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**THE INFLUENCE OF ADVERTISEMENTS AND RELIGIOUS
FACTORS ON CONDOM USE INTENTIONS AMONG MARRIED
MALE MUSLIMS IN PAKISTAN**



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UUM
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2017**



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Abstrak

Walaupun kerajaan telah mengambil langkah untuk mengawal kadar kelahiran di Pakistan, dan menyebarkan kesedaran mengenai perancangan keluarga melalui iklan, kadar pertumbuhan penduduk Pakistan masih lagi tinggi. Di Pakistan, iklan kontraseptif dikecam kerana ia dilabel sebagai tidak senonoh, tidak bermoral, anti-kebudayaan dan anti-agama. Misalnya, Pihak Berkuasa Pengawalseliaan Media Elektronik Pakistan (PEMRA) mengharamkan iklan "kondom Josh" kerana aduan yang diterima dan tekanan daripada rakyat Pakistan kerana mereka berpendapat iklan itu tidak mencerminkan nilai agama Islam. Walau bagaimanapun, fakta membuktikan bahawa penjualan kondom Josh mencatat kenaikan yang mendadak selepas pengharaman iklan tersebut. Objektif utama kajian ini adalah untuk menyelidik pengaruh iklan kondom ke atas sikap terhadap iklan kondom (AtAc) dan niat bertingkah laku bagi lelaki Muslim yang telah berkahwin untuk menggunakan kondom (BI). Faktor keagamaan iaitu kepercayaan agama (RB), pemimpin agama (RL), keagamaan (REL) dan norma subjektif (SN) juga dimasukkan ke dalam kajian ini kerana kaitannya dalam konteks periklanan. Peranan pengantaraan AtAc dan peranan penyederhanaan REL juga menjadi fokus kajian ini. Pengumpulan data melibatkan lelaki Muslim Pakistan yang telah berkahwin menggunakan rekabentuk kajian keratan rentas. Kajian ini menggunakan kaedah persampelan 'snowball' daripada 213 responden yang dijalankan secara tadbir-kendiri. Partial Least Square-Structural Equation Modelling (PLS-SEM) digunakan untuk menguji hipotesis kajian. Hasil kajian ini menunjukkan bahawa PF, RB, SN, dan AtAc adalah faktor penting dalam mempengaruhi niat penggunaan kondom dalam kalangan lelaki Muslim Pakistan yang telah berkahwin. Kajian ini juga mendedahkan bahawa AtAc adalah pengantara yang signifikan bagi hubungan antara PF dan BI, dan faktor keagamaan adalah penyederhana yang signifikan bagi hubungan antara PF, RL, dan BI. Kesimpulannya, kajian ini telah memberi sumbangan yang bernilai, meliputi praktikal dan teori dalam bidang periklanan. Ia juga menyumbang kepada Teori Tingkah Laku Terancang dengan menambah pembolehubah yang signifikan dalam menentukan niat bertingkah laku. Ia juga bermanfaat bagi mereka yang ingin mengiklankan produk terutama produk kontroversi dalam media Pakistan.

Kata kunci: Iklan kondom, Kepercayaan agama, Pemimpin agama, Keagamaan, Tingkah laku.

Abstract

Despite government measures to control birth rate in Pakistan and spreading awareness about family planning through advertisements, Pakistani population growth rate is still high. In Pakistan, advertisements of contraceptives are cursed because advertisements are labeled as indecent, immoral, anti-cultural and anti-religion. For instance, Pakistan Electronic Media Regulatory Authority (PEMRA) banned advertisements of “Josh condom” because of the complaints and pressure of the Pakistani people as they argued that the advertisements disregard to their religious values. However, facts revealed that Josh condom sale recorded a sharp increase after the ban of the advertisements. The main objective of this study is to investigate the influence of condom advertisements on attitude toward advertisements of condoms (AtAc) and behavioral intentions of Pakistani married male Muslims to use condoms (BI). Religious factors namely religious beliefs (RB), religious leaders (RL), religiosity (REL) and subjective norms (SN) were also incorporated into the study because of their relevancy in an advertising context. The mediating role of AtAc and the moderating role of REL was also the focus of the study. Data were collected from the Pakistani married male Muslims using a cross-sectional study design. The study adopted snowball sampling and gathered data from 213 respondents through the personally-administered method. Partial Least Squares-Structural Equation Modeling (PLS-SEM) was used to test the study hypotheses. Findings of the study show that PF, RB, SN, and AtAc are important factors in influencing condom use intentions of Pakistani married male Muslims. Results also revealed that AtAc significantly mediates between the relationship of PF and BI and religiosity significantly moderates between the relationship of PF, RL, and BI. Conclusively, this research has added valuable contributions, both practically and theoretically in the advertising field. It also contributed to the Theory of Planned Behavior by adding variables which are significant in determining the behavioral intention. It is also beneficial for those who want to advertise products especially controversial products in Pakistani media.

Keywords: Condom advertisements, Religious beliefs, Religious leaders, Religiosity, Behavioral intention.

Acknowledgment

All praise and glory to Almighty Allah (Subhanahu Wa Taalaa) who gave me courage and patience to carry out this work. Peace and blessing of Allah be upon last Prophet Muhammad (Peace Be Upon Him).

Firstly, I would like to express my sincere gratitude to my supervisors; Dr. Norsiah Abdul Hamid and Dr. Sabrina Mohd Rashid for their continuous support and both helped me at every step and encouraged me to accomplish my Ph.D. journey.

Besides my supervisors, I would like to thank my parents, brothers, sisters, and friends for supporting and encouraging me during my studies.

Lastly, I would like to express tremendous gratitude to my loving wife Sana Rehman for her support and encouragement and I dedicate this thesis to her and our dearest son Aahil Rehman.



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List of Abbreviations

AtAc	Attitude toward Advertisements of Condoms
ATB	Attitude toward Behavior
BI	Behavioral Intention
HIV	Human Immunodeficiency Virus
IAAP	International Advertising Association of Pakistan
NF	Negative Feelings toward Advertisements of Condoms
PBC	Perceived Behavioral Control
PEMRA	Pakistan Electronic Media Regulatory Authority
PF	Positive Feelings toward Advertisements of Condoms
PNIPS	Pakistan National Institute of Population Studies
RB	Religious Beliefs about Condom Use
REL	Religiosity
RL	Religious Leaders
SN	Subjective Norms
STD	Sexually Transmitted Diseases
STI	Sexually Transmitted Infections
TFR	Total Fertility Rate
TPB	Theory of Planned Behavior

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Controversial advertising poses a challenge to sexual, religious or moral taboos. Crossing the boundaries of good taste, advertising incompatible with good commercial practice or even causing a scandal is the way to achieve publicity, often at low cost. A few billboards or viral videos released on the internet are enough for media to pick it up and report a “scandalous campaign”, providing the product or the company with additional publicity. Profit is what matters, so those responsible for the message go on to further violate the fundamental values of the society only to attract customers’ attention (Koszemsbar-Wiklik, 2016).

There are many companies that used controversial advertisements to achieve their goals successfully. For example, companies like Wonderbra, French Connection UK, and Love Kylie became successful in gaining audience attention and economical rise in their business (Pope, Voges, & Brown, 2004).

Mostly, sex and fear appeals are used in controversial advertisements to attract people which are seen as controversial and such advertisements are being criticized because of manipulation of facts, promotion of materialistic values, controversial contents and controversial products e.g., condom. These criticisms indicate that controversial advertisements also destruct audience’s attention, feelings, and attitudes about a product or brand which also lead to the potential loss in the market (Tehrani, Tehrani, & Moghadam, 2014). Controversial advertising is considered socially indecent, offensive, embarrassing and socially sensitive and it harms public morality and feelings and also affects the consumer behavior.

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Appendix A
English Questionnaire



**INFLUENCE OF CONDOM
ADVERTISEMENTS AND RELIGIOUS
FACTORS ON CONDOM USE
INTENTIONS: AN EMPIRICAL STUDY
AMONG MALE MUSLIMS IN PAKISTAN**

**School of Multimedia Technology and Communication (SMTC)
UUM College of Arts and Sciences
Universiti Utara Malaysia**



QUESTIONNAIRE

Dear Valued Respondents,

This survey questionnaire is to investigate the relationship between advertisements of condoms and intention to use condom and moderating effect of religiosity of Pakistani male Muslims. Questionnaire also examines the influence of religious beliefs about condom use of Pakistani male Muslims and subjective norms on intention to use condom.

For the objectivity of this research, you are humbly required to answer all the questions of this survey in the provided spaces. There is no wrong or right answers, as the answers to each question will be regarded as your own true perception.

I sincerely hope you can spend times to answer this survey. The result from this survey will be used in aggregate, without referring to any one individual, and will be used solely for academic research purposes. Your response will be kept confidential.

Thank you for your time and kind cooperation.

Abdul Rehman Madni (96014)

Candidate in PhD

(Communication)

School of Multimedia technology and Communication,

UUM College of Arts and Science,

Universiti Utara Malaysia.

+601135374748, +923006014743

communicator2100@gmail.com

Section A: Background Information

Please tick (√) the appropriate box.

Age: _____ years Old.

Education:

Up to Matric	<input type="checkbox"/>
Intermediate to Bachelor	<input type="checkbox"/>
Master or above	<input type="checkbox"/>

Residence:

Urban	<input type="checkbox"/>
Rural	<input type="checkbox"/>

Time of marriage

Upto 1 year	<input type="checkbox"/>
2 to 5 years	<input type="checkbox"/>
6 to 10 years	<input type="checkbox"/>
More than 10 years	<input type="checkbox"/>

Number of Wives:

One	<input type="checkbox"/>
Two	<input type="checkbox"/>
Three	<input type="checkbox"/>
Four	<input type="checkbox"/>

Number of children:

One	<input type="checkbox"/>
Two	<input type="checkbox"/>
Three	<input type="checkbox"/>
Four	<input type="checkbox"/>
Five	<input type="checkbox"/>
More than Five	<input type="checkbox"/>

Monthly Income:

Upto 7000	<input type="checkbox"/>
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UUM
Universiti Utara Malaysia

7000 to 50000

More than 50000

Sect:

Deoband

Breelvi

Ahl e Hadith

Shia

Section B: Religiosity

Please indicate your reactions to the following statements by using the scale.

1 2 3 4 5

Not at all True of me Somewhat True of me Moderately True of me Mostly True of me Totally True of Me

Items	Scale				
B1 I often read books and magazines about my faith.	1	2	3	4	5
B2 I make financial contributions to my religious organization.	1	2	3	4	5
B3 I spend time trying to grow in understanding of my faith.	1	2	3	4	5
B4 Religion is especially important to me because it answers many questions about the meaning of life.	1	2	3	4	5
B5 My religious beliefs lie behind my whole approach to life.	1	2	3	4	5
B6 I enjoy spending time with others of my religious affiliation.	1	2	3	4	5
B7 Religious beliefs influence all my dealings in life.	1	2	3	4	5
B8 It is important to me to spend periods of time in private religious thought and reflection.	1	2	3	4	5
B9 I enjoy working in the activities of my religious affiliation.	1	2	3	4	5
B10 I keep well informed about my local religious group and have some influence in its decisions.	1	2	3	4	5

Section C: Positive Feelings toward Advertisements of Condoms

Indicate to what extent you feel about advertisements of condoms.

	1	2	3	4	5
	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Items	Scale				
C1 I feel interested	1	2	3	4	5
C2 I feel excited	1	2	3	4	5
C3 I feel strong	1	2	3	4	5
C4 I feel enthusiastic	1	2	3	4	5
C5 I feel proud	1	2	3	4	5
C6 I feel alert	1	2	3	4	5
C7 I feel inspired	1	2	3	4	5
C8 I feel determined	1	2	3	4	5
C9 I feel attentive	1	2	3	4	5
C10 I feel active	1	2	3	4	5

Section D: Negative Feelings toward Advertisements of Condoms

Indicate to what extent you feel about advertisements of condoms.

	1	2	3	4	5
	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Items	Scale				
D1 I feel distressed	1	2	3	4	5
D2 I feel upset	1	2	3	4	5
D3 I feel guilty	1	2	3	4	5
D4 I feel scared	1	2	3	4	5
D5 I feel hostile	1	2	3	4	5
D6 I feel irritable	1	2	3	4	5

D7	I feel ashamed	1	2	3	4	5
D8	I feel nervous	1	2	3	4	5
D9	I feel jittery	1	2	3	4	5
D10	I feel afraid	1	2	3	4	5

Section E: Attitude toward advertisements of condoms

How much do you agree or disagree with the following statements about advertisements of condoms?

		1	2	3	4	5
		Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
	Items	Scale				
E1	The advertisements of condoms are appropriate.	1	2	3	4	5
E2	The advertisements of condoms are easy to understand.	1	2	3	4	5
E3	The advertisements of condoms are good.	1	2	3	4	5
E4	The advertisements of condoms are informative.	1	2	3	4	5
E5	The advertisements of condoms are very meaningful.	1	2	3	4	5
E6	The advertisements of condoms are very realistic.	1	2	3	4	5
E7	The advertisements of condoms are very persuasive.	1	2	3	4	5
E8	The advertisements of condoms are objective.	1	2	3	4	5
E9	The advertisements of condoms are appealing to my individual values.	1	2	3	4	5

Section F: Religious beliefs about condom use

How much do you agree or disagree with the following statements about condom use?

	1	2	3	4	5
	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Items	Scale				
F1	My religion allows using condom.				5
F2	My religion approves condom use.				5
F3	According to my beliefs that it is sinful to use condom.				5
F4	It is wrong to use condom to avoid or delay pregnancy.				5
F5	A person who use condom cannot be blessed by God.				5

Section G: Subjective Norms

How much do you agree or disagree with the following statements?

	1	2	3	4	5
	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Items	Scale				
G1	The people in my life whose opinions I value would approve of my use of condom.				5
G2	Most people who are important to me think I should use condom.				5
G3	Most people like me use condom.				5

Section H: Religious Leaders

How much do you agree or disagree with the following statements?

	1	2	3	4	5
	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Items	Scale				
H1	Religious leaders think that I should use condom.				5
H2	When it comes to using condom, how much religious leaders thinks you should use condom?				5

Section I: Intention to use condom

Please indicate your reactions to the following statements by using the scale.

	1	2	3	4	5
	Extremely Unlikely	Very Unlikely	Moderate	Very Likely	Extremely Likely
Items					Scale
11	I intend to use condom regularly in future.				1 2 3 4 5
	1	2	3	4	5
	Definitely False	Very False	Moderate	Very True	Definitely True
Items					Scale
12	I will try to use condom regularly in future.				1 2 3 4 5

How much do you agree or disagree with the following statements?

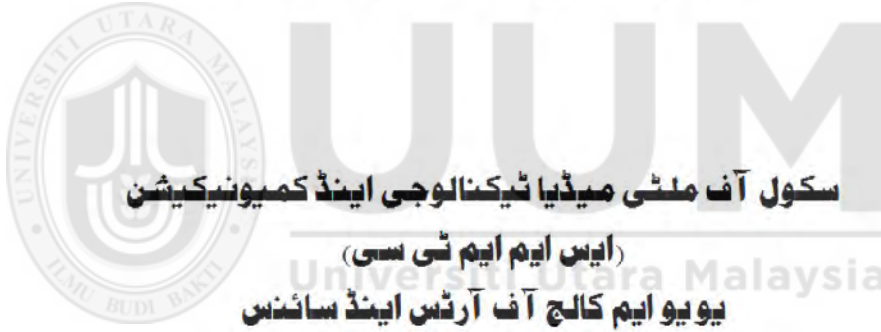
	1	2	3	4	5
	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
Items					Scale
13	I plan to use condom regularly in future.				1 2 3 4 5

Thank you for your time, your effort is sincerely appreciated.

Appendix B
Urdu Questionnaire



کنڈوم کے اشتہارات اور مذہبی عناصر کے کنڈوم کے
استعمال کی نیت پر اثرات: ایک تحقیقی مطالعہ



سکول آف ملٹی میڈیا ٹیکنالوجی اینڈ کمیونیکیشن

(ایس ایم ایم ٹی سی)

یویو ایم کالج آف آرٹس اینڈ سائنس

یونیورسٹی اتارا، ملیشیا



سوالنامہ

محترم، اس سروے کا مقصد کنڈوم کے استعمال کے متعلق مذہبی عقائد، کنڈوم کے اشتہارات اور استعمال کی نیت کے مابین تعلق کی تلاش اور اس تعلق میں مذہبیت کے کردار کو ڈھونڈنا بھی پیش نظر ہے۔ سیکولر نارمز کا استعمال کی نیت پر اثر ڈھونڈنا بھی اس سروے کا مقصد ہے۔

اس تحقیقی کی غیر جانبداری کے لیے آپ سے تمام سوالات کے جوابات کے درخواست گزار ہیں۔ اس سوالنامے میں کوئی جواب بھی غلط یا درست نہیں ہوگا تمام جوابات کو آپ کے خیالات کا درست مظہر سمجھا جائے گا۔

میں اخلاص سے امید رکھتا ہوں کہ آپ تمام سوالات کے جواب دیں گے، اس سروے کے نتائج کسی بھی فرد کی شناخت کو ظاہر کیے بغیر مجموعی طور پر پیش کیے جائیں گے اور اس تحقیق کے نتائج صرف تعلیمی تحقیق کے مقاصد کے لیے استعمال ہو سکتے۔ آپ کے دیئے گئے تمام جوابات خفیہ رکھے جائیں گے۔

آپ کے وقت اور تعاون کے لیے شکر گزار ہیں۔



عبدالرحمان مدنی (96014)

پی ایچ ڈی (کیونیکیشن)

سکول آف ملٹی میڈیا ٹیکنالوجی اینڈ کمیونیکیشن (ایس ایم ایم ٹی سی)

یو یو ایم کالج آف آرٹس اینڈ سائنس

یونیورسٹی اُتارا، ملیشیاء

سیکشن اے میں معطر

مہربانی فرما کر ذیل میں دیئے گئے متعلقہ خانوں پر نشان لگائیں۔

عمر:.....سال

تعلیم:

میٹرک تک

انٹرمیڈیٹ سے گریجویٹیشن تک

ماسٹریا اس سے زیادہ

شہری

رہائشی:

دیہاتی

ایک سال تک

شادی کھوئے مدت:

دو سے پانچ سال تک

چھ سے دس سال تک

دس سال سے زائد

ایک

بیویوں کی تعداد:

دو

تین

چار

ایک

بچوں کی تعداد:

دو

تین

چار

پانچ

پانچ سے زائد

سات ہزار تک

ماہانہ آمدن:

سات ہزار سے پچاس ہزار تک

پچاس ہزار سے زائد

دیوبندی

فرقہ:

بریلوی

الہمدیہ

شعبہ



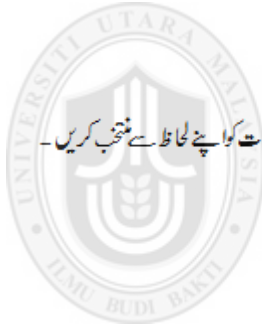
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سیکشن بی - مذہبیت

سکیل کا استعمال کرتے ہوئے درج ذیل دیئے گئے بیانات کے آگے متعلقہ خانوں میں نشان لگائیں۔

1	2	3	4	5
بالکل نہیں	کسی حد تک	اعتدال	زیادہ تر	بہت زیادہ

- بی 1۔ میں اکثر اپنے عقیدہ و ایمان کے متعلق میگزین اور کتابیں پڑھتا ہوں۔
- بی 2۔ میں اپنی مذہبی جماعتوں اور تنظیموں کی مالی مدد کرتا ہوں۔
- بی 3۔ میں اپنے عقیدہ و ایمان کو سمجھنے کے لیے وقت صرف کرتا ہوں۔
- بی 4۔ مذہب میرے لیے بہت ضروری ہے کیونکہ یہ زندگی کے بارے میں میرے کئی سوالات کا جواب دیتا ہے۔
- بی 5۔ زندگی کے بارے میں میرے تمام نقطہ نظر کے پیچھے میرے مذہبی عقائد ہیں۔
- بی 6۔ مجھے اپنے ہم مذہب لوگوں کے ساتھ وقت گزارنا اچھا لگتا ہے۔
- بی 7۔ میرے مذہبی عقائد میری زندگی کے تمام معاملات پر اثر انداز ہوتے ہیں۔
- بی 8۔ اپنی ذاتی مذہبی افکار و اعمال پر وقت صرف کرنا میرے لیے بہت زیادہ اہمیت رکھتا ہے۔
- بی 9۔ میں اپنی ذاتی زندگی میں بڑھ چڑھ کر مذہبی سرگرمیوں میں حصہ لیتا ہوں۔
- بی 10۔ میں اپنے مذہب کی مقامی سطح کی تنظیم کے بارے میں مکمل معلومات رکھتا ہوں اور تنظیم کے فیصلوں پر اثر انداز بھی ہوتا ہوں۔



سیکشن سی - کنڈوم کا اشتہارات کے متعلق مثبت احساسات۔

کنڈوم کے اشتہارات کے متعلق آپ کیا محسوس کرتے ہیں، سکیل کا استعمال کرتے ہوئے نیچے دیئے گئے جذبات کو اپنے لحاظ سے منتخب کریں۔

1	2	3	4	5
بالکل نہیں	تھوڑا	اعتدال	زیادہ	بہت زیادہ

- سی 1۔ میں دلچسپی محسوس کرتا ہوں۔
- سی 2۔ میں پر جوش محسوس کرتا ہوں۔
- سی 3۔ میں مضبوطی محسوس کرتا ہوں۔
- سی 4۔ میں حوصلہ افزائی محسوس کرتا ہوں۔
- سی 5۔ میں اثر محسوس کرتا ہوں۔
- سی 6۔ میں فعال محسوس کرتا ہوں۔
- سی 7۔ میں فخر محسوس کرتا ہوں۔
- سی 8۔ میں اہمیت محسوس کرتا ہوں۔
- سی 9۔ میں ثابت قدم محسوس کرتا ہوں۔
- سی 10۔ میں متوجہ محسوس کرتا ہوں۔

سیکشن ڈی۔ کنڈوم کے اشتہارات کے حلقہ نقلی احساسات۔
 کنڈوم کے اشتہارات کے متعلق آپ کیا محسوس کرتے ہیں، سکیل کا استعمال کرتے ہوئے نیچے دیئے گئے جذبات کو اپنے لحاظ سے منتخب کریں۔

1	2	3	4	5
بالکل نہیں	تھوڑا	اعتدال	زیادہ	بہت زیادہ

- 1 2 3 4 5 ڈی 1۔ میں پریشانی محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 2۔ میں ادا ہی محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 3۔ میں مجرم محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 4۔ میں ڈر محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 5۔ میں نفاق محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 6۔ میں چڑچڑاپن محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 7۔ میں شرمندگی محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 8۔ میں تڑپ محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 9۔ میں بے چینی محسوس کرتا ہوں۔
 1 2 3 4 5 ڈی 10۔ میں خوف محسوس کرتا ہوں۔

سیکشن ای۔ کنڈوم کے اشتہارات کے بارے میں رویہ
 درج ذیل درجے گئے کنڈوم کے اشتہارات کے بارے میں بیانات سے آپ کس حد تک متفق ہیں۔ سکیل کا استعمال کرتے ہوئے جواب دیں۔

1	2	3	4	5
بہت زیادہ اختلاف	اختلاف	اعتدال	اتفاق	بہت زیادہ اتفاق

- 1 2 3 4 5 ای 1۔ کنڈوم کے اشتہارات مناسب ہیں۔
 1 2 3 4 5 ای 2۔ کنڈوم کے اشتہارات آسانی سے سمجھا جاتے ہیں۔
 1 2 3 4 5 ای 3۔ کنڈوم کے اشتہارات اچھے ہیں۔
 1 2 3 4 5 ای 4۔ کنڈوم کے اشتہارات معلوماتی ہیں۔
 1 2 3 4 5 ای 5۔ کنڈوم کے اشتہارات بہت زیادہ مبہم ہوتے ہیں۔
 1 2 3 4 5 ای 6۔ کنڈوم کے اشتہارات حقیقت پر مبنی ہوتے ہیں۔
 1 2 3 4 5 ای 7۔ کنڈوم کے اشتہارات بہت زیادہ قائل کرنے والے ہوتے ہیں۔
 1 2 3 4 5 ای 8۔ کنڈوم کے اشتہارات غیر جانبدار ہوتے ہیں۔
 1 2 3 4 5 ای 9۔ کنڈوم کے اشتہارات میرے ذاتی اقدار کو بھیل کرتے ہیں۔

سیکشن ایف۔ کنڈوم کے استعمال کے بارے میں مذہبی عقائد۔

درج ذیل دیئے گئے کنڈوم کے استعمال کے متعلق بیانات سے آپ کس حد تک اتفاق کرتے ہیں۔

1	2	3	4	5
بہت زیادہ اختلاف	اختلاف	اعتدال	اتفاق	بہت زیادہ اتفاق

- 1 2 3 4 5 ایف 1۔ میرا مذہب کنڈوم کے استعمال کی اجازت دیتا ہے۔
- 1 2 3 4 5 ایف 2۔ میرا مذہب کنڈوم کے استعمال کی منظوری دیتا ہے۔
- 1 2 3 4 5 ایف 3۔ میرے عقائد کے مطابق کنڈوم کا استعمال گناہ ہے۔
- 1 2 3 4 5 ایف 4۔ حمل کو روکنے کے لیے کنڈوم کا استعمال غلط ہے۔
- 1 2 3 4 5 ایف 5۔ کنڈوم کا استعمال کرنے والا خدا کی نعمتوں سے محروم ہو جاتا ہے۔

سیکشن جی۔ سچکھو مارمر

درج ذیل دیئے گئے بیانات سے آپ کس حد تک متفق ہیں، اسکیل کا استعمال کرتے ہوئے جواب دیں۔

1	2	3	4	5
بہت زیادہ اختلاف	اختلاف	اعتدال	اتفاق	بہت زیادہ اتفاق

- 1 2 3 4 5 جی 1۔ میں اپنی زندگی جن لوگوں کی رائے کو اہمیت دیتا ہوں وہ مجھے کنڈوم کے استعمال کی اجازت دیتے ہیں۔
- 1 2 3 4 5 جی 2۔ زیادہ تر لوگ جو میرے لیے اہم ہیں وہ سوچتے ہیں کہ مجھے کنڈوم استعمال کرنا چاہیے۔
- 1 2 3 4 5 جی 3۔ میری طرح کے بہت سے لوگ کنڈوم استعمال کرتے ہیں۔

سیکشن ایچ۔ مذہبی رہنماء

درج ذیل دیئے گئے بیانات سے آپ کس حد تک متفق ہیں، اسکیل کا استعمال کرتے ہوئے جواب دیں۔

1	2	3	4	5
بہت زیادہ اختلاف	اختلاف	اعتدال	اتفاق	بہت زیادہ اتفاق

- 1 2 3 4 5 ایچ 1۔ مذہبی رہنماء سوچتے ہیں کہ مجھے کنڈوم استعمال کرنا چاہیے۔
- 1 2 3 4 5 ایچ 2۔ جب کنڈوم کے استعمال کی بات آتی ہے تو مذہبی رہنماء کس حد تک سوچتے ہیں کہ آجکے کنڈوم استعمال کرنا چاہیے۔

سیکشن آئی۔ کنڈوم کے استعمال کی نیت

درج ذیل بیانات کے بارے میں اپنے ردعمل کا اظہار کریں۔

1	2	3	4	5
باکال امکان نہیں	بہت حد تک امکان نہیں	اعتدال	بہت امکان	انتہائی امکان

آئی 1۔ میں مستقبل میں باقاعدگی سے کنڈوم کے استعمال کی نیت رکھتا ہوں۔

1 2 3 4 5

1	2	3	4	5
بالکل غلط	غلط	اعتدال	درست	بالکل درست

آئی 2۔ میں مستقبل میں باقاعدگی سے کنڈوم استعمال کرنے کی کوشش کروں گا۔

1 2 3 4 5

1	2	3	4	5
بہت زیادہ اختلاف	اختلاف	اعتدال	اتفاق	بہت زیادہ اتفاق

آئی 3۔ میں مستقبل میں باقاعدگی سے کنڈوم کے استعمال کا منصوبہ رکھتا ہوں۔

1 2 3 4 5



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**آپ کی اس تحقیق میں شمولیت اور کاوش
پر میں آپکا کا شکر گزار ہوں۔**

Appendix C Moderation (High and Low Religiosity Groups)

To test for moderating effects, summated scale of religiosity was divided at its mean value to create a high and low group then conducted group comparisons with the dichotomized moderators.

Results of High Religiosity

Paths	High Religiosity				
	B	SE	T	P	R ²
PF->BI	0.30***	0.11	2.58	0.01	0.50
NF->BI	-0.17***	0.07	2.51	0.01	
RB->BI	0.41***	0.08	5.47	0.00	
RL->BI	-0.14**	0.07	1.89	0.03	
SN->BI	0.12**	0.07	1.80	0.04	
PF->AtAc	0.55***	0.06	8.99	0.00	
NF->AtAc	-0.32*	0.24	1.32	0.09	
AtAc->BI	0.26***	0.07	4.01	0.00	
PF-> AtAc->BI	0.14***	0.00	35.98	0.00	
NF-> AtAc->BI	-0.08	0.02	-5.30	1.00	
REL*PF -> BI	1.06***	0.47	2.26	0.01	
REL*NF -> BI	0.48	0.44	1.08	0.14	
REL*AtAc -> BI	0.26	0.37	0.69	0.25	
REL*RB -> BI	0.47	0.41	1.16	0.12	
REL*RL -> BI	-1.02**	0.63	1.62	0.05	
REL*SN -> BI	-0.95**	0.46	2.07	0.02	

*.p<0.1; **.p<0.05;***.p<0.01

Note: Note: REL= Religiosity, PF= Positive Feelings, NF= Negative Feelings, AtAc= Attitude, RB= Religious Beliefs, SN= Subjective Norms, RL= Religious Leaders.

REL= Religiosity, HREL= High Religiosity, LREL= Low Religiosity, PF= Positive Feelings, NF= Negative Feelings, AtAc= Attitude, RB= Religious Beliefs, SN= Subjective Norms, RL= Religious Leaders.

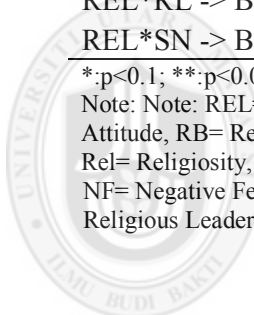
Results of Low Religiosity

Low Religiosity					
Paths	B	SE	t	P	R²
PF->BI	0.23***	0.09	2.59	0.01	0.43
NF->BI	-0.13	0.16	0.85	0.20	
RB->BI	0.45***	0.07	6.62	0.00	
RL->BI	0.06	0.12	0.48	0.31	
SN->BI	0.08	0.09	0.89	0.19	
PF->AtAc	0.57***	0.08	7.06	0.00	
NF->AtAc	-0.08**	0.04	2.01	0.02	
AtAc->BI	0.36***	0.07	5.39	0.00	
PF-> AtAc->BI	0.20***	0.01	38.03	0.00	
NF-> AtAc->BI	-0.03	0.00	-10.81	1.00	
REL*PF -> BI	-0.43	0.45	0.92	0.18	
REL*Nf -> BI	0.65*	0.46	1.34	0.09	
REL*AtAc -> BI	0.18	0.46	0.38	0.35	
REL*RB -> BI	-0.03	0.48	0.06	0.47	
REL*RL -> BI	-0.24	0.35	0.71	0.24	
REL*SN -> BI	0.35	0.26	1.24	0.11	

*:p<0.1; **:p<0.05;***:p<0.01

Note: Note: REL= Religiosity, PF= Positive Feelings, NF= Negative Feelings, AtAc= Attitude, RB= Religious Beliefs, SN= Subjective Norms, RL= Religious Leaders.

Rel= Religiosity, HREL= High Religiosity, LREL= Low Religiosity, PF= Positive Feelings, NF= Negative Feelings, AtAc= Attitude, RB= Religious Beliefs, SN= Subjective Norms, RL= Religious Leaders.



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Appendix D Control Variables

Categories	Overall	High Religiosity	Low Religiosity
Age			
Up to 30 Years	47.74	27.64	20.10
More than 30 Years	52.26	25.63	26.63
Education			
Up to Matric	11.06	5.53	5.53
Intermediate to Bachelor	21.11	10.05	11.06
Master or Above	67.84	37.69	30.15
Residence			
Urban	77.89	44.22	33.67
Rural	22.11	9.05	13.07
Time of Marriage			
Up to 1 Year	16.58	9.05	7.54
1 to 5 Years	44.22	23.62	20.60
6 to 10 Years	16.58	9.05	7.54
More than 10 Years	22.61	11.56	11.06
Number of Wives			
One	95.98	51.26	44.72
Two	3.52	1.51	2.01
Three	0.50	0.50	0.00
Number of Children			
Zero	24.62	12.06	12.56
One	27.14	15.58	11.56
Two	18.09	9.55	8.54
Three	16.08	8.54	7.54
Four	8.54	5.03	3.52
Five	4.02	2.01	2.01
More than 5	1.51	0.50	1.01
Monthly Income			
Upto 7000 Rs	8.04	5.53	2.51
7000 to 50000 Rs	64.82	33.17	31.66
More than 50000 Rs	27.14	14.57	12.56
Sect			
Deoband	25.63	11.56	14.07
Breelvi	28.14	16.58	11.56
Ahle Hadith	6.53	5.03	1.51
Shia	6.03	0.50	5.53
Other	33.67	19.60	14.07

Note: Numbers in the table show percentages

Age: Up to 30 years				
Paths	β	SE	t	P
PF->BI	0.24***	0.06	4.65	0.00
NF->BI	-0.05	0.07	0.70	0.24
RB->BI	0.53***	0.07	6.48	0.00
RL->BI	-0.16**	0.09	1.84	0.03
SN->BI	0.13***	0.06	2.22	0.01
PF->AtAc	0.51***	0.04	12.06	0.00
NF->AtAc	-0.34***	0.10	3.21	0.00
AtAc->BI	0.41***	0.07	6.05	0.00
PF-> AtAc->BI	0.21***	0.00	73.08	0.00
NF-> AtAc->BI	-0.14	0.01	-20.92	1.00
REL*PF -> BI	0.68**	0.41	1.67	0.05
REL*NF -> BI	-0.09	0.29	0.32	0.37
REL*AtAc -> BI	-0.15	0.29	0.50	0.31
REL*RB -> BI	-0.22	0.37	0.59	0.28
REL*RL -> BI	-0.25	0.37	0.70	0.24
REL*SN -> BI	0.04	0.29	0.13	0.45

*.p<0.1; **.p<0.05;***.p<0.01

Age: Above 30 years				
Paths	β	SE	t	P
PF->BI	0.26	0.20	1.31	0.10
NF->BI	-0.14	0.14	1.07	0.14
RB->BI	0.39***	0.07	5.19	0.00
RL->BI	0.00	0.09	0.04	0.48
SN->BI	0.11*	0.07	1.56	0.06
PF->AtAc	0.61***	0.08	7.41	0.00
NF->AtAc	-0.17**	0.09	1.84	0.03
AtAc->BI	0.15**	0.08	1.71	0.05
PF-> AtAc->BI	0.09***	0.01	12.66	0.00
NF-> AtAc->BI	-0.03	0.01	-3.14	1.00
REL*PF -> BI	0.40	0.32	1.25	0.11
REL*NF -> BI	0.21	0.33	0.64	0.26
REL*AtAc -> BI	0.26	0.32	0.82	0.21
REL*RB -> BI	-0.49*	0.32	1.54	0.06
REL*RL -> BI	-0.18	0.31	0.59	0.28
REL*SN -> BI	-0.08	0.32	0.26	0.40

*.p<0.1; **.p<0.05;***.p<0.01

Education: Upto Matric				
Paths	β	SE	t	P
PF->BI	-0.27	0.25	1.06	0.15
NF->BI	0.00	0.25	0.02	0.49
RB->BI	0.44***	0.14	3.20	0.00
RL->BI	-0.07	0.08	0.96	0.17
SN->BI	0.17*	0.11	1.46	0.08
PF->AtAc	0.50***	0.04	11.81	0.00
NF->AtAc	0.40***	0.04	9.61	0.00
AtAc->BI	0.28***	0.07	4.19	0.00
PF-> AtAc->BI	0.14***	0.00	49.47	0.00
NF-> AtAc->BI	0.11***	0.00	40.31	0.00
REL*PF -> BI	-0.42	0.59	0.71	0.24
REL*NF -> BI	-0.26	0.42	0.61	0.27
REL*AtAc -> BI	0.57***	0.24	2.39	0.01
REL*RB -> BI	-1.80***	0.45	3.96	0.00
REL*RL -> BI	0.74**	0.44	1.68	0.05
REL*SN -> BI	1.02*	0.69	1.49	0.08

*.p<0.1; **.p<0.05;***.p<0.01

Education: Intermediate to Bachelor				
Paths	β	SE	t	P
PF->BI	-0.37	0.30	1.22	0.11
NF->BI	-0.14	0.17	0.84	0.20
RB->BI	0.47***	0.06	7.80	0.00
RL->BI	0.06	0.10	0.61	0.27
SN->BI	-0.01	0.10	0.15	0.44
PF->AtAc	0.54***	0.09	6.13	0.00
NF->AtAc	-0.15*	0.10	1.49	0.07
AtAc->BI	0.30***	0.06	5.11	0.00
PF-> AtAc->BI	0.16***	0.01	31.33	0.00
NF-> AtAc->BI	-0.05	0.01	-7.64	1.00
REL*PF -> BI	-0.03	0.33	0.10	0.46
REL*NF -> BI	0.27	0.50	0.55	0.29
REL*AtAc -> BI	1.47***	0.38	3.90	0.00
REL*RB -> BI	-1.31***	0.36	3.70	0.00
REL*RL -> BI	-0.14	0.43	0.31	0.38
REL*SN -> BI	0.63	0.52	1.22	0.12

*.p<0.1; **.p<0.05;***.p<0.01

Education: Master or Above				
Paths	β	SE	t	P
PF->BI	0.23***	0.05	4.52	0.00
NF->BI	-0.13*	0.10	1.35	0.09
RB->BI	0.43***	0.06	6.85	0.00
RL->BI	-0.10*	0.07	1.37	0.09
SN->BI	0.18***	0.06	2.91	0.00
PF->AtAc	0.56***	0.06	9.55	0.00
NF->AtAc	-0.35***	0.12	2.83	0.00
AtAc->BI	0.22***	0.08	2.95	0.00
PF-> AtAc->BI	0.12***	0.00	28.18	0.00
NF-> AtAc->BI	-0.08	0.01	-8.34	1.00
REL*PF -> BI	0.63**	0.30	2.07	0.02
REL*NF -> BI	-0.21	0.28	0.75	0.23
REL*AtAc -> BI	0.32	0.33	0.97	0.17
REL*RB -> BI	-0.24	0.37	0.65	0.26
REL*RL -> BI	-0.32	0.31	1.02	0.15
REL*SN -> BI	-0.37	0.35	1.07	0.14

*.p<0.1; **.p<0.05;***.p<0.01

Residence: Urban				
Paths	β	SE	t	P
PF->BI	0.22***	0.07	3.15	0.00
NF->BI	-0.09	0.10	0.91	0.18
RB->BI	0.41***	0.07	5.57	0.00
RL->BI	-0.04	0.08	0.47	0.32
SN->BI	0.14***	0.06	2.56	0.01
PF->AtAc	0.50***	0.06	8.57	0.00
NF->AtAc	-0.27**	0.20	1.39	0.08
AtAc->BI	0.22***	0.07	3.16	0.00
PF-> AtAc->BI	0.11***	0.00	27.06	0.00
NF-> AtAc->BI	-0.06	0.01	-4.37	1.00
REL*PF -> BI	0.47*	0.30	1.54	0.06
REL*NF -> BI	-0.19	0.27	0.71	0.24
REL*AtAc -> BI	0.41*	0.28	1.47	0.07
REL*RB -> BI	-0.78**	0.36	2.18	0.02
REL*RL -> BI	-0.20	0.28	0.69	0.25
REL*SN -> BI	0.39	0.33	1.16	0.12

*.p<0.1; **.p<0.05;***.p<0.01

Residence: Rural				
Paths	B	SE	T	P
PF->BI	0.35***	0.11	3.07	0.00
NF->BI	-0.20	0.19	1.01	0.16
RB->BI	0.47***	0.09	5.33	0.00
RL->BI	-0.22***	0.06	3.36	0.00
SN->BI	0.10	0.11	0.87	0.19
PF->AtAc	0.74***	0.09	8.58	0.00
NF->AtAc	-0.23***	0.09	2.51	0.01
AtAc->BI	0.57***	0.05	12.66	0.00
PF-> AtAc->BI	0.42***	0.00	108.58	0.00
NF-> AtAc->BI	-0.13	0.00	-31.77	1.00
REL*PF -> BI	0.68	0.58	1.18	0.12
REL*NF -> BI	0.68	0.72	0.95	0.17
REL*AtAc -> BI	-1.65***	0.64	2.57	0.01
REL*RB -> BI	2.37***	0.63	3.77	0.00
REL*RL -> BI	-0.49	0.54	0.90	0.19
REL*SN -> BI	-0.73**	0.39	1.90	0.03

*.p<0.1; **.p<0.05;***.p<0.01

Time of Marriage: Up to 1 year				
Paths	β	SE	T	P
PF->BI	0.38***	0.05	6.88	0.00
NF->BI	-0.11	0.15	0.78	0.22
RB->BI	0.55***	0.06	8.74	0.00
RL->BI	-0.08*	0.05	1.51	0.07
SN->BI	0.13***	0.06	2.33	0.01
PF->AtAc	0.59***	0.07	8.58	0.00
NF->AtAc	0.07	0.29	0.24	0.41
AtAc->BI	0.43***	0.07	6.57	0.00
PF-> AtAc->BI	0.25***	0.00	56.32	0.00
NF-> AtAc->BI	0.03*	0.02	1.55	0.06
REL*PF -> BI	0.80**	0.46	1.72	0.05
REL*NF -> BI	0.27	0.42	0.65	0.26
REL*AtAc -> BI	0.25	0.39	0.63	0.27
REL*RB -> BI	-1.34***	0.42	3.19	0.00
REL*RL -> BI	0.63*	0.47	1.32	0.10
REL*SN -> BI	0.02	0.22	0.09	0.46

*.p<0.1; **.p<0.05;***.p<0.01

Time of Marriage: 1 to 5 year				
Paths	β	SE	T	P
PF->BI	0.15	0.16	0.96	0.17
NF->BI	-0.06	0.07	0.84	0.20
RB->BI	0.50***	0.07	7.30	0.00
RL->BI	-0.22***	0.07	2.96	0.00
SN->BI	-0.01	0.07	0.08	0.47
PF->AtAc	0.48***	0.06	7.91	0.00
NF->AtAc	-0.31*	0.22	1.44	0.08
AtAc->BI	0.29***	0.08	3.54	0.00
PF-> AtAc->BI	0.14***	0.00	28.04	0.00
NF-> AtAc->BI	-0.09	0.02	-5.11	1.00
REL*PF -> BI	0.38*	0.25	1.49	0.07
REL*NF -> BI	-0.06	0.29	0.20	0.42
REL*AtAc -> BI	0.22	0.27	0.81	0.21
REL*RB -> BI	-0.79***	0.31	2.51	0.01
REL*RL -> BI	-0.35	0.33	1.07	0.14
REL*SN -> BI	0.47**	0.29	1.62	0.05

*.p<0.1; **.p<0.05;***.p<0.01

Time of Marriage: 6 to 10 year				
Paths	β	SE	t	P
PF->BI	-0.38	0.37	1.02	0.16
NF->BI	0.16*	0.12	1.39	0.09
RB->BI	0.55***	0.08	7.13	0.00
RL->BI	-0.25***	0.07	3.58	0.00
SN->BI	0.26***	0.07	3.95	0.00
PF->AtAc	0.47***	0.10	4.64	0.00
NF->AtAc	-0.16	0.23	0.70	0.25
AtAc->BI	0.22	0.20	1.09	0.14
PF-> AtAc->BI	0.10***	0.02	5.07	0.00
NF-> AtAc->BI	-0.04	0.05	-0.76	0.77
REL*PF -> BI	0.35	0.44	0.78	0.22
REL*NF -> BI	0.08	0.45	0.18	0.43
REL*AtAc -> BI	1.15**	0.68	1.70	0.05
REL*RB -> BI	-0.94**	0.56	1.67	0.05
REL*RL -> BI	0.29	0.32	0.93	0.18
REL*SN -> BI	0.08	0.38	0.22	0.42

*.p<0.1; **.p<0.05;***.p<0.01

Time of Marriage: Above 10 year				
Paths	β	SE	t	P
PF->BI	0.27***	0.10	2.67	0.01
NF->BI	-0.37*	0.24	1.54	0.07
RB->BI	0.40***	0.06	6.29	0.00
RL->BI	0.06	0.06	0.99	0.16
SN->BI	0.14	0.13	1.08	0.14
PF->AtAc	0.61***	0.08	7.43	0.00
NF->AtAc	-0.02	0.12	0.20	0.42
AtAc->BI	0.32***	0.06	5.03	0.00
PF-> AtAc->BI	0.19***	0.01	37.34	0.00
NF-> AtAc->BI	-0.01	0.01	-1.00	0.84
REL*PF -> BI	0.12	0.43	0.27	0.40
REL*NF -> BI	0.51	0.42	1.22	0.12
REL*AtAc -> BI	0.88**	0.42	2.09	0.02
REL*RB -> BI	-0.74**	0.38	1.94	0.03
REL*RL -> BI	-1.65***	0.43	3.84	0.00
REL*SN -> BI	0.17	0.26	0.66	0.26

*.p<0.1; **.p<0.05;***.p<0.01

Number of Wives: One				
Paths	β	SE	t	P
PF->BI	0.20***	0.09	2.31	0.01
NF->BI	-0.05	0.08	0.69	0.25
RB->BI	0.49***	0.07	7.43	0.00
RL->BI	-0.12**	0.07	1.64	0.05
SN->BI	0.12***	0.05	2.21	0.01
PF->AtAc	0.51***	0.06	7.92	0.00
NF->AtAc	-0.27*	0.19	1.46	0.07
AtAc->BI	0.27***	0.07	3.66	0.00
PF-> AtAc->BI	0.14***	0.00	29.01	0.00
NF-> AtAc->BI	-0.07	0.01	-5.36	1.00
REL*PF -> BI	0.41*	0.29	1.44	0.08
REL*NF -> BI	-0.14	0.26	0.54	0.30
REL*AtAc -> BI	0.17	0.33	0.54	0.30
REL*RB -> BI	-0.34	0.38	0.90	0.19
REL*RL -> BI	-0.32	0.30	1.08	0.14
REL*SN -> BI	0.17	0.31	0.56	0.29

*.p<0.1; **.p<0.05;***.p<0.01

Number of Wives: Two				
Paths	β	SE	t	P
PF->BI	-0.06	0.27	0.22	0.42
NF->BI	0.05	0.24	0.22	0.42
RB->BI	-0.25	0.76	0.33	0.38
RL->BI	0.52	0.95	0.55	0.30
SN->BI	-0.64*	0.43	1.49	0.09
PF->AtAc	0.41**	0.21	1.92	0.05
NF->AtAc	0.23	0.24	0.99	0.18
AtAc->BI	0.66***	0.02	27.73	0.00
PF-> AtAc->BI	0.27***	0.01	53.27	0.00
NF-> AtAc->BI	0.15***	0.01	27.41	0.00

*:p<0.1; **:p<0.05;***:p<0.01

Number of Children: Zero				
Paths	β	SE	T	P
PF->BI	0.44***	0.07	6.38	0.00
NF->BI	-0.15***	0.05	3.05	0.00
RB->BI	0.50***	0.08	6.58	0.00
RL->BI	-0.02	0.06	0.35	0.36
SN->BI	-0.12**	0.06	2.09	0.02
PF->AtAc	0.46***	0.04	10.24	0.00
NF->AtAc	-0.30**	0.15	1.93	0.03
AtAc->BI	0.63***	0.04	14.44	0.00
PF-> AtAc->BI	0.29***	0.00	148.20	0.00
NF-> AtAc->BI	-0.19	0.01	-27.97	1.00
REL*PF -> BI	0.78***	0.30	2.65	0.01
REL*NF -> BI	-0.81***	0.31	2.60	0.01
REL*AtAc -> BI	0.05	0.20	0.27	0.39
REL*RB -> BI	-0.38	0.53	0.72	0.24
REL*RL -> BI	-0.57*	0.40	1.43	0.08
REL*SN -> BI	-0.08	0.24	0.33	0.37

*:p<0.1; **:p<0.05;***:p<0.01

Number of Children: One				
Paths	β	SE	T	p
PF->BI	0.19	0.21	0.90	0.19
NF->BI	-0.16	0.13	1.20	0.12
RB->BI	0.40***	0.06	6.31	0.00
RL->BI	0.07	0.06	1.14	0.13
SN->BI	0.20***	0.07	2.95	0.00
PF->AtAc	0.64***	0.07	8.79	0.00
NF->AtAc	-0.41***	0.16	2.64	0.01
AtAc->BI	0.21***	0.06	3.30	0.00
PF-> AtAc->BI	0.14***	0.00	28.99	0.00
NF-> AtAc->BI	-0.09	0.01	-8.71	1.00
REL*PF -> BI	0.50*	0.34	1.48	0.07
REL*NF -> BI	0.28	0.28	1.01	0.16
REL*AtAc -> BI	1.37***	0.34	4.06	0.00
REL*RB -> BI	-1.60***	0.41	3.86	0.00
REL*RL -> BI	-0.66**	0.40	1.65	0.05
REL*SN -> BI	0.34	0.43	0.80	0.21

*.p<0.1; **.p<0.05;***.p<0.01

Number of Children: Two				
Paths	β	SE	T	p
PF->BI	-0.28	0.25	1.11	0.14
NF->BI	0.25**	0.15	1.75	0.04
RB->BI	0.85***	0.11	7.79	0.00
RL->BI	-0.21**	0.10	2.06	0.02
SN->BI	-0.14*	0.09	1.59	0.06
PF->AtAc	0.62***	0.07	8.33	0.00
NF->AtAc	0.01	0.07	0.11	0.46
AtAc->BI	0.27***	0.07	3.61	0.00
PF-> AtAc->BI	0.16***	0.01	30.05	0.00
NF-> AtAc->BI	0.00	0.01	0.41	0.34
REL*PF -> BI	-0.75	0.67	1.11	0.14
REL*NF -> BI	0.62*	0.40	1.53	0.07
REL*AtAc -> BI	0.83**	0.40	2.07	0.02
REL*RB -> BI	-0.47	0.56	0.84	0.20
REL*RL -> BI	-0.58	0.46	1.25	0.11
REL*SN -> BI	0.45	0.40	1.11	0.14

*.p<0.1; **.p<0.05;***.p<0.01

Number of Children: Three				
Paths	β	SE	T	p
PF->BI	-0.32***	0.12	2.72	0.01
NF->BI	0.28**	0.12	2.24	0.02
RB->BI	0.11	0.12	0.92	0.18
RL->BI	-0.17***	0.06	2.87	0.00
SN->BI	0.24***	0.08	3.19	0.00
PF->AtAc	0.50***	0.11	4.42	0.00
NF->AtAc	0.07	0.13	0.58	0.28
AtAc->BI	-0.42***	0.06	7.26	0.00
PF-> AtAc->BI	-0.21	0.01	-32.15	1.00
NF-> AtAc->BI	-0.03	0.01	-4.18	1.00
REL*PF -> BI	0.36	0.36	1.01	0.16
REL*NF -> BI	-0.57	0.45	1.27	0.11
REL*AtAc -> BI	-0.41*	0.29	1.45	0.08
REL*RB -> BI	-0.02	0.40	0.04	0.48
REL*RL -> BI	-0.09	0.24	0.40	0.35
REL*SN -> BI	0.54**	0.28	1.91	0.03

*.p<0.1; **.p<0.05;***.p<0.01

Number of Children: Four				
Paths	β	SE	T	p
PF->BI	0.39***	0.08	4.84	0.00
NF->BI	0.11*	0.08	1.38	0.09
RB->BI	0.40***	0.05	8.27	0.00
RL->BI	-0.44***	0.05	8.87	0.00
SN->BI	0.32***	0.08	3.98	0.00
PF->AtAc	0.36***	0.06	6.03	0.00
NF->AtAc	0.24***	0.06	3.70	0.00
AtAc->BI	0.48***	0.04	10.74	0.00
PF-> AtAc->BI	0.17***	0.00	64.82	0.00
NF-> AtAc->BI	0.11***	0.00	39.76	0.00
REL*PF -> BI	1.08	1.05	1.03	0.16
REL*NF -> BI	-2.94**	1.44	2.04	0.03
REL*AtAc -> BI	1.07*	0.74	1.44	0.08
REL*RB -> BI	-0.94	1.10	0.85	0.20
REL*RL -> BI	-3.67**	1.87	1.97	0.03
REL*SN -> BI	1.56	1.20	1.30	0.11

*.p<0.1; **.p<0.05;***.p<0.01

Number of Children: Five				
Paths	β	SE	T	p
PF->BI	-0.02	0.18	0.09	0.47
NF->BI	-0.61***	0.20	3.03	0.01
RB->BI	0.39***	0.07	5.39	0.00
RL->BI	0.96***	0.10	9.19	0.00
SN->BI	0.53***	0.08	6.44	0.00
PF->AtAc	0.30**	0.12	2.51	0.02
NF->AtAc	-0.67***	0.12	5.73	0.00
AtAc->BI	0.55	0.53	1.03	0.17
PF-> AtAc->BI	0.16**	0.06	2.59	0.02
NF-> AtAc->BI	-0.37	0.06	-5.90	1.00

*.p<0.1; **.p<0.05;***.p<0.01

Monthly Income: Upto 7000 Rs				
Paths	β	SE	t	p
PF->BI	0.30	0.29	1.02	0.16
NF->BI	0.26**	0.13	2.03	0.03
RB->BI	0.81***	0.05	15.71	0.00
RL->BI	-0.43***	0.07	6.09	0.00
SN->BI	-0.03	0.06	0.41	0.34
PF->AtAc	-0.76	0.59	1.28	0.11
NF->AtAc	-0.13	0.13	1.07	0.15
AtAc->BI	0.81***	0.02	39.34	0.00
PF-> AtAc->BI	-0.61	0.01	-50.45	1.00
NF-> AtAc->BI	-0.11	0.00	-41.98	1.00
REL*PF -> BI	0.18	1.60	0.11	0.46
REL*NF -> BI	-0.55	1.70	0.32	0.38
REL*AtAc -> BI	-0.14	2.80	0.05	0.48
REL*RB -> BI	1.05	2.79	0.38	0.36
REL*RL -> BI	-1.59	1.39	1.14	0.14
REL*SN -> BI	-0.22	1.12	0.20	0.42

*.p<0.1; **.p<0.05;***.p<0.01

Monthly Income: 7000 to 50000 Rs				
Paths	β	SE	t	p
PF->BI	0.23***	0.06	4.20	0.00
NF->BI	-0.07	0.13	0.53	0.30
RB->BI	0.46***	0.07	6.43	0.00
RL->BI	0.03	0.06	0.54	0.30
SN->BI	0.15***	0.06	2.71	0.00
PF->AtAc	0.62***	0.05	11.38	0.00
NF->AtAc	-0.11**	0.07	1.68	0.05
AtAc->BI	0.25***	0.07	3.67	0.00
PF-> AtAc->BI	0.16***	0.00	41.84	0.00
NF-> AtAc->BI	-0.03	0.00	-6.18	1.00
REL*PF -> BI	-0.45	0.49	0.93	0.18
REL*NF -> BI	0.47*	0.35	1.32	0.09
REL*AtAc -> BI	0.32	0.41	0.80	0.21
REL*RB -> BI	-0.51*	0.34	1.52	0.07
REL*RL -> BI	-0.04	0.30	0.14	0.44
REL*SN -> BI	0.28	0.32	0.89	0.19

*.p<0.1; **.p<0.05;***.p<0.01

Monthly Income: Above 50000 Rs				
Paths	β	SE	t	p
PF->BI	0.30*	0.22	1.37	0.09
NF->BI	-0.22***	0.09	2.44	0.01
RB->BI	0.32***	0.07	4.87	0.00
RL->BI	-0.32***	0.07	4.76	0.00
SN->BI	-0.02	0.08	0.31	0.38
PF->AtAc	0.63***	0.09	6.83	0.00
NF->AtAc	-0.56***	0.09	6.27	0.00
AtAc->BI	0.26***	0.07	3.58	0.00
PF-> AtAc->BI	0.16***	0.01	24.46	0.00
NF-> AtAc->BI	-0.15	0.01	-22.46	1.00
REL*PF -> BI	0.44*	0.29	1.49	0.07
REL*NF -> BI	-0.23	0.26	0.87	0.19
REL*AtAc -> BI	0.77***	0.18	4.16	0.00
REL*RB -> BI	-0.45*	0.34	1.32	0.10
REL*RL -> BI	-1.00***	0.30	3.34	0.00
REL*SN -> BI	0.43	0.40	1.06	0.15

*.p<0.1; **.p<0.05;***.p<0.01

Sect: Deoband				
Paths	β	SE	t	P
PF->BI	0.36***	0.08	4.41	0.00
NF->BI	-0.22	0.18	1.22	0.11
RB->BI	0.44***	0.07	6.09	0.00
RL->BI	0.01	0.07	0.22	0.41
SN->BI	0.15***	0.06	2.59	0.01
PF->AtAc	0.69***	0.09	8.04	0.00
NF->AtAc	-0.18*	0.13	1.43	0.08
AtAc->BI	0.22***	0.06	3.59	0.00
PF-> AtAc->BI	0.15***	0.01	28.89	0.00
NF-> AtAc->BI	-0.04	0.01	-5.13	1.00
REL*PF -> BI	-0.54	0.48	1.12	0.13
REL*NF -> BI	-0.31	0.46	0.67	0.25
REL*AtAc -> BI	0.73***	0.26	2.79	0.00
REL*RB -> BI	0.25	0.43	0.59	0.28
REL*RL -> BI	-0.11	0.41	0.26	0.40
REL*SN -> BI	-0.10	0.29	0.32	0.37

*.p<0.1; **.p<0.05;***.p<0.01.

Sect: Breehvi				
Paths	β	SE	t	p
PF->BI	0.32***	0.14	2.34	0.01
NF->BI	-0.20**	0.11	1.89	0.03
RB->BI	0.23***	0.08	2.92	0.00
RL->BI	-0.17**	0.09	1.99	0.03
SN->BI	-0.18	0.14	1.26	0.11
PF->AtAc	0.52***	0.05	9.69	0.00
NF->AtAc	-0.33**	0.15	2.21	0.02
AtAc->BI	0.50***	0.05	9.46	0.00
PF-> AtAc->BI	0.26***	0.00	91.72	0.00
NF-> AtAc->BI	-0.16	0.01	-20.87	1.00
REL*PF -> BI	1.60***	0.58	2.76	0.00
REL*NF -> BI	-0.23	0.56	0.41	0.34
REL*AtAc -> BI	-0.46	0.43	1.06	0.15
REL*RB -> BI	0.08	0.47	0.17	0.43
REL*RL -> BI	0.40	0.43	0.94	0.17
REL*SN -> BI	0.19*	0.14	1.37	0.09

*.p<0.1; **.p<0.05;***.p<0.01

Sect: Ahle Hadith				
Paths	B	SE	t	p
PF->BI	0.51***	0.04	14.54	0.00
NF->BI	0.04	0.06	0.65	0.26
RB->BI	0.45***	0.03	16.32	0.00
RL->BI	0.22***	0.02	9.49	0.00
SN->BI	0.19***	0.03	7.10	0.00
PF->AtAc	0.60***	0.05	11.35	0.00
NF->AtAc	-0.27***	0.06	4.93	0.00
AtAc->BI	0.45***	0.08	5.51	0.00
PF-> AtAc->BI	0.27***	0.00	62.53	0.00
NF-> AtAc->BI	-0.12	0.00	-27.17	1.00

*:p<0.1; **:p<0.05;***:p<0.01

Sect: Shia				
Paths	β	SE	t	p
PF->BI	0.39***	0.07	5.66	0.00
NF->BI	-0.34***	0.05	6.58	0.00
RB->BI	0.80***	0.04	17.93	0.00
RL->BI	0.13***	0.05	2.55	0.01
SN->BI	-0.23***	0.07	3.22	0.00
PF->AtAc	0.58***	0.11	5.25	0.00
NF->AtAc	-0.57***	0.05	10.54	0.00
AtAc->BI	0.30***	0.07	4.35	0.00
PF-> AtAc->BI	0.18***	0.01	22.83	0.00
NF-> AtAc->BI	-0.17	0.00	-45.81	1.00

*:p<0.1; **:p<0.05;***:p<0.01

Sect: Other				
Paths	β	SE	t	p
PF->BI	0.21**	0.12	1.81	0.04
NF->BI	-0.10	0.13	0.75	0.23
RB->BI	0.43***	0.08	5.34	0.00
RL->BI	-0.26***	0.08	3.34	0.00
SN->BI	0.16***	0.05	3.11	0.00
PF->AtAc	0.71***	0.13	5.64	0.00
NF->AtAc	-0.22	0.22	0.99	0.16
AtAc->BI	0.23***	0.09	2.67	0.00
PF-> AtAc->BI	0.16***	0.01	15.09	0.00
NF-> AtAc->BI	-0.05	0.02	-2.64	0.99
REL*PF -> BI	0.63***	0.26	2.41	0.01
REL*NF -> BI	-0.09	0.40	0.21	0.42
REL*AtAc -> BI	0.46*	0.30	1.53	0.07
REL*RB -> BI	-0.29	0.32	0.92	0.18
REL*RL -> BI	-0.53	0.41	1.28	0.10
REL*SN -> BI	0.29	0.37	0.80	0.21

*:p<0.1; **:p<0.05;***:p<0.01



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Appendix E
Screen Shots of “Josh Condom” Advertisements
Advertisement banned in 2013





Say Greetings to my mother



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Eatuuuu.....





Can I have some ice please
have to make a cold drink for him



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Hey friend, how do you do all this??



UNIVERSITI UTARA MALAYSIA
JAMBU BUDI BAKTI

Univ...siti Utara Malaysia

Now Available in Pakistan

Imported Josh Condoms

Advertisement banned in 2015





Chacha! Give me a Josh pack!
The BIG one!



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