AN INDUCTIVE EXPLORATION OF SOCIAL MARKETING CAMPAIGNS ADOPTING AN ALTRUISTIC APPROACH THROUGH SHOCK TACTICS

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Abstract

This research explores the long-term effect of shock tactics in the context of social marketing (SM) altruistic approach in specific advertisements (Ads) that include shock tactics that target children with secondhand smoke (SHS). The results were achieved through an inductive process leading the researcher to focus on exploring the relationship between shock tactics and secondhand smoke that harms children and its potential effect over time. The study utilized a purposive sampling method that contained smokers exposed to Ads, including shock tactics targeting only secondhand smoking. During the examination, participants were supplied with diary notebooks where they were asked to note their daily behaviors regarding secondhand smoking. This will reflect on the efficacy of Ads viewed at the study's outset. Participants reported that the shock tactic influenced positive behavioral change toward children exposed to SHS. Many participants modified their behavior by avoiding smoking in the presence of children. This positive change was reported more among parents. Nonetheless, some participants did not show complete behavioral change, and with the high rates of secondhand smoking reported in Jordan, the outcome seems promising. It highlights the importance of applying shock tactics in targeting secondhand smoke. Shock tactics could effectively target secondhand smoke as part of comprehensive anti-second-hand smoking SM campaigns.

Keywords: Shock Tactic, Social Marketing, Smoking, Second-Hand Smoking, Qualitative Research, Advertising Recall, Emotions

INTRODUCTION

Haddad et al. (2011) noted that the exposure to SHS among Jordanian children and women is significant, even when the smokers are aware of the negative consequences of SHS. Smoking is usually undertaken in a public place where it can harm nonsmokers through SHS (Hamilton & Hassan, 2010). Seventy-one percent of family members smoke indoors. Furthermore, it was found that 60% of infants were exposed to SHS based on maternal self-reporting. In addition, 36.4% of the infants had detectable urine cotinine levels, which ay smoking and are traceable in every smoker's urine. In terms of cessation-related experiences, individuals who have smoked for a greater number of significant years and whose frequency of use has increased progress are less likely to decide to attempt to quit. It is worth noting that waterpipe smokers intend to stop using the waterpipe, but most of them ultimately fail to quit. Not only is Jordan faced with the problems of smoking and SHS, but neighboring countries and other Arabic countries—such as Iraq, Syria, and Lebanon—face the same problem. Lebanon has a 35%

prevalence rate in smoking habits, among the highest in the Arab world (Sibai et al., 2016). These countries share many Arabic values, so the study findings can thus be generalized to these countries.

Social marketing (SM)

SM began in 1951 when G.D. Wiebe asked, "Why can't you sell brotherhood like soap?" (Zainuddin, 2011, p. 27). This question made marketers realize that successful commercial marketing approaches could be transferred to social to influence behavior. SM, as it is currently known, has existed since the 1960s. In the past 40 years, SM has come to be recognized as a tool for social change (Pang & Kubacki, 2015). SM is used by governments and non-profit organizations to positively influence public behavior (Chan & Chang, 2013). The adoption of SM strategies has expanded internationally. These strategies are commonly used for health awareness and improvement. For example, SM is used as an essential health awareness tactic to influence the adoption of a healthy lifestyle and to target negative and unhealthy behaviors, such as smoking, alcohol and drug abuse, and addiction. In addition, SM has been used as a behavioral change tool in the United States to increase awareness about health-related issues (Wallace et al., 2022).

However, the concept of SM goes beyond health awareness. It is also used for other international problems, such as climate change, energy efficiency, public transport use, consumption reduction, fire setting, car accidents, citizen engagement, and gambling. Like generic marketing, SM is, at its core, concerned with message creation, awareness generation, individual or collective recall, and behavioral change. SM has expanded beyond the business-consumer model and is used by charities, non-profits, and governmental organizations for not-for-profit causes that create social impact (Smith et al., 2012). Thus, SM goals align with efforts to make behavioral changes regarding smoking and SHS behaviors in Jordan.

To be effective and create positive behavioral change for undesirable behavior, social marketers must understand behavioral change barriers, such as the addictive nature of a product, to ensure that the target audience perceives the benefit of changing the undesirable behavior. SM campaigns must be tested before launching an AD and subsequently need to listen to audience feedback (Corner & Randal, 2011) to ensure the AD is encoded correctly. Moreover, to have an effective SM campaign, it is vital to seek the opinions of different target groups, such as young people, minorities, ethnic groups, and disadvantaged groups (Keller et al., 2012). Targeted audiences will respond differently to SM campaigns, and segmentation and targeting will differ based on undesirable behavior. The practice of SM should drive and reflect new marketing and social change ideas and emphasizes the work's trans-disciplinary nature. The field of SM can be highly influential in engendering behavioral change for addictive behaviors like smoking. Suitable messages are sent at the pre-contemplation, contemplation, and preparation stages. There are significant differences in behavioral change depending on the message type or stage of change an individual is at.

From an SM perspective, there are three behavioral categories those SM targets (Kotler and Lee, 2008):

1. Altruistic causes create a positive behavioral change toward others, like doing charitable work or donating for a good reason.

2. Social marketers hold social betterment causes to benefit society, such as civil rights and environmental campaigns.

3. Personal health causes, such as antismoking and healthy lifestyle causes, where social marketers try to target behaviors that hurt the person themselves (Zainuddin, 2011).

Altruistic approach (harming others)

The problem of smoking extends beyond the smoking consumers themselves. In 2011, it was estimated that 600,000 deaths were caused by SHS worldwide. Most deaths were women and children (Kusel et al., 2013). Secondhand smoke is 'the smoke from the burning tip of a cigarette or exhaled smoke inhaled by nonsmokers' (Kusel et al., 2013, p. 1). Exposure to SHS harms children's health and increases their risk of acquiring lower respiratory tract and middle ear infections, a significant reduction in lung functions, invasive meningococcal disease, new cases, recurrent episodes, and increased severity of asthma (Huque et al., 2015). Most children are exposed to SHS daily while eating, entertaining, and even asleep. SHS exposure also continues to exist in public places. Since, unlike adults, children inhale more of the toxic chemicals in smoke per unit body weight because they breathe faster, are generally more physically active, and might be less able to metabolize and excrete specific harmful components of SHS, these components stay in their bodies for more extended periods (Tang et al., 2020).

Gharaibeh et al. (2011) stated that knowledge, attitude, and avoidance practices towards SHS in Jordan are weak, and Jordanians are not aware of the health consequences of SHS in specific females due to the influence of the Arabic culture and traditional gender roles. Therefore, public health must focus on policy and institutional practices to aid and empower women and children about the risks of SHS exposure. In this context, antismoking campaigns should be directed at smokers, their families, and other members of society at risk of SHS.

Shock tactic

Shock tactic is an effective strategy for capturing consumer attention and encouraging advertising processing, as it intentionally breaches norms (Dahl et al., 2003). However, the market for consumer attention is very competitive, and the necessity to grab consumers' attention is a challenging obstacle for many (Teixeira, 2014). Furthermore, the competitive advertising environment of recent years has pushed marketers to seek a more effective strategy for delivering Ads to their audiences. For this reason, controversial or shocking Ads have become famous for-profit and not-for-profit organizations (Huhmann & Mott-Stenerson, 2008; Parry et al., 2013).

Various studies have confirmed the effectiveness of shock tactics as a strategy to create behavioral change. Dahl et al. (2003) revealed the effectiveness of shock tactics as a

communication strategy in HIV/AIDS prevention among university students. Huhmann and Mott Stenerson (2008) demonstrated that controversial executions of Ads are crucial to message comprehension and retention; they are beneficial for unwanted products that seek to be more involved in the competition. Krstic (2007) analyzed various aspects of shock tactic and revealed that shock tactic is more effective than other types of advertising for non-profit campaigns among Serbian and Western European students. Parry et al. (2013) found a slight difference in the effectiveness of shock tactics between for- and not-for-profit marketing. However, Krstic (2007) tackled public health among Serbian and western European university students and concluded that shock tactics are effective for not-for-profit marketing among this age group.

However, some existing research assesses the effect of shock tactics on smoking and smokers' behaviors', but most of the previous research was conducted in developed countries. It did not focus directly on smoking nor targeted SHS. The present study utilizes effective campaigns (images) from other countries, including the "Get Unhooked" campaign, the "Oozing Fat" campaign, and the "Smoking beats up your insides" campaign in the UK, as well as the Canada Health warnings on cigarette packs. These campaigns have had positive results in the countries where they were launched. The current study explores the reactions, attitudes, and emotions evoked after smokers' exposure to these Ads in Jordan. Because cultural context varies significantly, Hamilton and Hassan (2010 p. 1115) stated that 'campaigns need to be extensively pre-tested to ensure that consumers feel empowered to make positive changes to their behavior and not defiant against risk-reducing behavior.'

METHODOLOGY

Study of qualitative diary notes was also conducted to explore the effect of shock Ads on consumers' daily behaviors regarding the extent to which they exposed others to secondhand smoke. Granting qualitative research can be limited to a small sample, it generally offers a strong indicator of the overall direction of consumer behavior and attitudes, motivations, perceptions, learning, and personality. Further, qualitative studies benefit quantitative analyses, allowing the researcher to generate a more complete and rich picture by encouraging the participants to freely express their opinions (Kubacki et al., 2009).

The reason for this research was to explore the effect of shock Ads regarding SHS by observing through self-completed diary notes smoking consumers' daily behaviors' and by exploring the effect and memory recall of shock Ads on their behavior directly after exposure and after some time. Data collection took place over four months and focused on participants' feelings and behaviors after exposure to shock tactics. The study took a long time (4 months) to capture this, which helped develop a continuous relationship with the research participant. Details about the diary note study were explained in detail to participants before the study started during a meeting at a public place with them. In addition, participants kept diary notes submitted every four weeks to the researcher. Methods for capturing daily behaviors have improved over the years. However, those still need to be used more in marketing research (Bolger *et al*., 2003). Diaries are self-report instruments used repeatedly to explore self-reported daily behaviors and

feelings and help investigate social and psychological processes within everyday situations (Brown, 1992). They recognize the importance of the contexts in which these processes unfold. Diaries are designed to capture every little behavior carried out daily (Yi, 2008). Aiming to explore the effect of shock Ads on behaviors leading to SHS, it is essential to gather participants' daily behaviors and feelings, highlighting the importance of using some of the diary notes to achieve the objectives of this study.

Participants were asked to keep a daily diary for 16 weeks. This method is rarely used in SM (Kubacki *et al.,* 2009; Siemieniako *et al.,* 2013) and management (Radcliffe, 2012). Nevertheless, keeping diary notes is a tried and tested method with a strong track record. Furthermore, it is deemed an innovative research method, specifically qualitative research, because it allows researchers to "capture rich insights into processes, relationships, settings, products, and consumers" (Cluley et al., 2020). Patterson and Bolger *et al.* (2003, p. 580) describe the importance of diaries as self-reporting instruments in a research setting to examine ongoing experiences because they "*offer the opportunity to investigate social, psychological and physiological processes within everyday situations.*"

Research participants in this study were selected by purposive snowball sampling ($n = 24$). The researcher ensured that all the participants were smokers from different demographic backgrounds, levels of education, income, gender, age, marital status, and many children. Therefore, the researcher ensured that the study sample would be diverse, with different perspectives on the data. Snowball and purposive sampling were used because of the nature of the shock Ads, the provocative images used, and the relatively long period of the research. Therefore, the researcher needed to recruit participants who were more likely to commit to the study during this long period. Participants who showed interest in the study were asked to recommend others who may share their interest; however, the majority of participants were defined and recruited by the researcher.

Diary records exploration of the current research transcribed and translated from Arabic to English by the researcher and a professional translator and manually analyzed some qualitative data analysis programs and applications, like NVivo, do not support the Arabic language. Coding manually offered the researcher more control and ownership of the data (Saldaña, J. (2013). The Coding Manual for Qualitative Researchers. Thousand Oaks, CA: Sage Publications. 2013).

In this research, the process of coding and organizing data was carried out manually using Microsoft Office Word and paper and pen. Because the study was conducted in Jordan, where the participant's mother tongue is Arabic, the research was conducted and transcribed in Arabic. Qualitative data analysis software packages such as NVivo were not used in this study because they do not support Arabic characters. While the data could have been translated into English, one of the languages supported by the available qualitative analysis programs, there would have been a significant risk of losing the meanings and perspectives of the participants during the translation process. Therefore, chosen quotes have been translated into English with the aid of a professional translator for the sake of thesis writing. The thematic analysis hunts for repeated themes in the data transcripts, and the coding process generates themes in the

qualitative data analysis (Saldaña, J. 2013). Therefore, themes are recognized using a set of code names, shorthand, for a detailed description. The equivalent code name may be assigned to more than one description if the descriptions carry the same information. Some codes recognized in this study are based on the conceptual framework. Likewise, coding and organizing were completed through Microsoft Office Word and Excel. Codes recognized in the analytical process were not based on any conceptual framework or research question, and those codes were named while analyzing the data. This is an inductive approach to thematic analysis (Ponnam & Dawra, 2013).

RESULTS AND DISCUSSION

This research draws upon the phenomenological approach of utilizing daily diary notes to examine the daily challenges faced by people who adopt risky consumption behaviors' that harm others in specific children. Based on the diary notes results filled by the research participants, it was found that most participants tried to undergo a behavioral change regarding secondhand smoking after being exposed to shock Ads targeting SHS. This change was seen in the diary notes collected during the first eight weeks (Notes were collected every four weeks) and to a lesser extent during the remaining period of the study (16 weeks). This finding highlights the importance of targeting SHS continuously using creative and new images, which, along with other supporting strategies and programs, could create a sustainable behavioral change among smokers to reduce the prevalence of SHS.

Early Successes

The first eight weeks of post-exposure to shock AD appeared to impact participants positively. Initial analysis of the diary notes collected from participants considered a positive relation between shock Ads targeting SHS and the behaviors of smokers toward SHS. All 24 participants reported that they tried to modify their smoking behavior. This was spotted through not smoking in the presence of others, not smoking in public places, smoking outdoors, and not smoking while children were around. In response to the Ads they had seen at the beginning of the study, the majority of participants (n= 18) reported being able to control their risky consumption behavior, "Since I have seen that picture of the suffocating child, I stopped smoking at home, today I even did not smoke indoors even when my kids were at school" (P3, 33 years old, mother).

Moreover, participants changed their behavior in different ways by not smoking when their children were at home or asking the permission of other nonsmokers in the same room "Today I smoked out on the balcony, it the first time since my kids were born I do not smoke in front of them" (P9, 35 years old, father). Conversely, while five respondents did not change their behavior, they reported thinking that opening a window or smoking in a different room, such as the kitchen, would be sufficient to avoid the negative consequences of their behavior on others; however, they continued smoking indoors "I was enjoying my morning coffee in the living room while watching the news, I opened the window to smoke a cigarette while the kids were getting ready for school. It was not a big deal since the windows were opened" (P24, 33 years old, father).

The results of this study show that participants responded positively to similar images and managed to change their behavior accordingly. This positive response could also be related to targeting SHS rather than targeting smoking in its first-hand effect as, for smokers, it is an addictive consumption and connected to pleasure and satisfaction. For example, "I did not smoke in the car when I took my children to school today. If I am harming myself, I do not want to hurt them anymore (P5, 31 years old, father).

Children Influenced Sustained Success

During the last eight weeks of the study, the effect of shock Ads was mainly reported by participants who had children. Participants who had children reported positive behavioral changes and sustained their anti-SHS behaviors' reported during the first eight weeks of the study. The following are examples of notes taken from diary notes collected during weeks nine to sixteen and written by some participants who succeeded in controlling their behavior regarding SHS during the presence of others. Furthermore, mainly participants who had children. "I can still manage not to smoke in front of my children. I have been doing that for around two months now" (P3, 33 years old, mother).

Midway Failure

On the other hand, participants who did not have children reported less change regarding SHS. Nevertheless, many maintained anti-SHS behaviors; this was not consistent and varied daily. However, this is not surprising as to maintain behaviors based on certain Ads, there should be continuous stimuli to support the initial trigger, as one participant stated: "Unfortunately, I smoked while we had guests at our house; I could not leave them and had a strong urge to smoke" (P12, father, and 25 years old). However, this midway failure was not limited to those who did not have children. A couple of participants failed not to smoke next to children "I smoked while teaching my nephew; this image made me feel very guilty" (P2, 19 years old, no children).

Barriers to the effectiveness of shock tactic targeting SHS

This behavior was documented amongst both cigarette and waterpipe smokers. Even though participants had daily documentation of trying not to smoke while others were present, they took any chance to smoke indoors or while others were present. This behavior was seen and documented more towards the end of the study, with more time passing from the first exposure to shocking Ads.

In reporting their daily behaviors regarding SHS, participants indicated that the efficacy of shock Ads could be hindered by barriers that urged participants to smoke while others were present. Furthermore, many socio-demographic factors had adverse effects on adopting behavioral change in response to shock Ads. Therefore, those factors could be perceived as barriers to the effectiveness of shock tactics in targeting.

Social Norm & Peer Influence

In reporting their daily smoking behavior, participants noted that family and friends' gatherings and occasions were triggers for smoking, even in the presence of others.

Wedding receptions, graduation parties, and weekend gatherings were among the primary smoking triggers reported in this study "Today I smoked when we went out for a reunion with my schoolmates; it has been ages since we met. All of us except for two are smokers anyways, and everybody was smoking." (P5, male, 33 years old). In social gatherings, the social norm for smoking and peer influence can influence nonsmokers to smoke to fit in or connect with smokers. "Yesterday, we were invited to my cousin's wedding reception. I smoked many cigarettes, yet many people surrounded me. Many people were smoking, and I do not think it was worth leaving the party for a cigarette. Even nonsmokers were smoking" (P2, 19 years old male). The social norm for smoking made it easier for participants to be influenced by peer influence and to smoke in public places. Some participants were not concerned much about adult secondhand smokers; they felt it was not harmful to smoke in public places as long as no children were around. "We just returned from one of Amman's most famous Ramadan tents. I smoked a couple of times without leaving the table, many friends were smoking water pipes, and some were smoking cigarettes. I would be of no harm, and especially there were no children there" (P19, 20 years old male).

Shyness & Courtesy

Participants reported that politeness and courtesy are one of the barriers to antismoking shock AD success. Even when participants made an effort tried to force themselves not to harm second smokers with their smoking behavior, they found themselves trapped in telling others to do so. It was not easy for them to tell other family members (e.g., parents and older siblings) not to smoke indoors. "This puts me in an embarrassing situation, and I cannot ask an old man not to smoke" (P10, 28 years old, mother). In Arabic culture, when hosting a guest, the social norms dictate that the hosts go above and beyond to make their guests comfortable and welcome as much as possible (Beldona et al., 2022). This made participants feel shy to ask guests not to smoke indoors or next to their children "Today my uncle visited us today from the United Arab Emirates, he smoked in the guest room while my brother's kids were there" (P3, 33 years old mother). Even when participants were the guests themselves, they felt shy to ask their hosts not to smoke next to their children "Last weekend, we visited my parents where my father ignores the existence of my girl and normally smokes" (P10, 28 years old, mother)

Willpower

Participants reported willpower as another barrier to positive outcomes of antismoking shock Ads. Some participants said in their diaries that they consistently reminded themselves of the amount of harm they were exposing their beloved ones. However, they did not have the power to quit smoking or change their smoking behaviors. "I am afraid that I could cause serious harm to my children, but it is easier said than done." (P3, 33 years old, mother). A lack of willpower is common among smokers and is one of the main barriers to quitting smoking. Despite their knowledge of the amount of self-harm or harm to SHS, smokers are not always motivated or have the self-efficacy to change their smoking behaviors. "I still remember the sadness that image caused me. I try seriously not to smoke in front of children, but I often fail to do so" (P23, 32 years old, father). It was found that participants with lower socioeconomic status or

education levels were less responsive to shock Ads and were not motivated to undergo any behavioral change.

These respondents in their dairies seemed to neglect the message delivered through the Ads used and reported that they continued smoking in the presence of others, even children "None of this will work; people will still smoke in the presence of others. I still smoke in front of my kids regardless of those images" (P4, 38 years old, father). Furthermore, the diaries revealed that sure participants trust they have the willpower to change their behavior; however, it is not strong enough to make changes. These participants are probably at the contemplation stage of the "trans theoretical model" and are more open to learning about the possible consequences of their smoking behavior (Kleis et al., 2020). This suggests that continuous exposure to shock Ads may increase smokers' self-efficacy and willpower to change at some point "I still smoke in my office and during meetings, maybe one day I will stop, not now anyways" (P15, 21 years old female).

Environment

In their notes, some participants indicated that it is not always easy to reinforce their anti-SHS behavior when weather circumstances force them to stay indoors. Under such circumstances and feeling the urge to smoke, many participants reported failing not to smoke in the presence of others "It was like hell outside, the temperature was around 40, I smoked the cigarette in my house while my children were in other rooms" (P11, 25 years old, father).

Participants also anticipated failure to change their behavior in the winter season and rainy days "Today it was raining, and I smoked when my friends were with me in the car" (P2, 19 years old male). Similar behavior was reported among waterpipe smokers; smoking waterpipe can go on for hours sometimes, and it would not be easy to enjoy it in extreme climates. "My wife and I set the water pipe in the kitchen today, it was horrible outside, and you cannot enjoy the water pipe in such hot weather. I cannot imagine smoking water pipe on the balcony in the winter" (P13, 36 years old, father). Moreover, some participants reported the inconvenience of leaving their apartments on hot summer days to smoke in front of their apartment building since they do not have balconies "Today it was so hot outside, I smoked the cigarette in the sitting room, and my kids were in the room beside me, I do not have a balcony to go out for a quick buff" (P23, 32 years old, Father).

Supporting factors of SHS behavioral change

Supporting factors that led the participants to modify their risky consumption behavior in response to shock Ads targeting SHS reinforced participants to change this behavior positively. Supporting elements can be separated into three subthemes: emotional factors, rational factors, and family support.

Emotional Factors

During 16 weeks, participants were asked to report their feelings in response to shock Ads targeting SHS, behavioral changes related to those feelings, and factors affecting those behavioral changes. The main driver of behavioral changes in response to shock tactics was

emotions triggered by viewing shocking images. This, and AD recall, could initiate a potential behavioral change among targeted populations. Participants reported strong feelings influencing their behavioral changes, such as guilt, regret, fear, and sadness. "Guilt, fear, and sadness, it is what I feel every day since I saw the Ads three weeks ago" (P10, 28 years old, mother). These feelings were the main motives for decisions taken to modify the smoking behavior of many participants. Moreover, such emotions were reported by participants over the 16 weeks of the study, and it was obvious that adopting images targeting SHS and depicting children created good memory recall among participants, which supported the potential behavioral change.

In addition to guilt, many participants reported that the change in their daily behavior regarding SHS was due to fear of the consequences of the risky consumption behavior on others. Fear is essential to shock tactics, especially those targeting risky consumption behaviors. Many studies reported fear as an effective motivator of behavioral change (Manyiwa & Bernan, 2012). Evoking feelings of fear was related to images depicting children in distress. An in-depth analysis of Arabic society clearly shows the excellent care for offspring and the coming generation. This is particularly important as images of distressed children have continuously shown more potent effects and better memory recall throughout this study. Feelings of fear of harming the younger population have been clear among the notes taken from participants' diaries and have been chiefly reported among participants who had children "I am even afraid of others smoking when my children are around now, I only smoke on the balcony" (P3, 33 years old, mother).

Shock AD facilitates message comprehension, retention, and positive behavioral changes, mainly if related to the consumer. Shock imagery has also triggered sadness and increased possible behavioral change (Satas, 2014). In the diary notes collected from participants, the feeling of sadness has been related to positive behavioral change regarding SHS. "I still remember the sadness that image caused me. I try seriously not to smoke in front of children" (P23, 32 years old, father). Sadness reflects a sense of compassion or empathy. AD evoking can be effective at drawing awareness of social issues.

Furthermore, many participants reported feeling regret for their previous SHS behavior. Participants indicate that part of their decision to change their smoking behavior is in the presence of others. Regret is produced when individuals evaluate their behavior as a failure but focus on the specific features or actions of the self that led to the loss. The following are quotes from diary notes of participants reporting regret as a motivator of their behavioral change "I imagine suffocating my children in that bag. I regret every day where I have smoked in their presence" (P10, 28 years old, mother).

Participants who spread positive innovativeness display positive personalities and traits and can be considered innovators or early adopters of innovative ideas. Innovators extend positive WOM about their experience with a new product or service according to the science of consumer behaviors. This significant finding highlights that social marketers must invest in individuals who can help them spread positive WOM regarding their cause (Winer & Dhar, 2011; Schiffman & Kanuk, 2011). Targeting this group of consumers and influences is

Necessary, especially for social marketers. The nature of the product in SM is complex and intangible, and behavioral and attitudinal change need a higher level of involvement. The benefit and rewards of adopting a new positive behavior might be indirect (Tweneboah-Koduah, 2013). However, it can be felt emotionally and valued by the consumer. "Today, I was at a barbershop, and there was a little boy. I ignored that he was next to me when I lit a cigarette; after two or three puffs, however, I thought how selfish I was, and I asked the barber to throw my cigarette outdoors and apologized loudly so that others might behave like me and not smoke. Those pictures made me think twice about smoking around children" (P2, 19 years old, male).

Furthermore, several participants who controlled or modified their behavior by not smoking next to children specifically reported clear positive feelings. "I am happy, and today I did not smoke at all at home" (P13, 36 years old, father). This is consistent with the findings reported through this thesis so far. It highlights the importance of targeting SHS behavior harming children in the first place, as this could be the most effective use of shock tactics in countries like Jordan, where smoking is a social norm. There is no control on SHS with high prevalence reported: "I feel much better today as did not smoke next to my children, going to the kitchen to smoke will not make me lose anything, and at least my children are safe." (P14 Diary note, female, 22 years old).

Smoking provides social value for smokers who feel empowered by gaining and maintaining social networks and social status or use it to pass the time during holidays or in response to the weather. Corner and Randal (2011) mention that different SM campaigns that adopt innovative value and emotion-based tactics are more successful in making the target audience transform themselves and changing negative behaviors, like smoking or making others consume SHS. In this case, participants recalled the Ads and took immediate steps to limit smoking behaviors because of the perceived value of behavioral change on others.

Analyzing participants' diaries reveals that smoking parents were more determined and consistent in their behavioral change than smokers who do not have children. For example, many participants who did not have children reported having smoked in the presence of nonsmokers on some occasions and thus did not achieve a complete behavioral change as smoking parents did. The emotional factor in the parent-child relationship and Ads highlighting how SHS could harm children effectively target smoking parents.

Rational Factors

Apart from being emotional and recalling the shocking Ads, several participants rationalized their attempts to modify their risky consumption behavior. A rational appeal is usually used with the audience more highly involved or self-interested in the product, service, or topic. (Kotler et al., 2008) In this case, participants were smokers, so the Ads used were directly related to their behavior. Participant rationalized their decision not to smoke in the presence of others, referring to the intense massage received from the Ads. Ads should have logical aspects, arguments, and information that would increase rational thinking and straightforward and quick

decision-making (Fill 2009, p. 520). The following comments show some relevant examples of such rationalization: (P1, 42 years old, father):

"As a father, I know I am a role model for my children, just like my father was to me. So, I do not smoke next to them, and my wife tells them that smoking is a bad and disgusting habit. Since I started smoking on the balcony, they know this is a dangerous behavior that harms them. […] A funny situation happened: we went to a friend's home one day. My friend smoked inside the house, so my daughter told him he was being a naughty boy and that he should not smoke inside the home; I was proud that my children are aware of the negative effect of secondhand smoking."

The results were highlighted in the diary notes (P11, 25 years old, father), recounting a situation in his life while participating in this study. It is not as prominent as the previous three factors, but it is still essential. Like any consumer, participants face situations and then decide regarding their consumption behavior, including the unplanned purchase or use of a service. The participant's wife called the participant and informed him that she was pregnant. He decided not to smoke at home at all from this point forward. The same participant and his wife used to smoke the water pipe together, yet once he knew that his wife was pregnant, he decided not to smoke at home. (P13, 36 years old, father): "Once my wife informed me that she was pregnant in her fourth month, I immediately recalled the Canada Health AD and decided not to smoke to support my wife through her journey and convince her not to smoke waterpipe until she gives birth. Every time I smoke, I recall that boy suffocating in the plastic bag, for the sake of my kids, I got an e-cigarette, and I am planning to quit soon."

Exposure to shock Ads thus had a lasting effect on the memory recall of the participant that caused him to create a behavioral change. Individuals live together within social groups, and those social groups teach them what behavior is acceptable and unacceptable. These behaviors evaluate objects, ideas, actions, persons, and advertising (Urwin & Venter, 2014). Based on this, epistemological and ontological parameters of individual and social behavior are formed, and social norms are born based on this. Shock tactics violate social standards, or acceptable and non-acceptable behavior, and offend the target audience. The violation occurs when the AD breaks the parameters of "good taste, decency, visual decency, and personal moral standards" (Dahl et al., 2003, p. 269). Interestingly, a fresh cycle is emerging in this case. As the participant was shocked and experienced feelings of guilt, fear, and sadness seeing a child suffering, it caused him to develop and enact new norms within his family circle that will hopefully be passed on to new generations and combat the smoking epidemic.

Family Support

While analyzing the data, several themes still needed to be considered. First, micro-social circles tremendously influence an individual's risky consumptive behavior. The primary influence in adopting risky consumptive behavior comes from micro-social circles, family, and friends. Saad (2015) states that SM will most likely be ineffective if negative behavior is a social norm. However, some participants found support among family and friends in changing their risky consumption behavior, showing that micro-social circles can play both a positive

and negative role for the smoker. "My wife is a great supporter for me; she is pleased that I stopped smoking at home, and I am willing to keep her happy" (P8, 37 years old father). The analysis of the diary notes shows that several participants acknowledged the critical role of their families or other close people that helped them to modify their risky consumption behavior "Today I visited my sister, and she was delighted and said that it was the first time I smelled good. This gave me a push to keep on smoking my electric cigarette." (P3, 33 years old, mother). The success of an AD depends on how the target audience perceives it. Therefore, if micro-social circles that support smoking and are careless about SHS surround a consumer, the participant will likely not experience positive behavioral change. Contrarily, if supportive individuals surround the participant, the micro-social circle supports better decision-making about smoking and subjecting others to SHS consumption.

Contribution

Using diary notes allowed the researcher to document participants' daily behaviors, hence the effectiveness of the Ads used. In addition, utilizing the diary note method allowed the researcher to capture self-reported feelings directly, follow the study group for almost four months, and test memory recalls for longer. It has been reported that research on shock AD has yet to be decisive regarding its efficacy in creating behavioral change. However, this study says promising outcomes regarding the effectiveness of shock tactics if suitable supporting factors were present. In this case, applying shock tactic would have a positive behavioral effect on the behaviors of smokers in the presence of others.

This study was a diary note study that explored shock Ads' effect on SHS using a set of previous shock Ads in other countries. Combining both methods allowed an in-depth exploration of participants' responses to and memory recall of shock Ads. It further allowed tracing the participants' change in SHS behavior during sixteen weeks. Nevertheless, shock AD has been adopted in the USA and European Countries for more than half a century, and it was surprising that participants reported viewing such images for the first time. Religious and social beliefs could be among the factors restricting such appeals in Jordan and similar countries. This, however, could increase the effectiveness of such ads in targeting SHS in this area. It was found that shock Ads depicting children's distress affected participants most and generated guilt, regret, fear, and sadness. Nevertheless, those feelings were less reported towards the end of the study; they have been found to initiate a positive behavioral change among smokers regarding SHS, especially when children were present. The latter was more consistent among participants who had children.

The effectiveness of shock tactics was affected by educational, social, and environmental factors; however, emotional, familial, and rational factors influenced a positive behavioral change in response to shock tactics targeting SHS. This study forms a benchmark for further research investigating the effect of shock tactics on SHS. Other studies are recommended to examine this through prolonged periods and larger samples adopting quantitative research methods.

CONCLUSION

Smoking is an addictive habit, but whether or not an individual smoke next to children is a behavioral decision. Since smokers struggle to quit smoking, the second stage of the research explored shock Ads that target SHS (smoking indoors, next to children, or near pregnant women) over 16 weeks. The participants wrote about their consumption behavior and emotions in a diary notebook. Some respondents showed changes in their day-to-day behaviors regarding smoking near others, especially children. The level of education and parenthood influenced this behavior.

The findings of this study are relevant to both social marketers and policymakers, as well as to commercial marketing professionals and academic researchers. In addition, they provide insight into the role of emotions in shaping consumer behavior locally in Jordan, regionally in the Middle east, and internationally.

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