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COMMUNICATIONS FOR SOCIAL MARKETING:  
AN APPROACH FOR DEVELOPING  
COMMUNICATION APPEALS FOR FAMILY  
PLANNING PROGRAMS

by

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DISSERTATION ABSTRACT

COMMUNICATIONS FOR SOCIAL MARKETING:  
AN APPROACH FOR DEVELOPING COMMUNICATION APPEALS FOR  
FAMILY PLANNING PROGRAMS

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'Communications for Social Marketing'  
An Approach for Developing Communication Appeals for  
Family Planning Programs'

1. Introduction

This study has developed and tested an approach and methodology for identifying communication appeals that have the best chances of influencing people's attitudes and behaviour in the area of social marketing, specifically, family planning. It can be used by social marketers for designing communication campaigns. There are three distinct aspects of this study. First, it develops an approach that explicitly recognises the influence of people's value systems on their attitudes and behaviour, and uses their values and value-instrumentalities as sources for communication appeals. Second, it develops and tests a methodology that empirically generates value dimensions, and elicits instrumental relationships between a given object (family planning) and each of the value dimensions. Third, it generates substantive appeals that can be used for promoting family planning practice in north-west India, where the field work for the study was done.

2. Background

2.1 Studies in family planning communications have not seriously investigated the problem of "appeal" or "message" determinations (Rao, 1974; Bhandari, 1973; Schramm, 1971). The only studies concerned with appeals have been pretests of communications or

their executions incorporating predetermined alternative messages (Farley and Harvey, 1972; Lieberman, 1973). Such studies can result in potentially useful communication appeals only under conditions where a great deal is known about the motives and value systems of target populations. In such instances the alternative messages that are tested should themselves be chosen after the relevant motives and values have been systematically ascertained. This, however, is not true in most cases. This study investigates the problem of choice of 'appeals' for family planning communications.

2.2 Communication-Persuasion field has a rich tradition of research among behavioral scientists as well as marketing and advertising researchers (McGuire, 1973; Holbrook, 1975). McGuire has analysed research under five aspects of a communication namely; Source, message, channel, receiver and destination (McGuire, 1973). Several aspects of message variables - content and structure - have been investigated. Research on type of appeal made in persuasive messages has been primarily concerned with the question of threat and fear arousal.

The formulation that a person's attitude towards an object is a composite of his perception of how the object facilitates attainment of various goals or values and how highly he evaluates those values is relevant to the question of what appeals should be used in communication message-content. The problem of identification of the relevant values (goals, motives) and their use as sources

for communication appeals has been largely ignored (McGuire, 1973; p.233). It is this problem which is the primary concern of the present study.

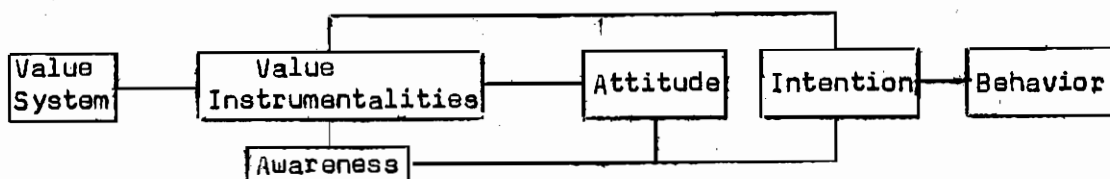
2.3 Since an individual's values and perceived value-instrumentalities have an important influence on his attitudes and behavior (Rokeach, 1973), persuasive-communication appeals must reflect the values of the individual if they are to be effective in influencing his attitude and behavior. However, values and value-instrumentalities differ across cultures and objects and these must therefore be uniquely determined for each situation. While no broad guidelines for message design can therefore be expected, a methodology that systematically generates a target population's value-hierarchies, their perceived value-instrumentalities of object or behavior in question, as well as their attitudes toward the object, and other relevant information, would be a useful contribution to this applied field of social marketing. This study attempts to develop and test such a methodology.

### 3. Values and Value-Instrumentalities as Sources for Communication Appeals

3.1 For the purpose of influencing attitudes and behavior of target population, the importance of showing a positive connection between the object or behavior being promoted in the communication and the audience's 'goals', 'needs', 'motives', or 'values' has long been recognised (Cartwright, 1949; Katz, 1960; Rosenberg, 1960). However, values and value-instrumentalities have rarely been studied and investigated as determinants of attitude and behavior by

researchers in marketing and behavioral sciences. A notable exception is Carlson's study of value-instrumentalities and attitude change (Carlson, 1956). In the present study we recognise the central role of values and perceived value-instrumentalities in determining the attitudes and behavior of our target population. We, thus, reach back into the cognitive system of target population for sources of attitude and behavior. This view of cognitive system is shown in Figure 1.

Figure 1



Previous attempts to get at the sources of attitudes have generally concentrated on investigation of 'motives' or 'needs' - usually employing projective techniques to obtain dimensions and measures. In fact, 'values', 'needs', and 'motives' have been regarded as equivalents by some writers (Maslow, 1959, 1964; Howard and Sheth, 1969). Rokeach (1973), however, distinguishes between values and needs, and considers values to be cognitive representations of individual needs as well as societal and institutional demands. We have chosen values rather than motives since values - as manifestations of motives - are more appropriate as sources for communication appeals.

3.2 Values, Attitudes and Behavior: The concept of value (as a criterion a person has and uses for making evaluations) has been employed by many in the social sciences (Rokeach, 1973; Allport, Vernon and Lindzey, 1960; Maslow, 1959, 1964; Charles Morris, 1956; Brewsted Smith, 1969;

Robin Williams, 1968; Woodruff and Divasta, 1948). Rokeach (1973) defines value as an "enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence." A value system is an enduring organization of such beliefs. Rokeach (1973) distinguishes between means and ends-values; beliefs concerning desirable end-states of existence are called 'terminal values' and those concerning desirable modes of conduct are called 'instrumental values.' Terminal values can be personal (self-centered) or social (interpersonal), and instrumental values can be moral or competence values.

Attitudes have been widely studied in marketing as well as in social psychology whereas values have received relatively little attention. The basic difference between an attitude and a value is that while an attitude is an organization of beliefs around a specific object, situation or behavior, a value is a single belief of a very specific kind. Values transcend objects, situation or behavior whereas an attitude is focused at some specific object, situation or behavior. Thus, while the number of values is limited to the number of learned beliefs a person has about desirable end-states of existence and modes of conduct, attitudes may number in thousands depending on the number of objects, situations and behavior patterns a person has encountered. A value is a standard and favorable or unfavorable evaluations of attitude-objects may be based on a relatively small number of values serving as standards. Values occupy a more central position than attitudes in one's cognitive system and are determinants of attitudes as well as of behavior (Allport, 1961; Watson, 1966).



The functional relations between values and attitudes have, at their core, the concept of perceived instrumentality (Peak, 1955; Carlson, 1956; Roseberg, 1960). An attitude object is perceived to be instrumental to the attainment of one or more values; a change in an attitude object's perceived instrumentality for one or more values should result in a change in attitude; and strength of attitude and resistance to change would depend on the relative importance of values with which an object is perceived to be instrumentally related. Thus, a subset of values relevant to a given attitude object (behavior or situation) is activated to determine attitude and behavior about that object.

Rokeach has presented evidence that shows some subsets or clusters of values to be significantly associated with attitudes concerning civil rights, black militancy, Vietnam, Communism, student-protest, religion, church activism, and car and detergent brands (Rokeach, 1973). Functional relations between values and attitudes towards violence among American men have been found by Blumental, Kah, Andrews, and Mead (1972). Katz found that in the long run, attitudes can be changed by manipulating the underlying motivation (value) that is served by the attitude (1960). Rokeach in his experiments on long-term value and attitude change found that a pattern of change towards value-attitude consistency was noticeable (1973). Carlson's study showed that attitude change would be effected by altering the perceived instrumentality between an attitude object and values it serves, and that such an approach was more effective in bringing about attitude change than one that attempts change in values themselves (1956).

Our interest in values and attitudes, both intervening variables, is because of their relationships with behavior. As mentioned earlier, terminal and instrumental values are standards that guide action as well as attitudes. Thus, knowledge of a person's values should enable prediction of his behavior. However, the relationship between values and behavior, as well as between attitude and behavior, is more complex. Behavior is a function of a cognitive interaction between attitude activated by an object and attitudes activated by the situation within which the object is encountered. Both these kinds of attitudes are functionally related to a subset of values that are activated by the attitude object on the one hand, and the situation on the other. Rokeach has reported data that show significant relationships between different subsets of values and different types of behavior (1973). Long term behavioral effects of value changes which support the value-behavior relationship have also been reported by Rokeach (1973).

Thus, a strategy for intervention with communications that involves selection of appeals based on the target audience's value system is likely to be effective in influencing attitudes and behavior. Communication appeals that promote positive instrumental relationships between the object or behavior of interest (in this case, family planning) and target population's more centrally held values would highlight the inconsistency between negative family planning attitudes/behavior, and the target population's values and is likely to result in modification of attitude/behavior towards consistency. Theoretical support for such strategy derives from the field theoretic concepts of Kurt Lewin, and from the formulations of cognitive consistency theories. (Heider, 1958;

Osgood and Tannenbamm, 1965; Testinger, 1957) as well as functional approaches (Kelman, 1961; Katz, 1960; Smith, Bruner and White, 1958).

#### 4. The Methodology

4.1 A methodology for obtaining measures of values and value-instrumentalities is needed if the approach discussed above is to be applied. Such measures have not been developed in the context of marketing research. Even in behavioral sciences, relatively little work has been done on measures of values and value systems. As mentioned before, attempts in marketing to reach beyond attitudes in the cognitive system have consisted of obtaining measures of relevant motives of target population. These took the form of 'motivation research' in the fifties and sixties and currently find some acceptance in the form of 'psychographics'. The former usually consisted of some projective techniques, 'group discussions', or 'depth interviews.' Psychographics, on the other hand, involve ratings on a variety of middle range manifestations of personality traits that are felt to be relevant to the issue or object of interest (Ziff, 1971). Apart from the fact that these do not measure values, they also suffer from the problems of (i) requiring specialists for data collection and interpretation, (ii) prohibitive costs for representative sample sizes, and (iii) constrained responses due to the focus on object of our interest.

4.2 Requirements Our requirements of a methodology for value research include, (i) cross-cultural applicability, (ii) ability of the instruments to produce unconstrained responses, and (iii) ease of use with large samples. Since our interest is in values as sources for communication appeals, we are particularly interested in measures of value manifestations.

The two systematic methods of value research developed in the behavioral science field are credited to Allport, Vernon, and Lindzey (1960), and to Rokeach (1973). The former concentrates on certain values representing end-states grouped as 'Social', 'Political', 'Economic', 'theoretical', and 'aesthetic'. Rokeach's 'value survey' consists of 18 terminal and 18 instrumental values that are presented to the respondents for rearranging in order of importance they attach to them. The first method is highly restrictive in the dimensions it covers - it leaves out instrumental values completely. Both use preselected items (dimension) and neither allows for eliciting value-manifestations. Both were developed on the basis of studies of American values. Rokeach's method requires that respondents be able to read. The requirements of these methods, their doubtful cross-cultural utility, particularly among rural, illiterate populations, and their general lack of versatility in terms of ascertaining different dimensions and their manifestations indicate that we must turn elsewhere for our requirements.

4.3 Proposed Measures: The requirements discussed above lead us to the "projective survey question", also known as the "reverse attitude scale question", first used by Bavelas (1942) but more recently used in the development of techniques for studying socialization and value research (Bridge, 1969). In traditional attitude research the investigator preselects an object of evaluation and asks the respondents to indicate his evaluation of this object. In projective survey question, the researcher assigns the evaluation and asks the respondent to cite an

example of an event or behavior which carries this valence in his personal value hierarchy, thus reducing the biases and constraints. Recently, a survey technique for cross-cultural value research called 'ECHO method' has been developed utilizing the projective survey type of questions (Barthod & Bridge, 1968; Milburn, Barthol and de Mills 1968). We adopt the ECHO method for obtaining information about the belief and value systems and the pattern of influences prevailing among the target population. We further develop the method for ascertaining instrumental relationships between the values of the target population and the object/behavior of our interest. To our knowledge, such a methodology for value research has not been used before to generate communication appeals.

ECHO Method: A brief description: According to Bridge (1969), there are three basic processes to the ECHO methodology: question selection, data collection and data classification. (1) Question Selection. The basic unit of ECHO data is an oral or written response to a projective survey type of question. The two most frequently used questions designed to discover hopes and concerns along with their perceived sources of causation and behavioral norms along with their perceived sources of social reinforcement are:

- 1 a. "What is a good/bad thing that could happen to a person like you."
- 1 b. "Who or what is likely to cause this to happen"? and,
- 2 a. "What is a good/bad thing that a person like you could do?"
- 2 b. "Who would approve/disapprove of it?"

There are five variables in the above questions, (i) role assignment

(of the respondent) - a person like you, (ii) event - a thing to happen/ to do, (iii) valuation of the event - good/bad, (iv) reinforcement - approve/disapprove, or causation, and (v) source of reinforcement or causation. A sixth variable - additional context can be added to restrict the response to a given context. By manipulating these six variables, the researcher can tap different dimensions of the respondent's values. As can be seen, the method does not presuppose any previous knowledge about the target group's values. The two main assumptions are that people maintain a relatively stable cognitive hierarchy (ranking) of preferences - that they can at least trichotomise events and behaviors as good, bad or neutral; and that the preferences can be verbalised. A tertiary assumption, which is also made with other unstructured and projective techniques, is that individuals will be more likely to generate behaviorally relevant material when placed in unstructured situations.

Data Collection instrument usually consists of ten positively and ten negatively valenced questions of a single type ('to do' or 'to happen'). The form to be used depends on the literacy level and captive or noncaptive nature of the audience to be surveyed. There are basically three data collection methods: (i) group-administered questionnaires, (ii) oral interview, and (iii) self administered questionnaires.

Data Classification. The third major step is to categorise the responses to produce a set of value statements and source categories. The responses are classified by indigenes as well as staff members. A team of three indigenes are asked to simply put all the responses that mean the same thing together. When this is done, they are asked to provide a label - in the form of a descriptive sentence - for each of the response

categories they have created. The two types of response categories ('to do' and 'to happen') correspond to 'instrumental' and 'terminal' values respectively.

The reliability of the ECHO method has been shown to be quite satisfactory - group response reliability as measured by split group correlations has ranged between .70 and .91 for different studies (Barthol and de Mills, 1969). Concurrent validity was also checked by presenting to a population value statements derived from that population along with other statements, and finding that significant majorities choose their own values (Barthol and de Mills, 1968). The method has been used in the U.S., Africa, Thailand, Vietnam and, in the present study, in India.

Suitability of ECHO method for developing communication appeals for social marketing is obvious. First, it elicits value systems of a population in manifest form. Second, it can, through its 'source' variable, ascertain patterns of influences operating in a culture, thus providing useful guidance for the choice of 'source' variable in communications. Third, the technique does not require preselection of either the object of evaluation or the dimensions on which evaluations are to be made, thus allowing for unconstrained responses. Finally, the method has been shown to be effective in different cultures.

Measures of Value-Instrumentalities; We have developed a measure of value instrumentality which utilises the value responses generated in the same interview. After the respondent has answered the ECHO questions, he/she is asked to comment on the nature of relationship between each of the values he has mentioned and the object/behavior

to be promoted. The instrument, developed after trying several variations, is illustrated below.

"You mentioned that one of the good things to happen is: 'Children grow up to be worthy' (from the EQHO responses). Now, do you think 'having many children/family planning' is related to it? Does one help the other (make it more likely) hinder it (make it less likely), or are these unrelated?"

These measures of values and value-instrumentalities, along with the measures of awareness, attitude, intention and behavior about family planning, and socio-demographic and media variables, would generate the information required for applying the approach described earlier.

## 5. Description of the Application Study

5.1 The approach and the methodology was applied in India to test its suitability. A survey was conducted in the north-western State of Rajasthan in India and relevant measures were obtained from both rural and urban samples. There were two primary objectives behind the survey. The first objective concerns the data collection methods and instruments. Specifically, the purpose was (a) to test the suitability of the instruments and methods for obtaining measures on rural and urban Indian respondents as well as their suitability with interviewers without specialised skills and experience; and (b) to test the viability of using value responses generated by respondents to elicit perceived instrumental relationships between these values, and the object (family size)/ behavior (family planning) of one's interest, both during the same interview session. Secondly, to test the viability of this methodology to generate



substantive recommendations for potentially effective communication appeals using the approach discussed earlier.

5.2 The sample consisted of 406 respondents split about evenly between rural and urban areas, male and female respondents, and users and non-users of family planning. Respondents were selected from one town and six villages. Field interviewers were recruited from the region where the study was conducted, and were thoroughly trained before starting the main data collection phase. The instruments-questionnaire - was adapted in the local language and pretested in both rural and urban areas. As a result of the pretest, it was decided to minimise the use of interval scale measures and use classificatory measures as far as possible. This was because the respondents, a majority of whom were illiterate, were often unable to make interval scale judgements.

## 6. Examination of Relationships among System Variables

6.1 It is first necessary to examine the relationships among system variables for validating the assumptions that underlie the approach discussed earlier. The variables on which measures were obtained can be classified into six categories.

- I. **Criteria Variables:** These include awareness, attitude, intention (to practice) and practice of family planning, as well as desire for having more children. The first four represent the stages in the process models of communication effects (Lavidge and Steiner, 1961; Rogers, 1962; Howard and Sheth, 1969; McGuire, 1973).

- II. Beliefs about family size and family planning: These include ratings on eleven statements about family size and birth control, and two measures of family size preference - ideal family size and number of children considered excessive.
- III. Socio-Demographic and Media Variables: These include, place of residence, age, sex, family size, number of children, number of sons, caste, religion, education, occupation and income. Exposure to radio, cinema and print media, as well as reliance on local people for news are also measured.
- IV. Values: Responses to 20 ECHO questions - five each of four types consisting of (i) 'good thing to happen', (ii) 'bad thing to happen', (iii) 'good thing to do', and (iv) 'bad thing to do'; classified into 38 categories.
- V. Value Instrumentalities: Perceived relationship between (i) 'having many children', and (ii) 'family planning', and each of the values mentioned by respondent (categorized as related positively, negatively or unrelated).
- VI. Sources of cause and Approval/Disapproval: Value responses followed by a source likely to make that good/bad thing happen or likely to approve/disapprove of that good/bad act.

6.2 The analysis consisted of examination of bivariate relationships among criteria variables, and between criteria variables and (i) beliefs about family planning, (ii) socio-demographic and media variables, (iii) value categories, and (iv) value-instrumentalities. In general relationships were as expected - criteria variables were significantly related to each other in the expected direction, beliefs about family planning and some of the socio-demographic and media variables were significantly related to criteria variables, a subset of values (and instrumentalities) was found to be associated with criteria variables. Beliefs about family planning were factor analysed and four dimensions were chosen for further analysis. The tables showing all these relationships are not included here. Instead, the multivariate analysis of relationships - discriminating between users and nonusers of family planning with the help of value categories and other variables - will be discussed. We will then discuss the nature of values and value instrumentalities and attempt to develop communication appeals for different segments.

6.3 **Discriminant Analysis:** A multiple discriminant analysis was performed on one half of the sample to estimate discriminant function and coefficients of predictor variables. These estimates were used to predict membership of respondents from the other half of the sample, for validation purposes. Table 1 shows the results of discriminant analysis with the coefficients of the variables included. Twenty variables entered the analysis of which 12 resulted in a change in Rao's  $V$  that was statistically significant at 5% level.

The discriminant function explained 61% of the total variance.

Among the significant discriminating variables were two socio-demographic variables - urban/rural residence, and education, four endogenous variables - desire for more children, attitude for family planning, two beliefs - 'fewer' children are easy to bring up', and 'birth control is morally wrong'. Among the 14 value categories included, one relates to having children, two concern children's welfare, three relate to family life and welfare, two concern economic welfare, one relates to work ethic and five are modes of conduct.

The most important predictor is desire for more children, its negative sign indicating its negative relation with usage. Attitude towards family planning, urban/rural residence, and belief about moral implications of birth control, and education of the respondent are other important predictors. The value categories that entered the analysis as significant predictors indicate that some values are more commonly shared by users than nonusers, even after other important differences between users and nonusers have been considered. Thus, the discriminating values that were positively related to usage include, 'helping others', 'children get educated and be worthy', 'no poverty or hardship', 'harmony in family',

TABLE 1  
DISCRIMINANT ANALYSIS

Discriminating Variables		Standardized Discriminant Coefficient	Signifi- cance of Wilk's Lamda	Signifi- cance of change in Rao's V
VAR001	Urban/Rural REsidence	.292	A	A
VAR014	Education of Respondent	.168	A	A
VAR022	Desire for more children	-.488	A	A
VAR032	Attitude towards family planning	.294	A	A
VAR041	Belief: Fewer children are easy to bring up	.077	A	D
VAR048	Belief: Birth Control is morally wrong	.215	A	A
VCL	Value: 'Children Get Education, Be Worthy	.088	A	B
VC3	Value: 'To have Children'	-.071	A	D
VC4	Value: 'Taking good care of children	-.213	A	A
VC5	Value: 'Harmony among family'	.084	A	D
VC6	Value: 'Happy family life'	.082	A	C
VC7	Value: 'Taking care of family responsibilities	-.112	A	B
VC15	Value: 'Work better/more at farm/job	-.092	A	D
VC17	Value: 'No poverty or hardship'	.088	A	B
VC18	Value: 'Own a home, land for house'	.069	A	D
VC19	Value: 'To help others'	.128	A	C
VC26	Value: 'To mistreat others'	-.077	A	C
VC27	Value: 'To steal'	-.074	A	D
VC28	Value: 'Immoral Behavior'	-.076	A	D
VC31	Value: 'To harm others'	-.089	A	C
Eigenvalue	1.56	Wilk's Lambda	0.39	
Canonical Correlation	.781	Chi-Square	179.56	
R <sup>2</sup>	61%	Significance	0.0	
Significance A - .1%; B - 1%; C - 5%, D = 10%				

'happy family life', and owning a house or land'. Among the negatively related discriminating values are, 'taking care of children', 'taking care of family responsibilities', 'working more', 'having children', and some disvalued conducts - 'stealing', 'mistreating others', and 'immoral behavior'. It would appear that the concerns of nonusers are thus more of 'getting by' - taking care of children and family etc. - and they share the code of conduct of a rural or semirural society. The users, on the other hand, appear to have a more positive outlook; they wish a good future for children, security against hardship, harmonious and happy family life, helping other people etc. It must be remembered that perceptions of how these values relate to family size and family planning have not been considered so far. In view of the homogeneity of the sample, it was not expected that values would discriminate between users and nonusers. However, they do have some discriminating power.

The classification and prediction results are shown in Table 2. The function estimated on one half of the sample classified 87.2% of those respondents correctly as users or nonusers. That same function was used to classify the remaining half of the respondents and it correctly classified 73.4% of them as users or nonusers. This is clearly much higher than the chance classification probability, since prior probabilities were almost equal (.52 for nonusers and .48 for users). This, therefore, validates the discriminant estimates.

6.4 Value-Instrumentalities and Criteria Variables: Measures of perceived instrumental relationships between each of the values mentioned by respondents and family size - 'having many children', and 'family planning' were also obtained. The chi square analysis of relations between value-instrumentalities and criteria variables are summarised in Tables 3 and 4. As can be seen from Table 3, perceptions of instrumental relationships between several values and 'having many children' are significantly different between users and nonusers. These include 'harmony in family; 'taking care of family responsibilities', 'health', 'poverty', 'helping others', etc. In most cases the user group perceives a negative relation between values and 'having many children' more often than the nonuser group. Many more value-instrumentalities are significantly associated with attitude and awareness. Similarly, positive value-instrumentalities of 'family planning' (Table 4) are significantly associated with attitude, awareness, intention and usage.

The significant association of a large number of value-instrumentalities (16 with having many children and 13 with family planning at 5% or more) with attitude confirms our proposition that values are an important source of attitude structure, through which they influence behavior pattern. These provide guidelines and potential sources for communication messages since altering the perceived instrumentalities is likely to influence attitude and behavior.

TABLE 2

DISCRIMINANT ANALYSIS: CLASSIFICATION  
RESULTS

## Classification Results of Estimation Subsample:

Actual Group	No. of cases (N)	Predicted Group Membership	
		Non Users	Users
NonUsers	103	91	12
	50.7%	88.3%	11.7%
Users	100	14	86
	49.3%	14.0%	86.0%
Percent of Cases Correctly Classified = 87.2%			

## Classification Results of Validation Subsample

Actual Group	No. of Cases (N)	Predicted Group Membership	
		NonUsers	Users
NonUsers	106	72	34
	52.2%	67.9%	32.1%
Users	97	20	77
	47.8%	20.6%	79.4%
	203	92	111
	100%	45.3%	54.7%
Percent of Cases Correctly Classified = 73.4%			



TABLE 3

CHI SQUARE RELATIONS OF VALUE-INSTRUMENTALITIES OF  
'HAVING MANY CHILDREN' WITH CRITERIA VARIABLES

	Usage	Awareness	Attitude	Inten- tion	Desire for more children
N =	406	406	406	209	406
<u>Concerning Children's Welfare</u>					
VC1 Children get education, be worthy		B	C		A
VC2 Good marriages for children			B		
VC4 Taking good care of children					
<u>Concerning Family Size and Planning</u>					
VC3 To have children	A			C	
VCE Not to have too many children					
<u>Concerning Family Life and Welfare</u>					
VC5 Harmony in family	C		A		
VC6 Happy family life	D	A			C
VC7 Taking care of family responsibilities	C	A	B	D	
VC8 Taking care of parents/inlaws/husband		B	A		
VC9 Keeping good relations with family and relatives					D
VC10 Good health for family members	B	C	A	B	
VC11 Death or accident		A	D		
<u>Concerning Occupation</u>					
VC12 Good Crop/Agricultural year			D	C	D
VC13 Progress on farm; have land/irrigation facilities					
VC14 Progress in occupation			A		
VC15 Work better/more at job/farm			C		

contd....

TABLE 3 (contd.)

	Usage	Awareness	Attitude	Inten- tion	Desire for more children
<u>Concerning Economic Welfare</u>					
VC16 Earn a living, get work		B			
VC17 No poverty or hardship	C	C	C		
VC18 Own a house, land for house	D	C	A	D	
VCA Be materially comfortable & rich			C	C	
VCB Theft	D				
<u>Concerning Society and Status</u>					
VCC Maintain one's honor in society					
VCD Village/society/country solves problems, makes progress, help in its progress					
<u>Good Acts (Valued Conduct)</u>					
VC19 To help others	D				
VC20 Be charitable		C			
VC21 Be religious			A	B	
VC22 To earn a honest living			C		
VC23 Pursue self-development					
<u>Bad Acts (Disvalued Conduct)</u>					
VC24 Engage in factional fighting/ disputes		A		C	
VC25 To go against social and religious norms				D	D
VC26 To abuse, criticize, and not be nice to others		C			
VC27 To steal		B	C	C	
VC28 Immoral behavior		D			
VC29 Deception					
VC30 To tell a lie, commit perjury		A	C		
VC31 Harm others					
VC32 Harm or kill a living thing				D	
VC33 Irresponsible, misguided behavior			C		

A = Significant at 1%

B = Significant at 1%

C = Significant at 5%

TABLE 4

CHI SQUARE RELATIONS OF VALUE INSTRUMENTALITIES OF  
'FAMILY PLANNING' WITH CRITERIA VARIABLES

	Usage	Awareness	Attitude	Inten- tion	Desire for more children
N =	406	406	406	209	406
<u>Concerning Children's Welfare</u>					
VC1	Children get education, be worthy	A	C		
VC2	Good marriages for children		A		
VC4	Taking good care of children				
<u>Concerning Family Size and Planning</u>					
VC3	To have children				
VC6	Not to have too many children				
<u>Concerning Family Life and Welfare</u>					
VC5	Harmony in family	C	C	A	
VC6	Happy family life	C	C		
VC7	Taking care of family responsibilities	A		B	A
VC8	Taking good care of parents/ inlaws/husband			C	C
VC9	Keeping good relations with family and relatives				C
VC10	Good health for family members	C		A	A
VC11	Death or accident				C
<u>Concerning Occupation</u>					
VC12	Good Crop/Agricultural year				A
VC13	Progress on farm; have land/ irrigation facilities				
VC14	Progress in occupation			C	
VC15	Work better/more at job/farm		D	D	
<u>Concerning Economic Welfare</u>					
VC16	Earn a living, get work		B		
VC17	No poverty or hardship	C	D		D
VC18	Own a house, land for house	C	A	A	C

contd.....

TABLE 4 (contd.)

		Usage	Awareness	Attitude	Inten- tion	Desire for more children
VCA	Be materially comfortable & rich			A	A	
VCB	Theft					
	<u>Concerning Society and Status</u>					
VCC	Maintain one's honor in society			D		
VCD	Village/society/country solves problems, makes progress, help in its progress			C	B	
	<u>Good Acts (Valued Conduct)</u>					
VC19	To help others					
VC20	Be charitable		C		A	
VC21	Be religious	D		A	C	
VC22	To earn a honest living	C				
VC23	Pursue self-development					
	<u>Bad Acts (Disvalued Conduct)</u>					
VC24	Engage in factional fighting/ disputes					
VC25	To go against social and religious norms				D	
VC26	To abuse, criticize and not be nice to others		C			
VC27	To steal		D	C		
VC28	Immoral behavior					
VC29	Deception					
VC30	To tell a lie, commit perjury			C		
VC31	Harm others					
VC32	Harm or kill a living thing			D	A	C
VC33	Irresponsible, misguided behavior					

A = Significant at 1%  
 B = Significant at 1%  
 C = Significant at 5%  
 D = Significant at 10%

## 7. Developing Communication Appeals

7.1 For the purpose of communication intervention it is useful to segment a target population on the basis of the hierarchy of communication effects variables. The rationale for such an approach derives from the need for setting different communication objectives and intervening at different levels in the hierarchy of cognitive and behavioral criteria-variables. Using that approach, the target population is split in four segments - (i) users (of family planning), (ii) those who intend to practice in future, (iii) non-intenders who approve of family planning, and (iv) non-intenders who disapprove. These segments need to be treated differentially in terms of communication objectives and strategies. The users require communications that reinforce their behavior and prevent and/or reduce any post-decision dissonance; both to ensure continued usage and to facilitate favorable 'word of mouth' effect. Communications to the second segment, made up of nonusers who intend to practise family planning in the future, most of whom are relatively young people desirous of having children, should be aimed at maintaining their favorable predispositions and converting their intentions into behavior. For both these segments, emphasizing favorable instrumentalities of relevant values is called for. The last two segments consisting of those who do not intend to practise, involve a difficult task. In these cases, communication objectives include influencing the segment's attitudes and behavior, which may involve altering value-instrumentalities and even influencing values.

7.2 Values, Value-Instrumentalities and Appeals: Table 5 shows the more important values and perceived value-instrumentalities of the segments. As can be seen, the value-instrumentalities vary across segments - positive instrumentalities of family size and family planning are not shared as widely by the non-intending segments. Much fewer among the last two segments perceive a positive relation between good health and family size/family planning. Similarly, favorable instrumentalities of family harmony and welfare are only half as widespread in the last segment as compared with the user and intender segments. The pattern is similar for occupation related values and values concerning economic betterment.

These values and value-instrumentalities suggest that favorable instrumentalities of family planning with the more important values need to be promoted. The following are some of the appeals that are suggested from the values of the sample.

1. Family planning--fewer children and spacing--promotes good health for the entire family. (The later relationship--birth control and good health--needs to be stressed both to establish this favorable instrumentality as well as to allay health related fears of birth control methods in particular).
2. Family planning promotes harmony and happiness in family. Fewer children ensure peace and harmony and enable good care of parents/inlaws/husband/children and family responsibilities.

TABLE 5  
VALUES AND PERCEIVED VALUE-INSTRUMENTALITIES  
OF TARGET POPULATION SEGMENTS

Value Categories	Percentage of Segment Mentioning the value				Negative Relation with 'Having Many Children' (%) **				Positive Relation with 'Family Planning' (%) **			
	Segments				Segments				Segments			
	1	2	3	4	1	2	3	4	1	2	3	4
Good health for family members	64	58	58	76	69	71	56	31	43	58	20	15
Children get education, be worthy	73	41	48	52	83	78	79	65	82	85	71	58
Harmony among family	60	47	56	47	86	78	74	57	75	61	65	50
Taking good care of parents/inlaws/husbands	34	27	46	45	80	83	58	52	71	89	42	38
Taking care of family responsibilities	40	46	54	25	79	80	72	44	65	77	58	38
Progress in occupation	48	44	22	41	24	22	28	19	24	26	35	12
Good Crop/Agricultural Year	15	58	48	50	17	24	13	6	10	29	5	6
Progress on farm	15	41	33	19	39	44	24	31	36	41	25	23
Work more/better at jobs/farm	14	35	25	36	59	61	65	44	52	46	55	39
Earn a living, get work	24	29	43	31	63	80	55	60	57	60	52	50
No poverty, hardship	20	11	13	23	73	43	60	40	60	14	60	35
Own a house, land for house	26	18	17	33	86	92	77	48	84	92	62	43
Be materially comfortable and rich	17	18	22	23	59	75	35	27	62	92	50	20

Notes \* Segment Definitions: 1=Users of family planning methods; 2=Non-users who intend to use; 3=Non-users who do not intend to use but have favorable attitude; 4=Non-user, non-intenders who have negative attitude towards family planning.

\*\* Figures represent % of those mentioning the value category

3. A planned family assures progress in occupation by allowing one to work more and better.

4. Family planning enables you to make progress on your farm. It enables you to save money and time, to buy more land, dig a well, get electric motors for irrigation, tractor, and other implements.

5. Too many children do not allow any of this and what little land one may have gets divided up in very small pieces among so many.

6. A planned family means a bright future for one's children. You can care for them, give them the education and they will grow up to be worthy children and will care for you in your old age.

7. Fewer children means you can marry them off well.

8. Fewer children will not go astray and engage in social and factional disputes.

7.3 Source Variable: As mentioned earlier, sources of (i) causation of good and bad things, and (ii) approval and disapproval of good and bad acts, were ascertained. The sources of causation of good and bad things are indicators of the way the population sees the relationship between itself and the external environment. Sources of approval and disapproval of good and bad acts respectively provide an appreciation of significant others whose evaluation of the target population's behavior is important to the latter. Table 6 summarises the sources of causation of good and bad things and Table 7 summarises the sources of approval/disapproval.



As can be seen from Table 6, 'God' is the most dominating influence on the lives of our target population - more than half the good and bad things are perceived to be caused only by God. As against that less than 15% of these things are seen to be under their own control ('self'). Family planning users appear to be less externally dependent, and perceive a greater control over events than do nonusers. The underlying dimension of internal-external orientation as locus of control is clearly identifiable. Nonusers are strongly externally oriented whereas users show greater internal orientation.

Among the important sources of approval/disapproval are (i) self, (ii) community-society, and (iii) family members. This pattern of external influence suggests the existence of a relationship between an individual and the sources of influence, that is characterised by a need for compliance or conformity (Kelman, 1961).

The patterns of perceived causal attributions as well as sources of influence suggest two potentially effective strategies - one involves promoting greater internal - orientation, the other involves using carefully chosen 'sources' of communication that can be identified with the perceived sources of influence on the lives of the target population. Using religious leaders, saints and holymen as sources of communication would fall under the second strategy. The influence pattern data suggest that both 'identification' and 'compliance' processes are potentially useful for selection of sources. The use of influential community members, and village folks rather than urban agents would thus appear to be more effective.

TABLE 6  
PERCEIVED SOURCES OF CAUSATION

	Good Things				Bad Things			
	Users	Intend	Do Not	Intend	Users	Intend	Do Not	Intend
No. of Value Responses	543	203	243	203	497	155	176	141
	%	%	%	%	%	%	%	%
Government	8.3	11.3	12.8	11.3	3.4	4.5	1.7	0.0
God	40.5	56.2	61.3	64.5	46.9	59.4	57.4	69.5
Fate	5.7	6.9	2.5	3.4	7.0	6.5	7.4	3.5
Elders in Family	7.4	5.4	4.5	1.0	7.6	3.2	5.1	2.8
Husband & Wife	3.9	0.5	2.1	2.5	1.0	1.3	2.8	0.7
Husband	2.6	0.5	2.5	0.0	0.6	1.3	0.6	2.1
Children	5.5	0.2	3.3	1.0	2.6	0.6	0.0	0.7
Family Circumstances	1.1	0.0	0.4	0.0	2.4	1.3	1.7	0.0
Community	0.7	1.0	0.4	0.6	2.4	1.3	1.8	2.1
Self	17.7	10.8	6.6	12.3	15.5	18.1	14.8	10.6
Important people of the community	0.7	1.0	0.4	1.0	0.6			
Economic Condition	2.2	1.5	1.6	1.0	0.8	1.3	0.6	0.0
Rain, Crops	0.4	1.5	0.4	1.5	1.6	0.6	0.6	2.8
Parents	3.3	1.5	1.2	0.0	0.0	0.6	0.0	
Miscellaneous					8.2	1.9	5.7	3.9

TABLE 7  
PERCEIVED SOURCES OF APPROVAL/DISAPPROVAL

	Good Acts				Bad Acts			
	Users	Intend to Use	Do not Intend Att.+	Intend Att.-	Users	Intend to Use	Do not Intend Att.+	Intend Att.-
No. of Value Responses	530	170	197	155	489	159	190	137
	%	%	%	%	%	%	%	%
Government	0.4	0.6	0.0	0.6	0.6	0.6	0.0	0.0
God	1.5	7.6	4.6	5.2	3.7	9.4	2.6	1.5
Elders and other family members	22.2	24.2	23.9	21.3	9.4	6.3	10.5	2.9
Husband	5.5	3.5	9.6	11.6	5.1	1.2	6.3	3.6
Wife	1.1	0.0	1.0	0.6	0.6	1.2	0.0	0.0
Children	6.2	0.6	2.0	2.6	0.4	0.6	1.6	1.5
Friends, Neighbours etc.	0.9	4.1	2.0	2.6	1.2	0.0	2.1	0.7
Village folk	1.7	4.7	4.1	3.2	0.8	6.9	3.2	3.6
Community-society	21.9	26.5	17.3	18.1	40.1	49.1	37.9	40.1
Self	31.3	22.9	30.5	31.6	32.1	22.6	32.1	42.3
One who is affected	2.5	2.4	1.5	0.6	3.5	0.0	2.5	1.5
Miscellaneous	1.7	3.0	1.5	0.6	2.2	1.2	1.0	1.5

## 8. Conclusions

In the previous sections we presented an approach to develop communication appeals, a methodology for applying the approach, and an application of the approach and the methodology. We now make some concluding remarks concerning three broad issues: (i) nature of values, value-instrumentalities and their relationships with attitude and behavior; (ii) methodology for developing communication appeals; and (iii) implication for a social marketing program in family planning.

### Values and Value-Instrumentalities

8.1 A comparison of the 38 value categories obtained in our study with the 36 items of Rokeach's value survey indicates that there are many categories that do not have their counterparts in Rokeach's list. This confirms our belief that value manifestations are culture bound and should be studied accordingly.

8.2 The value-instrumentality data show that while most of the values are perceived to be related to having many children by a majority of those mentioning the values, only about a half of the values are seen to be related to family planning. This supports our proposition that a subset of values is activated by any given object and the number and centrality of values activated depends on the nature of the object.

8.3 As mentioned earlier, attitude toward family planning is significantly associated with eight value categories and with sixteen and thirteen value-instrumentalities of family size and family planning respectively. The consistent direction of relationships and their

significance support the positive relationships between values, value-instrumentalities and attitudes. Similarly, values and value-instrumentalities were associated with family planning behavior, but the relationships were more widespread with attitude.

#### The Methodology

8.4 The methodology, the unique features of which are measures of value-manifestations and value-instrumentalities, proved to be remarkably successful in the field for data collection. And as we saw earlier, it has produced valuable insights into structure of attitude as well as sources for communication appeals.

8.5 While the validity of EQO method has been established in past research (Barthol and de Mille, 1968), the data presented earlier are indicative of the predictive validity of the measures.

8.6 The comparison of our value categories with those of Rokeach indicates that value manifestation differ across cultures. Several of our categories could be considered manifestations of just one value in Rokeach's list - 'family security'. And yet these were considered to be different by indigene classifiers - a judgement supported by the relatively frequent mentions of those categories. The methodology has therefore shown to be capable of generating unconstrained responses.

8.7 One important limitation of the methodology concerns value-instrumentalities. Since these are ascertained for the value responses generated in the same interview, these measures for a value are available only from those who mention that particular value. This, however, can be taken care of if data collection is done in two stages -

value dimensions can be generated in the first stage and instrumentalities can be obtained from all respondents for all values.

#### Implications for A Family Planning Program

8.8 A multitiered communication campaign with different objectives at each tier is recommended. At one level, communications to alter and update some of the basic beliefs that underlie value-instrumentalities are needed. Here, outdated beliefs about child mortality, life expectancy, and the (lack of) effect of number of children one has on the chances of their turning out to be worthy, need to be corrected as antecedents for favorable relation between the value of one's security and family planning. Another belief that can be tackled in such a general campaign concerns religious God related-implications of family size and family planning.

At another level, values that are consistent with family limitation - e.g. children's future, family harmony, progress rather than survival etc., should be promoted. Similarly, positive instrumentalities between family planning and family size and centrally held values of the target segment should be promoted.

Finally, knowledge about methods, their safety, and ease of use and availability should be promoted. A special effort is needed to remove some of the inhibitors that exist i.e. sharply negative perceptions of health effects and religious (anti-God) overtones of family planning methods.

8.9 The product-offering can be widened (to include the pill) for circumventing some of the negative attitudes about sterilisation. The

distribution of the service can benefit from an already established 'channel' - local midwives or 'dais'. They are more likely to be effective in promoting family planning in their own communities than the urban auxiliary-nurse-midwives.

8.10 The projective nature of the methodology makes it suitable for use as a training device. Field staff can be sensitized to the value systems of its client community by classifying the ECHO responses in the same way as indigenous classifiers.

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