan-Canli & Priester, 2002; Blackwell, Miniard & Engel, 2001). As a result it was assumed that results similar to that of the fear and attitude construct would be found. This assumption can be concluded on, and confirmed by analysing Table 8.3.

Similar to results of the attitude and fear construct, it can be concluded that different races require different forms of advertising content in order to stimulate the optimal level of the specific construct. A reoccurring trend is once again highlighted (which will be concluded on in the subsequent section). White respondents reacted significantly higher to the factual execution than the slice-of-life or testimonial, where coloured individuals would require a slice-of-life execution, in order to result in favourable intentions to behave in the conveyed manner.

Table 8.3: Behavioural intent construct conclusions

RACE	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
White	✓		
Coloured		✓	
Black	=	=	=

Where “=” indicates that no significant difference was found

Where “✓” indicates the specific execution style which had the highest significant score

By developing tailored HIV/Aids advertisements based on what can be deduced from Table 8.3, the specific target audience (segmented by race) will undergo the cognitive process related to the PMT involving stimulated fear and formulated attitude levels, and will result in favourable behavioural intention. The results related to behavioural intent's objective provide evidence to conclude that there is a difference in behavioural intent when analysing the three execution styles, as based on a race component.

When creating fear-based HIV/Aids campaigns it is essential for marketers to take the above into account. It should be stressed that mass communication cannot be implemented in HIV/Aids communications as race differences call for different methods of communication. Various empirical studies provide evidence supporting the notion that high levels of fear-appeal are needed in order to result in behavioural adaptations to the extent of safe sexual behaviour patterns (Witte, 2006; Arthur & Quester, 2004; Floyd *et al.*, 2000; LaTour & Rotfeld, 1997; Beck & Lund; 1981; Rogers, 1975). No research could be found stating which execution style would bring out the fear in fear-appeal more effectively than the next. This study provides practitioners with evidence, not only substantiating that different executions result in higher levels of behavioural intent changes, but that different execution styles are better suited to stimulate protective behaviour in different races. In order to ensure that coloured respondents have a significantly high intent to behave as recommended by the communicator, a slice-of-life execution style approach must be taken in a fear-based HIV/Aids campaign where advertising content of a factual nature is better suited to white individuals.

8.2.2 Additional Objectives and constructs

The PMT is based on three core constructs, each of which have mediating variables, which include susceptibility, severity, response and self-efficacy. The variable severity was excluded from this study as previously conducted empirical research showed a weak link between severity and fear-appeal, and ultimately protection motivation in the South African context (Terblanche-Smit, 2008). Response and self-efficacy were measured as efficacy given that both variables are concerned with the coping response provided by a fear-appeal advertisement. As a result two additional PMT variables were measured namely

efficacy and susceptibility. The researcher was also interested in three additional hypotheses namely the effects of the different execution styles on sexually active respondents vs. sexually non active respondents' behavioural intention, male vs. female behavioural intention and the behavioural intention of the three different races with regards to their reactions to the different execution styles. This section will conclude on the findings relevant to these additional constructs and objectives.

8.2.2.1 Susceptibility construct

After scrutinising results relating to how susceptible respondents perceived themselves to be, significant differences were found between the mean scores of the different races and the three execution styles. To be noted is that even though significant differences were found, the overall mean scores for the susceptibility construct was significantly lower than that of the core constructs. Table 8.4 depicts the significant differences that were found between the race groups. Given the significant discrepancy in mean scores between males and females, each race could be broken down further into gender given the statistically significant differences found in the level of perceived susceptibility.

It can be concluded that the white female population group, fitting the description of the targeted population would experience significantly higher levels of susceptibility for a fear-based HIV/Aids campaign when confronted with a slice-of-life execution.

Table 8.4: Susceptibility construct conclusions

RACE	GENDER	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
White	Male	=	=	=
	Female		✓	
Coloured	Male	=	=	=
	Female	=	=	=
Black	Male		✓	
	Female	✓		

Where "=" indicates that no significant difference was found

Where "✓" indicates the specific execution style which had the highest significant score

This type of execution would result in the highest level of perceived susceptibility compared to the remaining two executions when considering a white female group. White males would respond in no significantly different manner to any one of the three execution styles. Concluding on the coloured population, no execution style would result in significantly different levels of susceptibility for males or females. The black population provided significantly different results for the male and female groups as females showed significant inclinations to positively react to the slice-of-life execution, where perceived susceptibility was best evoked in males via a factual execution. Table 8.4 concludes that different types of executions are better suited to the different races when wanting to evoke the highest possible level of susceptibility.

Findings and conclusions to the susceptibility construct poses great concerns to marketers in the fear-based HIV/Aids practice. Even though significant differences were found between execution styles and races given the above conclusions, the overall mean scores for susceptibility are alarmingly low. The conclusion and managerial implications that should be emphasised for this construct is that both sexually active and sexually non active respondents in all three races do not feel susceptible to HIV/Aids, the contraction thereof, or the related consequences. This concern is further magnified when analysing results related to respondents' condom usage in figure 7.4 indicating that only 26% of the 313 sexually active respondents regularly make use of condoms further emphasising the lack of vulnerability. This can be emphasised as an alarming conclusion.

Considering the vast spread of HIV/Aids, along with unwanted pregnancies, one can assume that the respondents who were recorded as non-frequent users (most of the time, sometimes and never) do not feel susceptible to the above mentioned consequences of sexual behaviour. When considering statistics of HIV/Aids in South Africa (Chapter 4) the perceptions of these respondents are distorted to such a degree that they do not see the need to consistently and diligently make use of condoms. This is alarming given the major threats that HIV/Aids pose to an individual, especially in South Africa and marketers therefore need to reformulate advertisements in order to ensure that the intended target market realise the realistic threat that HIV/Aids poses to them as individuals (especially those who are sexually active). The notion of feeling susceptible is an important facet needed in order to be able to effectively create the urge to adopt a protective behaviour

pattern. If the individual does not feel susceptible to the depicted circumstances of the advertisement, the personal threat will not be triggered. Given a combination of findings in the qualitative study and the quantitative study it can be concluded that the target market of the relevant fear-based HIV/Aids campaigns do not feel susceptible to contraction. Even though some execution styles are significantly better in evoking a level of perceived susceptibility in individuals, this evoked level of susceptibility cannot be regarded as sufficient. The reasons for the lack of susceptibility can be seen in the findings of the qualitative phase, indicating that females consider themselves as well-educated on how to prevent HIV/Aids contraction, as well as how to practise safe sexual behaviour. Males are concluded to be less susceptible to the topic of HIV/Aids than they should be, given their naive approach to the epidemic, and their claimed ability to effectively avoid HIV/Aids positive females.

Managerial implications therefore include segmenting the market based on race characteristics as well as gender. It is recommended that marketing managers develop different types of advertisements for males and females, as males can be regarded as highly uneducated on the topic, and females as over-confident. As a result, differing types of fear-based HIV/Aids campaigns are needed in order to effectively communicate with and educate the male population, as well as further educate the female population. Even though females could possibly be considered as well educated, the need for protective behaviour patterns must be reinforced. It needs to be ensured that that females still know that they are susceptible to HIV/Aids despite their contraceptive initiatives to combat pregnancy. A lack of persistence on the use of condoms was found in the female focus group, yet contraceptive measures were well implemented, once again indicating that females do not see the realistic dangers of HIV/Aids and the unpredicted incidence of contracting the virus. Males are naive concerning the topic and possess limited knowledge HIV/Aids. As a result, managers should ensure that the target market is made more aware of the high incidence of infection, and stress the need for awareness. Given that findings showed that two groups of respondents indicated the slice-of-life execution to be the advertising content that would stimulate significantly higher levels of susceptibility, it is recommended to further investigate this type of execution as a means to stimulate susceptibility.

Theory related to the slice-of-life execution states that the advertisement would typically include realistic aspects to such an extent that the viewer would be able to identify with the characters in the commercial (Arens, 2006). Given that this specific execution was the only execution which resulted in a significantly higher mean score in the various groups, it is evident that it holds weight. This type of execution would increase susceptibility as viewers would be able to effectively relate to the commercial and the individual portrayed in the advertisement. This could ensure increased susceptibility in the target market and result in a more realistic view concerning their vulnerability to the disease. Given that no clear results were found for this construct for each race, it is recommended that practitioners base the attempt to increase individuals' perceived susceptibility by combining conclusions of the core constructs with that of table 8.4. As mentioned, the slice-of-life execution proved viable, given the realistic and relatable component in its advertising content. Practitioners should extend this aspect of a slice-of-life execution into the remaining two execution styles. Given that the white respondent group tested significantly in favour of the factual execution in all of the core components relating to this study, practitioners should implement the relatable slice-of-life component in the factual execution style (given the results of proving compatibility of the factual execution for white respondents) in order to stimulate susceptibility. Therefore, for the white respondent group a factual fear-based HIV/Aids advertisement could entail facts and statistics related directly to the age and LSM segment of the target market, rather than the population or nation as a whole. As a result, the viewer would be able to relate to the advertisement (as a slice-of-life execution would intend) and this would result in higher levels of perceived susceptibility. Given that the core components tested in favour of using slice-of-life execution for the coloured group of respondents, it is recommended that marketers revise the relatable factor in the slice-of-life execution in order to ensure that coloured respondents do feel that they can relate to the depictions in the advertisement, therefore increasing the level of susceptibility. Conclusions relating to the black respondent group will be made at a later stage, as the complexity of this cultural group possibly resulted in a lack of clear-cut results. In conclusion, given respondents' recorded fears for the consequences of HIV/Aids (as shown in figure 7.5), and their lack of dedicated use of condoms, one can assume that the sample does not feel susceptible to the related consequences and that safe-sex behaviour campaigns should emphasise the need for condom usage in such a way that individuals

make consistent use of them. These results once again highlight the need for providing redirection for HIV/Aids campaigns, and therefore the importance of this study.

8.2.2.2 Efficacy construct

Efficacy can be broken down into response and self efficacy (Arthur & Quester, 2004; Witte, 1997; Rogers, 1975). Both of these constructs were measured under the umbrella term, *efficacy*. When one refers to section 7.4.5, it is evident that no significant results were found for the efficacy construct. This, however, is not a negative reflection of the stimulated level of efficacy of each of the executions. It can be concluded that each of the execution styles resulted in relatively high levels of efficacy.

Table 8.5: Efficacy construct conclusion

RACE	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
White	=	=	=
	=	=	=
Coloured	=	=	=
	=	=	=
Black	=	=	=
	=	=	=

Where “=” indicates that no significant difference was found

Where “✓” indicates the specific execution style which had the highest significant score

Efficacy relates to whether the respondent accepts the recommended behaviour presented by the advertisement as a means to effectively cope with the depicted threat, as well as whether the individuals summarises the coping response as implementable in their own personal capacity. Given that all executions resulted in a mean score of 4, as rated by a five point Likert scale, the average response by respondents was that they “agree” with the recommendations of the advertisements and “agree” that the recommended behaviour could be implemented in their life styles. It can therefore be concluded that all execution styles result in a high level of efficacy for all races and genders. As a result managers could place focus on the core components of the PMT as a way of determining which

execution style would have the best possible results relating to intended behaviour to adapt maladaptive sexual behaviour patterns.

Managerial implications extending from these conclusions provide marketers with the ability to focus only on the findings and conclusions of the core components for each of the races, as efficacy does not present contradicting results, given the lack of significance between the executions. Marketers should therefore ensure that the conclusions of the core components are implemented effectively, as this will not limit the level of perceived efficacy in each of the race groups. All of the executions result in sufficiently favourable reactions with regards to efficacy. As a result, this conclusion simplifies advertisement compilation, as the implementation of the conclusions relating to the core constructs will also result in favourable results relating to efficacy.

8.2.2.3 Behavioural intent and racial differences

Various studies (Levinson *et al.*, 2004;203-227; Lindridge & Dibb, 2002) and theoretical models (Shiffman & Kanuk, 2007; Hawkins *et al.*, 2007;) emphasise the different components that each cultural group is composed of, relative to another, and therefore the need to tailor communication messages to each cultural or racial group. Each race group possess different value and belief systems, and, as a result, mass communication loses its effectiveness when implemented to a mass market, comprising of various unrelated race groups (Terblanche-Smit, 2008; Levinson *et al.*, 2004; Lindridge & Dibb, 2002). As previously mentioned, the behaviour construct was regarded as a core construct for this study, given the revised PMT (Arthur & Quester, 2004) and the emphasis of behavioural adaptations in the advertising communications related to this study. Given the results discussed in section 7.4.3.2 it can be concluded that the above mentioned theory and empirical research are supported by this study.

Marketing managers should be aware of the fact that different races have significantly different behavioural intent responses to the same advertisements and execution style. As a result, marketers should realise that, when targeting the market of the age group 18 to 25, mass communication will not result in favourable results across the board. Extensive

segmentation is needed in order to result in altered behaviour patterns. When targeting to white males and females in the age segment of 18 to 25, a factual execution should be incorporated as the type of message content that will be presented to the viewers, where coloured respondents should be targeted with a slice-of-life execution. Practitioners should also ensure thorough understanding of the influence that an individual's cultural background has on their sexual tendencies. Hawkins *et al.*, (2007) states that an individual's cultural background will determine how and when sexual urges are acted upon and satisfied. As cultural background determines sexual behaviour, different cultural backgrounds will result in different sexual behaviour patterns, justifying the need for a segmentation strategy in the fear-based HIV/Aids communication target market. Further results on managerial implications have already been discussed and can be found in section 8.2.1.3.

8.2.2.4 Behavioural intent and gender differences

Given results found in the qualitative study it was expected that the different genders would react differently to the same advertising content. This statement was proved viable in section 7.4.6.2. Table 8.6 depicts the results of the statistical interaction between behavioural intent and gender.

Table 8.6: Behavioural intent and gender conclusions

EXECUTION STYLE	Male	Female
Factual	=	=
Slice-of-life		✓
Testimonial		✓

Where “=” indicates that no significant difference was found
 Where “✓” indicates the specific execution style which had the highest significant score

Gender can be concluded as a segmentation variable when considering effectively stimulating behavioural change amongst 18 to 25 year olds in terms of HIV/Aids communication messages. As seen in Table 8.6, females experience significantly higher levels of behavioural intention than males, when shown a slice-of-life or testimonial

execution. The factual execution resulted in no significant differences. However, it can be assumed that this would be the type of execution which is better suited for males as a means to stimulate behavioural intention. This assumption is made given the findings collected in the qualitative phase of the study where female participants indicated the need for a relatable and realistic advertisement (such as a slice-of-life or testimonial execution given the respective definitions as per chapter 2), which is supported by Table 8.6. Given the qualitative results collected for the male group, it can therefore be assumed that even though no significant results were found for the male group, the factual execution would most probably be best suited to this sub-group in an attempt to alter behaviour patterns.

Managerial implications relating to the above conclusions include that when marketers attempt to alter behaviour patterns only, the gender of the targeted group should be considered, as males and females interpreted and react differently to the same advertisement. This is however not a realistic view as markets should incorporate a holistic view of the PMT variables. Marketers should therefore not aim to influence behavioural intention alone, but should ensure that the message content is of such a nature that the viewer's attitude, fear emotion and behavioural intent will be influenced. Even though gender proves a viable component for behaviour change, this objective should be considered in entirety with the rest of the core components. Even though the hypothesis related to this objective was rejected, and that males and females do react differently to the same execution style in terms of behavioural intent, gender was not regarded as a significant predictor in the remaining two core constructs. As a result, no managerial implications are to be stressed for this conclusion, given that a marketer would not attempt to influence behavioural intent alone.

8.2.2.5 Behavioural intent and sexual status

The sampled group of respondents included individuals who were sexually active, as well as individuals who were not. This represents a realistic point of view concerning the actual population. The focus groups provided conclusions resulting in the expectation that sexually active and sexually non active individuals would have different advertisement execution needs in order to stimulate behaviour change. Analyses of the quantitative data

resulted in the conclusion that sexually active and sexually non active respondents would not react significantly differently to the same execution style. Given the results found for the fear construct, it can be concluded that sexually active individuals would experience higher levels of fear when confronted with an HIV/Aids advertisement, than sexually non active individuals, given that they can relate more to the advertisements owing to personal experience. However, given that the primary aim of fear-based HIV/Aids campaigns is to stimulate behaviour change, focus is placed on behavioural intent and not fear.

Managerial implications therefore are that marketers could target both sexually active and sexually non active individuals with the same execution style/advertisement. Provided that the specific market is segmented as discussed in previous sections, and that segmentation is done with the race of the target market in mind, the same advertisement could effectively influence the behavioural intent of both sexually active and sexually non active individuals. As a result, marketers should only ensure that advertisements are based on the correct type of execution style and advertising content for each race group in order to evoke a significant level of fear and stimulate a positive attitude towards the advertisement, as well as influence behavioural intent. If the previously mentioned was implemented and composed effectively as discussed, sexually active as well as sexually non active respondents would react similarly to the same advertisement. Stated differently, this conclusion implies that a single fear-based HIV/Aids campaign can promote safe sexual behaviour by means of eg. condom usage, as well as promote continuance of abstinence amongst the sexually non active respondents.

8.2.2.6 Race group conclusion

The previously discussed section constantly refers to how racial components suggest the need for segmentation of the market, given that each race group gave significantly different results for each execution style and core construct. Research conducted by Levinson *et al.*, (2004;203-227) Lindridge & Dibb (2002) and theoretical models (Shiffman & Kanuk, 2007; Hawkins *et al.*, 2007) emphasises the different components that each cultural group is composed of, relative to another, and therefore stresses the need to tailor communication messages to each cultural or race group. Each race group entails different

value and belief systems, and, as a result, mass communication loses its effectiveness when implemented to a mass market, comprising of various unrelated race groups (Terblanche-Smit, 2008:243-253; Levinson *et al.*, 2004:203-227; Lindridge & Dibb, 2002). Given the complex nature of race, it was found necessary to find conclusions for each race included in this study in order to provide a comprehensive summary per race. A specific trend was noted in the white and coloured respondent groups. The black respondent group, however, provided less clear results. Various HIV/Aids initiatives currently implemented in South Africa are aimed primarily at the black population given that this is the population group with the highest HIV/Aids prevalence. (Stats SA, 2009; HIVInsite, 2009; HIV and Aids statistics for South Africa, 2008). It should, however, be noted that marketers cannot only target one race group based on current HIV/Aids prevalence, as HIV/Aids can be summarised as a vast and spreading epidemic. As stated by Govender (2009), intervention programs and current campaigns can be regarded as void. The lack of effectiveness of these campaigns can be attributed to the reactive approach taken by such campaigns, rather than these campaigns being proactive in nature (Govender, 2009). Intervention programs tend to educate on how to treat HIV, rather than encouraging the targeted market of these awareness campaigns to change their lifestyle patterns towards more cautious and protective behaviour. Given the current reactive nature adopted by practitioners, it should be emphasised that a proactive approach should be taken. By targeting only the black population group, a reactive approach is taken as campaigns' attempts to alter an existing problem. By means of developing and targeting HIV/Aids campaigns that are tailored to the white and coloured population groups, a proactive approach would be taken, as marketers would therefore attempt to actively prevent further spreading on HIV/Aids in the population groups that are regarded as relatively unaffected by HIV/Aids when compared to the black population. Marketers would therefore aim to actively prevent an increasing spread of HIV/Aids in white and coloured population groups, and avoid being hemmed in by statistics of HIV/Aids prevalence as seen in the black population. These conclusions per race groups will be elaborated on in the subsequent section.

8.2.2.6.1 White population

The white population resulted in significantly different results between the execution styles for all three core constructs. Section 8.2.1 presented the conclusions for all three races as compared to each other. Given the previously explained importance of a comprehensive understanding of each of the race's responses to execution styles, in an attempt to proactively fight the spread of HIV/Aids in those race groups which are currently relatively unaffected by the epidemic, Table 8.7 depicts conclusions made on the white race group, and this population's responses concerning the measured PMT constructs.

Table 8.7: White population conclusions

CONSTRUCTS	Additional Variable	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
Fear	Sexually Active	=	=	=
	Sexually Non active	✓		
Attitude		✓		
Behavioural intent		✓		
Susceptibility	Male		✓	
	Female	✓		
Efficacy		=	=	=

Where "=" indicates that no significant difference was found
 Where "✓" indicates the specific execution style which had the highest significant score

Given the conclusions gathered from section 8.2.1, and by analysing Table 8.7, it is evident that the white respondent group has a clear trend, indicating that the factual execution results in significantly favourable results in the majority of the PMT constructs. The important conclusion to be made for this population group is that the three core constructs resulted in significantly different results for the factual execution. Given that susceptibility is a mediating variable of fear, and results pertaining to this construct were alarmingly low, and that efficacy for all three execution styles was sufficiently high, conclusions can be made by only focusing on the core constructs.

Managerial implications related to the white population concern the implementation of a factual execution style element in all fear-based HIV/Aids campaigns attempting to alter

maladaptive behaviour patterns in this group of individuals. Composition of an advertisement with factual content will result in significantly higher levels of evoked fear, a positive attitude towards the advertisement as well as a significantly high intent to behave in the recommended manner, in the white population group. Messages targeted towards this population group are thin on the ground in South Africa. By making use of the previously discussed parameters (developing only factual execution style advertisements for the white population), marketers and practitioners can effectively create awareness of the consequences of maladaptive sexual behaviour patterns and HIV/Aids, in such a manner so as to proactively prevent further penetration of the epidemic in this population group.

8.2.2.6.2 Coloured population

The coloured population group can be regarded as the population group that has been the least affected by penetration of the HIV/Aids epidemic (Stats SA, 2009). As a result , marketers should proactively communicate to this group of individuals in an attempt to ensure future protective sexual behaviour patterns and to combat the spread of HIV/Aids. By proactively communicating to this population group, marketers are playing a role in safeguarding the population group in order to prevent the prevalence of the epidemic as seen in the black population.

From Table 8.8 it is clear that the coloured respondent group reacts significantly higher in the majority of the PMT variables when presented with a slice-of-life execution. Given that efficacy tested favourably high in all of the execution styles, a fear-based HIV/Aids slice-of-life execution advertisement would result in the highest levels of evoked fear, a significantly high level of positive attitude towards the advertisement, a significantly high intent to behave as recommended by the communicator, as well as a significantly high perception of the individuals' personal ability to implement the recommended behaviour in their life styles.

A combination of these significant reactions will result in an effective stimulated protective behaviour pattern, as intended by the PMT, and will ensure that the coloured population group has been communicated with in the most effective manner.

Table 8.8: Coloured population conclusions

CONSTRUCTS	Additional Variable	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
Fear	Sexually Active		✓	
	Sexually Non Active		✓	
Attitude			✓	
Behavioural intent			✓	
Susceptibility	Male		✓	
	Female	=	=	=
Efficacy		=	=	=

Where "=" indicates that no significant difference was found

Where "✓" indicates the specific execution style which had the highest significant score

When comparing HIV/Aids prevalence of the black population to that of the coloured population, this population seems relatively unaffected. As a result it is evident that marketers have focused on communicating awareness of HIV/Aids consequences primarily to the black population group, given that this is the race group with the most alarming statistics related to HIV/Aids. It is this reactive approach taken by practitioners that is being questioned, and which is possibly contributing to the poor results of HIV/Aids campaigns (Govender, 2009). As a result, practitioners should develop communication campaigns that are tailored to that of the coloured population group independently to that of the black or white population groups. Given the current lack of such campaigns, it can be concluded that marketers should develop fear-based slice-of-life execution styles which are aimed at the coloured population, in an attempt to avoid reoccurrence of statistical concerns as present in the black population.

8.2.2.6.3 Black population

Sources such as Stats SA (2009), HIV and Aids statistics for South Africa (2009), and UNAids (2009) elaborate on the alarming status of the black population group, concerning HIV/Aids prevalence. These statistics have resulted in extensive educational programs and awareness campaigns which are aimed towards this population group in an attempt to communicate safe sexual patterns and protective measures which should be implemented to avoid infection. Even though statistics relating to HIV/Aids in South Africa are stabilising (HIV and Aids Statistics for South Africa, 2009), HIV/Aids prevalence in this population group is still standing at approximately 14%. Effectively communicating to this population group should therefore be regarded as a priority. Table 8.9 summarises the findings related to how communication to this population group should occur in order to stimulate protective behaviour.

Table 8.9: Black population conclusions

CONSTRUCTS	Additional Variable	FACTUAL	SLICE-OF-LIFE	TESTIMONIAL
Fear	Sexually Active	✓		
	Sexually Non Active	=	=	=
Attitude		=	=	=
Behavioural intent		=	=	=
Susceptibility	Male		✓	
	Female		✓	
Efficacy		=	=	=

Where "=" indicates that no significant difference was found

Where "✓" indicates the specific execution style which had the highest significant score

Provided the revised PMT, the variables attitude, fear and behavioural intent can be regarded as the core constructs leading to protective behaviour. As a result, it should be regarded as necessary to effectively stimulate significantly high levels of these constructs in an individual in order to result in protective action. The white and coloured population resulted in specific significantly different trends towards one of the type of executions for each population group. This was not found in the black population group. The majority of the PMT constructs, including the core constructs, did not result in significantly different

results between the three execution styles. This could indicate one of two things: that the black population would react significantly favourable given any of the executions, or that the complexity of the black population group requires further scrutiny in order to determine significant differences. Given that the coloured and white race groups showed clear responses favouring only one type of execution, the latter justification is accepted in an attempt to make a statement regarding the black population. Given theory elaborated on in section 4.2.3, indicating the complexity of the black population given the various sub-culture and sub-sub-culture groups, it can be concluded that current marketing efforts have not been developed in such a manner to consider this aspect, as no significant differences were found. It is expected that when investigating the sub-groups and sub-sub-groups of the black population, significant differences will be found amongst the various groups of black respondents. This can be justified through the qualitative data collected in the first phase of this study. Black participants elaborated on different rituals and beliefs in various sub-groups of black individuals concerning sexual encounters. Given that the black population group can be regarded as the population group most affected by HIV/Aids, it is essential to communicate effectively to this group. Because of the urgency of the problem, the above conclusions cannot merely be accepted, and this population group should be further investigated as will be explained in the section concerned with future research.

Even though no practical implementation recommendations currently exist (as this group should be subject to further investigation), marketers should note that current HIV/Aids campaigns targeted to the black population are void, as these campaigns do not result in significantly favourable results. The three advertisements used in this study, specifically the factual advertisement, did manage to induce fear, specifically in the sexually active group. Furthermore, a feeling of susceptibility towards HIV/Aids was created by a slice-of-life execution style, which could also play a role in altering attitude and ultimately behavioural intent. One of the primary awareness communication campaigns currently implemented in South Africa which is aimed towards this population group is that of loveLife. Marketers should be aware that loveLife advertisements were included in the qualitative phase of this study, and were not indicated as effective in evoking fear, and therefore potentially resulting in protective sexual behaviour. These findings already indicate the lack of effectiveness of this awareness campaign which is relied on as a

primary method in stimulating protective behavioural considerations in the black population. As a result, it is strongly recommended that researchers consider re-analysing this population group in order to determine how sub-groups and sub-sub groups of black respondents react to the specific execution styles. This could result in conclusions which would provide practitioners with more direction than is given in this study. This will be further discussed in the section related to future research.

As part of the above conclusion it is also suggested that marketers make use of tools such as AMPS in order to establish which type of media vehicle will be most suited to which population group. Given that television advertisements are regarded as more effective in stimulating emotional responses than other media vehicles such as print media (lacking in aspects such as noise and demonstrative techniques), AMPS can be used to determine which television channels are viewed most by which population groups, and at what time slots during the day. Age specific data can be used in order to effectively target the tailored messages to the specific target markets in a way to better the exposure and reach of these advertisements.

8.3 COLLECTIVE CONCLUSION

This study investigated the effectiveness of different fear-based safe-sex execution styles on the South African population. This chapter elaborates on the conclusions made about these execution styles, as well as the South African population itself. It was concluded that extensive segmentation, based on race, should occur, in order for these social campaigns to result in the intended behaviour: protective sexual behaviour patterns. Research by Terblanche-Smit (2008), Levinson *et al.*, (2004) and Lindridge & Dibb (2002) is supported, research which concludes that mass communication of fear-based HIV/Aids campaigns is ineffective given the composition of different cultures. As a result, fear-based HIV/Aids campaigns should be segmented and targeted to race groups individually, as one type of execution style will not provide favourable levels of intended fear, attitude and behavioural intention in all of the race groups present in South Africa.

Marketing practitioners responsible for the composition of fear-based HIV/Aids campaigns should therefore be aware of the conclusions made in this study. When attempting to stimulate protective sexual behaviour in the white population group an advertisement containing facts and statistics, in such a manner as to be classified as a factual execution advertisement, should be created. An advertisement which portrays an everyday situation related to HIV/Aids, and depicts this story by means of including a character to which the viewers can relate, will result in significantly favourable levels of evoked fear, attitude and behavioural intent in the coloured population group, which shows statistical differences to that of the white population. Speaking globally, it can be concluded that marketers should be aware of the importance of segmenting this market, as current HIV/Aids campaigns are not effectively influencing all race groups in South Africa. Lack of segmentation could be a justification for the failure of current campaigns to be able to effectively stimulate protective behaviour. Marketers should create advertisements which are tailored to each race group, as based on the core constructs of the PMT, and in the relevant execution style needed.

8.4 AREAS FOR FUTURE RESEARCH

The research design used in this study included three experimental stimuli. These stimuli were related to execution styles. Each experimental group viewed a different execution style, therefore each group viewed either the factual, testimonial or slice-of-life execution style. Theory extends classification of advertising content to more than nine different types of execution styles (Belch & Belch, 2007; Egan, 2007; Arens, 2006; Clow & Baack, 2004). This study, however, only included three. These three execution styles were determined by means of conducting extensive secondary research investigating all available international fear-based HIV/Aids campaigns. After a pool of fear-based HIV/Aids advertisements was gathered, the researcher classified these advertisements according to the type of advertising content, and therefore categorised each advertisement to a specific execution style. After this process it was evident that advertisements relating to this study (currently used in practice as well as historically implemented) tend to include advertising content of the factual, testimonial and slice-of-life execution styles. As a result, the researcher relied on the expertise of these practising advertisers, and only included

advertisements adhering to the three mentioned execution styles in this specific study. Future research could include conducting the study with alternative execution styles in order to determine whether a broader scope of execution styles should be implemented in fear-based HIV/Aids campaigns, and whether an alternative type of execution would result in higher levels of fear-appeal than those execution styles that are currently being put into practice.

This study tested the effectiveness of an advertisement based on the level of emotion, attitude and behavioural intent of the intended market. This specific study could be conducted in a longitudinal manner in order to determine the lasting effect of each of the execution styles on the relevant constructs. This would provide knowledge of which execution style/type of advertising content had the longest and most lasting effect on individuals' behavioural intent to ensure safe sexual behaviour in the long run. Future research could also include testing the causal relationship between the constructs involved in the study.

This study uncovered useful knowledge relating to cultural differences and the need to segment the market based on race. In each of the three types of executions used in the study, significant differences were found between the three races. However when the researcher explored race as the determining variable, it was noted that no significant differences were found between the three execution styles in the black respondent population for most of the measured constructs. Theory discussed in Chapter 4 touches on the complexity of the black culture in South Africa. Many sub cultures (and sub-sub-cultures) exist in the black population, in which each cultural group has their own unique beliefs and values. As described in the conclusions, the complexity of the culture could be the primary reason why no significant differences were found in the black population for the three execution styles. The complex nature of this population group provides room for future research as this study could be replicated and conducted on a black sample group containing various sub-groups of the black market (for example, individuals belonging to the Sotho, Zulu and Xhosa nations).

This study concerned measuring responses to specific advertising stimuli. Responses were recorded on the level of fear emotion experienced, attitude towards the three advertisements and behavioural intent to comply with the communicator's recommended behaviour. By means of using a self-administered questionnaire as a means to record these variables, the researcher merely gathered the respondents' subjectively perceived levels of fear, perceived attitude, and perceived behavioural intent, all of which were subject to respondent errors such as deliberate falsification and socially desirable answers. Even though self-administered questionnaires are regularly used in practice as a means of gathering such data, the gathered data does not include the actual physiological level of fear emotion, attitude and behavioural intent of respondents. This study could therefore be replicated by means of replacing data collection technique used in this study, with mechanical observation data collection. By means of using biometric measures such as electroencephalography, electromyography and galvanic skin response the researcher will be able to determine the actual physiological reaction that a respondent has towards the specific advertisement and execution style. The previously mentioned technique would therefore result in findings that are free from respondent error, indicating actual physiological responses to the specific execution styles.

8.5 LIMITATIONS OF THIS STUDY

This study is subject to certain limitations. Limitations pertaining to the sample, experimental stimuli and the data collection method are discussed in the subsequent paragraphs.

For this study, respondents were sampled from two universities given that the researcher had to apply convenience and judgement sampling owing to financial and time constraints. These universities were located in the Western Province, more specifically the Cape Town region. The sample of the study may be regarded as distorted, given that only one province of the country was included. However, this was not regarded as a major limitation pertaining to the sample. Even though respondents were only sampled from universities in the Western Cape, some level of diversity was still maintained concerning

provincial coverage of more than one province as it was evident (given the secondary research) that respondents who were enrolled at the relevant universities, were from all over the country. It should however be noted that results cannot be generalised given the fact that only a portion of the South African population has access to university facilities. The major limitation related to the sampling method concerned the degree of diversity of LSM groups. Given that respondents were sampled from universities and could therefore be categorised in a higher LSM grouping than that of a typically rural area, no rural component was included in the sample, which could be the basis of future research.

The collected stimuli can also be regarded as a limitation. The researcher conducted two focus group discussions in an attempt to ensure that the experimental stimuli used in the primary study were perceived as containing approximately the same level of fear-appeal, by the intended target market. After the discussions took place, it was evident that all slice-of-life advertisements were rated relatively lower in fear-appeal than the other two execution styles. This results in a limitation of the study given that the slice-of-life advertisement did not contain approximately the same level of fear as the other executions used in this study. Nonetheless, the slice-of-life execution still resulted in significantly higher results in some of the analyses relating to the relevant hypotheses. This shows that the level of fear in the slice-of-life execution could be regarded as having parity with the testimonial and factual executions. The experimental stimuli were collected by means of sourcing all fear-based HIV/Aids advertisement resources available to the researcher including an online search of the specific HIV/Aids campaigns such as UNAIDS, loveLife etc. The limitation relating to the experimental stimuli is that the researcher was not allowed to access each and every fear-based HIV/Aids advertisement. Some of the social campaign corporations regard their resources as confidential and do not allow “outsiders” to download such data. As a result the researcher could not include every possible advertisement found via the online search, which fit the pre-described criteria, in the pool of advertisements shown to the focus groups. Even though this could be regarded as a limitation, the focus group discussions still resulted in medium to high levels of fear-appeal for each of the advertisements.

The method of collecting data for this experimental study was done via a self-administered questionnaire. When applying this technique of data collection, certain errors apply which

result in limitations of the study. Given that the topic discussed in this study can be regarded as sensitive, respondents might have answered certain items in such a manner that respondent error took place because of respondents giving socially desirable or deliberate falsification responses. Respondents might have answered certain items in a manner of thinking what answer was expected of them on a social level, rather than based on their own perception or opinion, or might have been too shy to answer certain items truthfully given the social stigma connected to HIV/Aids and pre-marital sexual encounters. In an attempt to combat this limitation the researcher included two independent inserts in the questionnaire (one in the beginning and one at the end) emphasising the high level of confidentiality and discretion which would be applied to all answered questionnaires (please see Addendum C).

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**ADDENDUM A:
DISCUSSION GUIDE**

DISCUSSION GUIDE (FOCUS GROUP):

As used by the moderator, the discussion guide was set out as follows:

1. Introduction (10 mins):

- Researcher introduces herself and the assisting moderator (Inge Steyl) to the focus group
- Respondents are asked whether the moderator should use English or Afrikaans as preferred language for conducting the discussion
- Moderator assures respondents that they can answer in the language they prefer
- Moderator introduce respondents to the research topic by means of giving the following brief:

“ advertisements are aimed at motivating or persuading a consumer to do something or act in a specific way as intended by the advertiser. This study aims to measure the effectiveness of advertisements based on specific emotional elements used in the advertisements. It regards a sensitive topic, namely sexual behavior and advertisements related to HIV/Aids, that we will discuss next.”

- Inform respondents that the assistant moderator’s participation in the study is to take notes of all given answers to the moderator’s questions.
- Inform respondents about the course of action for the focus group. Respondents will first engage in a discussion about a topic relevant to the study. After the discussion, respondents will view advertisements and be required to rate the advertisements by means of a questionnaire.
- Respondents will be required to introduce themselves by shortly sharing their interests and current occupation (this will also set a mood of an “easy conversational” atmosphere).
- Moderator stresses the need for free and truthful discussion about the topic and urges respondents to mention anything they might find relevant to the question.
- Moderator will open the floor to respondents to ask questions about aspects of the discussion which they are unsure about, after which the discussion will occur.

2. Sexual habits and Behaviour

Start the conversation by asking respondents what their take is on young adults and teenagers engaging in sexual behaviour. After respondents have voiced opinions about the current generation's sexual habits, and when the moderator can determine that all participants are at ease with the topic, the moderator will ask who of the respondents are sexually active. If participants decline the notion, they may also be asked about their friends' known sexual habits. Throughout the discussion respondents will be constantly reminded that information is strictly confidential and they should thus feel at ease answering honestly. The question "are you, or do you know of a friend at approximately your age, who is sexually active?" will be asked. If respondents aren't at ease, questions will be stated hypothetically speaking.

Questions asked:

- Can you guys please comment on what your take is on the sexual activity of today's youth?
- Are there any of you who are already sexually active?
- What would the main reason be for those of you who are not sexually active?
- Do you think that sex is still regarded as sacred as in the "old days"?
- Why do you think people are more inclined to engage in sexual activities before marriage, especially considering that the diseases one might contract are so dangerous and more "commonly found"?

Next participants will be asked about the various consequences that could occur due to sexual behaviour.

Questions asked:

- To those who are sexually active, or if you were to start engaging in sexual activities, do you think you would consider the use of a condom as essential?
- Do you know of friends who are sexually active who do not make use of condoms?
- What would the reasons for you not making use of condoms at every sexual encounter be?

- Who is scared of consequences like unwanted pregnancy, HIV/Aids and/or STD's?
- Who regards themselves as well-informed on the specific negative consequences of sexual encounters?
- Who has met someone who has HIV/Aids? Were you scared of contracting it? Did you treat the person differently after hearing that he/she has Aids?
- What do you consider your chances to be of contracting HIV/Aids?

Respondents will also be asked about relevant public health campaigns in order to get a take on the feel for the current body of advertisements.

Questions asked:

- When you think of safe-sex campaigns, which ones spring to mind first?
- Can each of you describe a safe-sex ad in one word if you were to think of a South-African safe-sex campaign?
- If you could create a safe-sex advertisement, which emotion would you try to evoke in recipients of the message? These emotions include humour, fear, joy, excitement... any word that comes to mind that is related to an emotion. So what would you base your advertisement on, how would you design it in order to attempt to change teenagers' and young adults sexual behaviours?
- Would you switch the television off if an advertisement was on, showing for example, exactly what HIV/Aids does to the human body, and the depiction thereof be visual?
- How often would you regard yourself as being exposed to advertisements that are aimed at this specific topic of changing sexual habits or promoting condom usage etc?

Before respondents view the advertisements they will be given a 15 minute break where refreshments will be served.

3. Reaction to advertisements

This section entails introducing participants to the concept of advertising messages regarding safe-sex campaigns. The moderator will emphasise the following:

- Respondents should not try to critique the advertising messages as an intellectual body, but rather analyse the advertisements by giving their personal and honest opinion/ perception/ feeling on the advertisements from a recipient's perspective
- Participants should focus on the message that the advertisement is trying to bring across as well as the type of emotion that is evoked in them whilst they are viewing the advertisement

At this point the questionnaires, which were created for the purposes of rating the advertisements, will be handed out to respondents. The questionnaire will be explained to them by means of reading the instructions with the respondents, and the moderator will then ask if these instructions are clear to all. Next the advertisements will be showed in sequential format as pre-determined. Respondents will not be given a chance to discuss the advertisements in between viewings. All 9 advertisements will be counter-balanced and shown in no specific order. This means that all 9 advertisements will be mixed to avoid bias results due to maturation of respondents. The researcher will still however know which advertisement belongs to which of the three groups of execution styles. Respondents will be asked to fill their questionnaires in by means of rating advertisement 1 in "line 1" on the questionnaire, advertisement 2 in "line 2" on the questionnaire etc. This will assist the researcher when the advertisements will be re-grouped into their specific execution styles, in the case of cross-examination or "double-checking", that results of each advertisement can be traced.

Once all advertisements were rated individually by the respondents, the advertisements will once again be randomised and it will be required that participants, as a group, rate the advertisements on a continuum of 1 to 10, where 1 will be regarded as an advertisement containing almost no fear appeal and 10, an advertisement with extremely high levels of fear. Thus a black-board will be made use of where the moderator will draw the continuum line with the relevant intervals of 1 to 10. Advertisements will then be played in a randomised form. After each advertisement all respondents will be asked to place the level of fear of the relevant advertisement on the continuum, as a group effort. Moderator will then discuss with participants what elements about the advertisement resulted in the placement on that specific place on the continuum. Questions will be asked such as: what emotion is most relevant after viewing this advertisement? Did you find it scary? What

about the advertisement was scary? Do you think this advertisement can help the prevention of premature sexual behaviour? The following questions will also be asked after each advertisement was viewed:

- Did this advertisement make you feel that it could happen to you?
- If you were sexually active, do you think this advertisement would make you think twice next time before engaging in sexual activities that can put you in harm's way of contracting HIV/Aids?
- Who do you think this advertisement is aimed towards?
- If you could change something about the advertisement to make it more relevant to you, would you change anything? If so, what and why?

In conclusion the moderator will ask participants if whether anyone has something to add? Respondents will also be asked to not participate in the quantitative study as their responses would cause biased results due to their pre-exposure to the relevant elements and the in-depth discussion about the advertisements. To end off the moderator will thank all participants for their contribution to the study.

**ADDENDUM B:
QUALITATIVE RATING SURVEY**



UNIVERSITY OF STELLENBOSCH

Fear-based Advertising Campaign.

GROUP: _____

INSTRUCTIONS:

After viewing each advertisement please indicate by means of marking an "X" on the continuum line, the level of fear you have experienced caused by the advertisements related to the topic at hand. Please indicate the level of fear for each of the advertisements on a new line of the continuum where 1= the lowest level of fear experience and 5= the highest level of fear experienced

Advertisement 1

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 2

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 3

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 4

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 5

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 6

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 7

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 8

Low Level of Fear 1__3__5__7__10 High Level of Fear

Advertisement 9

Low Level of Fear 1__3__5__7__10 High Level of Fear

THANK YOU FOR YOUR TIME

**ADDENDUM C:
DRAFT QUESTIONNAIRE**

Fear-based Advertising Campaign.

All information gathered during this study will be kept strictly confidential and are for the purposes of this study only.

INSTRUCTIONS: Please mark the option that is most applicable to you with an "X". Make sure that you answer ALL the questions	INSTRUKSIES: Merk asseblief die opsie wat die meeste van toepassing is op u met 'n "X". Maak seker dat u AL die vrae beantwoord
--	---

D1	Age / Ouderdom	-----years / jaar			
D2	Gender / Geslag	Male / Manlik	Female / Vroulik		
D3	Racial Group / Ras Groep	White / Blank	Black / Swart	Coloured / Kleurling	Indian / Indiër
D4	Home Language/ Huistaal	English/ Engels	Afrikaans	Xhosa	Other
D5	Are you sexually active / Is u seksueel aktief?	Yes / Ja	No / Nee		
D6	What are you most afraid of/ Wat vrees jy die meeste?	HIV/Aids/ HIV/Vigs	Pregnancy/ Swangerskap	STD's/ SOS's	
If your answer to D5 was "Yes" please answer questions D7 & 8. If your answer to D5 was "No", please proceed to SP1 / Indien u antwoord vir D5 "Ja" was beantwoord asseblief D7 & 8. Indien u antwoord vir D5 "Nee" was, gaan asseblief direk na SP1.					
D7	How often do you engage in sexual activities / Hoe gereeld is u betrokke in seksuele aktiviteite?	Weekly / Weekliks	Every two weeks / Elke twee weke	Monthly / Maandeliks	Not monthly but I am sexually active / Nie maandeliks nie maar ek is seksueel aktief
D8	How often do you use a condom / Hoe gereeld gebruik u 'n kondoom?	Always / Altyd	Most of the time / Meeste van die tyd	Sometimes / Soms	Never / Nooit

Please indicate the option that is most applicable to you by marking an "X" in the appropriate box where 1 = Strongly disagree and 5 = Strongly agree / Merk asseblief die opsie wat die meeste van toepassing is op u met 'n "X" waar 1 = Sterk glad nie saam nie en 5 = Sterk saam.

STATEMENT / STELLING		Strongly Disagree / Stem Glad nie Saam nie	Disagree / Stem nie saam nie	Neutral / Neutraal	Agree / Stem Saam	Strongly Agree / Stem Sterk Saam
SP1	I am at risk of contracting HIV/Aids/ Ek is in gevaar om HIV/Vigs te kry.	1	2	3	4	5
SP2	My sexual habits put me at risk for contracting HIV/Aids/ My seksuele gewoontes plaas my in gevaar van HIV/Vigs	1	2	3	4	5
SP3	Engaging in sexual activities the way that I do puts me at risk / Om seksueel aktief te wees soos wat ek is, plaas my in gevaar	1	2	3	4	5
SP4	There is a chance of me contracting HIV/Aids/ Daar is 'n kans dat ek HIV/Vigs kan opdoen	1	2	3	4	5
EFF1	Using a condom is effective in preventing HIV/Aids / Die gebruik van 'n kondoom is effektief om HIV/Vigs te voorkom.	1	2	3	4	5
EFF2	Using a condom is effective in preventing unwanted pregnancies / Die gebruik van kondome is effektief om ongewenste swangerskappe te voorkom.	1	2	3	4	5
EFF3	If a sexually active person uses a condom he/she is less likely to contract unwanted diseases / As 'n seksueel aktiewe persoon 'n kondoom gebruik is die kans minder dat hy/sy ongevraagte siektes optel.	1	2	3	4	5
EFF4	A sexually active person can maintain safe sex behaviour by using a condom / 'n Seksueel atiewe persoon kan veilige seksuele gedrag handhaaf deur 'n kondoom te gebruik	1	2	3	4	5
EFF5	By only having one sexual partner a sexually active person can reduce the chances of contracting HIV/Aids / Deur net een seksuele maat te he kan 'n seksueel aktiewe persoon hy/sy kans verminder om HIV/Vigs op te doen	1	2	3	4	5
EFF6	I can easily make use of a condom when I am willing to engage in sexual activities / Ek kan maklik gebruik maak van 'n kondoom wanneer ek kies om seksueel aktief te wees.	1	2	3	4	5

Please turn over/ Blaai asb om

After viewing the advertisement how do you feel when thinking about topics such as HIV and Aids? Please indicate the option most appropriate to you with an "X" where 1= Definitely do not feel and 5= Definitely feel. Please ensure that you have marked ONE option at ALL of the following words / Nadat u die advertensie gesien het hoe voel u wanneer u dink aan temas soos HIV en Vigs? Dui asseblief die opsie wat die meeste van toepassing op u is met 'n "X" waar 1=Voel definitief nie en 5 = Voel definitief. Maak asb seker dat u EEN opsie by ELK van die volgende woorde gemerk het

FEELING / GEVOEL		Definitely do not feel / Voel Definitief nie	To a certain degree No / Tot 'n mate Nee	Neutral / Neutraal	To a certain degree Yes / Tot 'n mate Ja	Definitely feel / Voel Definitief
F1	Fearful / Vreesvol	1	2	3	4	5
F2	Tense / Gespanne	1	2	3	4	5
F3	Nervous / Senuweeagtig	1	2	3	4	5
F4	Scared / Bang	1	2	3	4	5
F5	Anxious / Angstig	1	2	3	4	5
F6	Nauseated / Naar	1	2	3	4	5

After viewing the advertisement what is your attitude towards it? Please indicate, at ALL of the following statements, the option most appropriate to you with an "X" where 1= No Definitely not and 5= Very Much so / Nadat u die advertensie gesien het wat is u houding daarvoor? Dui asseblief, by ELK van die volgende sinne, die opsie wat die meeste van toepassing op u is, met 'n "X" waar 1=Nee definitief nie en 5= Definitief Ja.

FEELING/ GEVOEL		No Definitely Not /Nee Definitief Nie	No / Nee	Neutral / Neutraal	Yes / Ja	Very Much So / Definitief Ja
A1	The advertisement was appropriate/ Die advertensie was gepas	1	2	3	4	5
A2	I could easily understand the advertisement/ Ek kon die advertensie maklik verstaan	1	2	3	4	5
A3	The advertisement was informative/ Die advertensie was informasie-ryk	1	2	3	4	5
A4	The message is useful to me/ Die boodskap is bruikbaar vir my	1	2	3	4	5
A5	Condoms are worth the bother / Kondome is die moeite werd nie	1	2	3	4	5
A6	I believe the content of this advertisement/ Ek glo die inhoud van die advertensie	1	2	3	4	5

After viewing the advertisement please indicate how you feel about the following statement where 1 = Strongly Disagree and 5 = Strongly Agree / Nadat u die advertensie gesien het dui asseblief aan hoe u oor die volgende stellings voel waar 1 = Stem Glad nie saam nie en 5 = Stem Sterk Saam.

STATEMENT/ STELLING		Strongly Disagree / Stem Glad nie Saam nie	Disagree / Stem nie saam nie	Neutral / Neutraal	Agree / Stem Saam	Strongly Agree / Stem Sterk Saam
B11	After seeing the advertisement I will change my sexual behaviour to be more cautious / Nadat ek die advertensie gesien het gaan ek my seksuele gedrag verander om meer versigtig te wees	1	2	3	4	5
B12	After seeing the advertisement I will always make use of a condom / Nadat ek die advertensie gesien het sal ek altyd gebruik maak van 'n kondoom	1	2	3	4	5
B13	After seeing the advertisement I will not engage in risky sexual behaviour / Nadat ek die advertensie gesien het sal ek nie in gevaarlike seksuele gedrag betrokke raak nie	1	2	3	4	5
B14	After seeing the advertisement I will not engage in sexual behaviour with someone I am not well familiar with / Nadat ek die advertensie gesien het sal ek nie seksueel betrokke raak met iemand wie ek nie goed ken nie	1	2	3	4	5
B15	After seeing the advertisement I will not engage in sexual acts with more than one partner on separate occasions / Nadat ek die advertensie gesien het sal ek nie met meer as een persoon in seksuele aktiwiteite betrokke raak op verskillende geleenthede nie	1	2	3	4	5

Thank you for participating in the study. Be assured that the content gathered on all questionnaires are strictly confidential and for purposes none other than this study / Baie dankie vir u deelname aan die studie. Wees gerus dat ingesamelde inligting slegs vir doeleindes van die studie gebruik sal word en as vertroulik beskou word.

ADDENDUM D:
EXPERIMENTAL ADVERTISEMENTS

**ADDENDUM E:
DATA ANALYSES**

1.RELIABILITY OF CONSTRUCTS

Susceptibility

Summary for scale: Mean=9.05369 Std.Dv.=3.97207 Valid N:447 (Spreadsheet41 in resultate.stw) Cronbach Alpha: .884533 Standardized Alpha: .885374 Average inter-item corr.: .664373

	Mean if - deleted	Var. if - deleted	StDv. if - deleted	Itm-Totl - Correl.	Alpha if - deleted
SP1	6.704698	9.290873	3.048093	0.742588	0.853843
SP2	6.926175	9.245110	3.040577	0.774823	0.841997
SP3	7.002237	9.040264	3.006703	0.783147	0.838254
SP4	6.527964	9.206713	3.034256	0.696502	0.872684

Efficacy

Summary for scale: Mean=23.4854 Std.Dv.=4.22006 Valid N:445 (Spreadsheet41 in resultate.stw) Cronbach Alpha: .753304 Standardized Alpha: .751865 Average inter-item corr.: .343318

	Itm-Totl - Correl.
EFF6	0.394003

Fear

Summary for scale: Mean=17.9353 Std.Dv.=5.53555 Valid N:448 (Spreadsheet41 in resultate.stw) Cronbach Alpha: .849498 Standardized Alpha: .850104 Average inter-item corr.: .494922

	Itm-Totl - Correl.
F6	0.438159

Attitude

Summary for scale: Mean=23.7862 Std.Dv.=3.82002 Valid N:449 (Spreadsheet41 in resultate.stw) Cronbach Alpha: .741207 Standardized Alpha: .741627 Average inter-item corr.: .326809

	Itm-Totl - Correl.
A6	0.523780

Behavioural intent

Summary for scale: Mean=19.4967 Std.Dv.=4.01288 Valid N:449 (Spreadsheet41 in resultate.stw) Cronbach Alpha: .770544 Standardized Alpha: .771409 Average inter-item corr.: .420296

	Var. if - deleted
BI2	11.45696

2 Univariate tests of significance

Susceptibility

Univariate Tests of Significance for suseptability (Spreadsheet41 in resultate.stw) Sigma-restricted parameterization Effective hypothesis decomposition; Std. Error of Estimate: .8980518					
	SS	Degr. of - Freedom	MS	F	p
Intercept	1076.472	1	1076.472	1334.750	0.000000
{1}add seen	4.888	2	2.444	3.030	0.049383
{2}gender	5.026	1	5.026	6.232	0.012937
{3}race	10.014	2	5.007	6.208	0.002206
{4}sexually active	6.921	1	6.921	8.581	0.003586
add seen*gender	2.436	2	1.218	1.510	0.222145
add seen*race	2.261	4	0.565	0.701	0.591701
gender*race	0.880	2	0.440	0.546	0.579873
add seen*sexually active	0.095	2	0.048	0.059	0.942549
gender*sexually active	0.125	1	0.125	0.155	0.693999
race*sexually active	9.694	2	4.847	6.010	0.002676
add seen*gender*race	10.873	4	2.718	3.370	0.009910
add seen*gender*sexually active	6.499	2	3.249	4.029	0.018497
Add seen*race*sexually active	6.884	4	1.721	2.134	0.075834
gender*race*sexually active	7.879	2	3.939	4.885	0.008007
1*2*3*4	2.417	4	0.604	0.749	0.558878
Error	331.470	411	0.806		

Efficacy

Univariate Tests of Significance for efficacy (Spreadsheet41 in resultate.stw) Sigma-restricted parameterization Effective hypothesis decomposition; Std. Error of Estimate: .6799989					
	SS	Degr. of - Freedom	MS	F	p
Intercept	3050.099	1	3050.099	6596.255	0.000000
{1}add seen	0.425	2	0.212	0.459	0.631978
{2}gender	0.271	1	0.271	0.586	0.444601
{3}race	0.944	2	0.472	1.021	0.361143
{4}sexually active	1.502	1	1.502	3.248	0.072226
add seen*gender	0.855	2	0.427	0.924	0.397570
add seen*race	0.363	4	0.091	0.196	0.940266
gender*race	0.910	2	0.455	0.984	0.374845
add seen*sexually active	0.626	2	0.313	0.677	0.508951
gender*sexually active	0.203	1	0.203	0.439	0.507974
race*sexually active	2.399	2	1.199	2.594	0.075953

add seen*gender*race	0.910	4	0.228	0.492	0.741623
add seen*gender*sexually active	1.436	2	0.718	1.552	0.212987
Add seen*race*sexually active	3.728	4	0.932	2.016	0.091429
gender*race*sexually active	0.221	2	0.110	0.239	0.787559
1*2*3*4	0.737	4	0.184	0.399	0.809707
Error	189.121	409	0.462		

Fear

Univariate Tests of Significance for fear (Spreadsheet41 in resultate.stw) Sigma-restricted parameterization
Effective hypothesis decomposition; Std. Error of Estimate: .8233675

	SS	Degr. of - Freedom	MS	F	p
Intercept	1839.794	1	1839.794	2713.825	0.000000
{1}add seen	0.514	2	0.257	0.379	0.684625
{2}gender	11.896	1	11.896	17.547	0.000034
{3}race	2.965	2	1.482	2.187	0.113585
{4}sexually active	4.572	1	4.572	6.744	0.009744
add seen*gender	0.938	2	0.469	0.692	0.501132
add seen*race	15.671	4	3.918	5.779	0.000156
gender*race	2.576	2	1.288	1.900	0.150860
add seen*sexually active	2.024	2	1.012	1.493	0.225967
gender*sexually active	0.140	1	0.140	0.206	0.650106
race*sexually active	2.058	2	1.029	1.518	0.220409
add seen*gender*race	3.052	4	0.763	1.125	0.343988
add seen*gender*sexually active	2.601	2	1.301	1.919	0.148127
Add seen*race*sexually active	15.828	4	3.957	5.837	0.000141
gender*race*sexually active	0.571	2	0.286	0.421	0.656549
1*2*3*4	5.892	4	1.473	2.173	0.071278
Error	279.309	412	0.678		

Attitude

Univariate Tests of Significance for attitude (Spreadsheet41 in resultate.stw) Sigma-restricted parameterization
Effective hypothesis decomposition; Std. Error of Estimate: .6204904

	SS	Degr. of - Freedom	MS	F	p
Intercept	3386.839	1	3386.839	8796.793	0.000000
{1}add seen	0.554	2	0.277	0.720	0.487311
{2}gender	0.333	1	0.333	0.866	0.352593
{3}race	0.041	2	0.020	0.053	0.948723
{4}sexually active	0.462	1	0.462	1.201	0.273852
add seen*gender	0.398	2	0.199	0.516	0.597101
add seen*race	7.424	4	1.856	4.821	0.000825

gender*race	0.397	2	0.198	0.515	0.597839
add seen*sexually active	0.645	2	0.323	0.838	0.433232
gender*sexually active	0.032	1	0.032	0.084	0.772220
race*sexually active	0.859	2	0.429	1.115	0.328770
add seen*gender*race	0.098	4	0.024	0.064	0.992535
add seen*gender*sexually active	1.497	2	0.748	1.944	0.144427
Add seen*race*sexually active	2.077	4	0.519	1.349	0.251124
gender*race*sexually active	0.280	2	0.140	0.364	0.695072
1*2*3*4	3.007	4	0.752	1.953	0.100888
Error	159.008	413	0.385		

Behavioural intent

Univariate Tests of Significance for behavioural intent (Spreadsheet41 in resultate.stw) Sigma-restricted parameterization Effective hypothesis decomposition; Std. Error of Estimate: .7429154

	SS	Degr. of - Freedom	MS	F	p
Intercept	3034.166	1	3034.166	5497.441	0.000000
{1}add seen	2.169	2	1.085	1.965	0.141433
{2}gender	9.359	1	9.359	16.956	0.000046
{3}race	0.698	2	0.349	0.632	0.531855
{4}sexually active	0.001	1	0.001	0.002	0.967795
add seen*gender	0.674	2	0.337	0.610	0.543609
add seen*race	7.691	4	1.923	3.484	0.008180
gender*race	6.130	2	3.065	5.553	0.004169
add seen*sexually active	3.132	2	1.566	2.837	0.059750
gender*sexually active	0.015	1	0.015	0.028	0.867673
race*sexually active	0.268	2	0.134	0.243	0.784464
add seen*gender*race	1.588	4	0.397	0.719	0.579076
add seen*gender*sexually active	1.893	2	0.947	1.715	0.181190
add seen*race*sexually active	2.004	4	0.501	0.908	0.459326
gender*race*sexually active	0.178	2	0.089	0.161	0.851156
1*2*3*4	4.251	4	1.063	1.925	0.105308
Error	227.944	413	0.552		