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Islam and Myths about Family Planning: The Impact of Greenstar Media Advertisement Campaign on the Mindset of the Rural Dwellers of Pakistan

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Abstract

Religious guidance in Islam is derived primarily from the Holy Qur'ān and *Sunnah*. For cases not discussed in the Holy Qur'ān, Muslims refer to *ijtihad* and *ijma*, that is, they strive to find solutions for the existing problems by reinterpreting Islamic decrees while utilizing the ultimate superintendent sources (Holy Qur'ān and *Sunnah*) and seek consensus. The study aims to investigate the effects of Greenstar media advertisement campaign on the mindset of the rural dwellers of Pakistan through selective exposure technique. Greenstar marketing tends to educate the rural populace about population control and guides them about different birth control methods, such as contraceptive pills. The researchers carried out a survey with a sample of 200 respondents, out of which 100 were male and 100 were female. Data was collected by providing two questionnaires to take sample from different age groups developed on a five point Likert scale. The results of the study highlighted that regardless of exposure to Greenstar media advertisement, rural men still showed a rigid attitude towards using these products (p value = 0.000). On the other hand, rural women considered local midwives more knowledgeable and expert about the matter at hand (p value = 0.002) and were reluctant towards using Greenstar products that were advertised on the mainstream media due to the pressure of their husbands (p value = 0.000).

Keywords: Greenstar products, Islam, media advertisement campaign, mindset, myths, family planning, Pakistani villagers

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Introduction

Family planning is the need of the hour and every married individual should have adequate knowledge about family planning needed for a successful married life and to avoid any medical complications. However, people in Pakistan are still reluctant to discuss this matter and are apprehensive about the legality of accessible methods as per Islamic injunctions. Islam clearly endorses reproduction within marriage. Children are regarded as a gift of God, “the beautification of life”, says the Holy Qur’ān.¹ Some scholars and religious experts claim that Islam does not permit contraception. However, Islamic manuscripts do not present an impediment to family planning. Therefore, the real need is to avoid futile debates and to understand the issue purely in a scholastic manner by reviewing the relevant and subject specific verses of the Holy Qur’ān and reliable *Ahadith*, which are the authentic sources of Islam.

Religious scholars and researchers have contemplated the issue of family planning in Islam and have issued numerous *fatawa* in this regard. Many books and papers have been written on this topic with the intent to provide readers with unbiased and reliable information that may help them to clarify their doubts regarding the Islamic and legal aspects of family planning. A wide array of books written and compiled by renowned religious *ulema* and intellectuals on topics such as the rightfulness of family planning in Islam, the damaging effects of the rapidly growing population, along with *fatawas* allows the readers to develop a better understand of family planning in an Islamic context.

The provincial population welfare departments and Pathfinder International worked closely to produce 05 television programs about “Islamic Perspective of Birth Spacing and Contraception”. Renowned Islamic scholars from major sects were engaged as panel members to discuss five topics that covered (i) planning and family establishment; (ii) rights of husbands and wives; (iii) birth spacing in an Islamic viewpoint; (iv) importance of the role of the head of the family; and (v) rights of children. These five programs (in Urdu and Pashto) were recorded and televised on PTV and Khyber TV in October 2016. Their content material was later uploaded on YouTube to enhance its access and for its wider dissemination to all.

These programs were intended to clear misconceptions regarding family planning and contraception, discussing in detail matters pertaining to maternal health as well as social attitudes towards birth spacing from an Islamic standpoint.

Birth rate in Pakistan is much higher than the death rate and we are blessed to have one of the biggest youth population figures in the world. The population of Pakistan is increasing rapidly and it is suspected that in near future it will lead to numerous problems due to the non-serious attitude of people towards birth control and lack of awareness about the population progression rate.

¹Population Welfare Department, Government of Punjab

Pakistan ranks sixth in the world with respect to population. Karachi is the most populated city of Pakistan and Lahore comes next in terms of population. In the countryside, there is no control on population among families. People prefer to have a number of children instead of just two or three children. This rapidly growing population is an alarming factor for the economic and social well-being of the country, particularly when the resources of the country are limited. Indeed, these resources are diminishing with each passing day. Fortunately, Pakistan is a country enriched with mineral wealth but due to the lack of equipment we are still unable to benefit from our natural wealth. In such a case, the available food resources of the country are also decreasing at a rapid pace. If the population growth continues at the same rate, in the next few years we will have no food in store for our upcoming generations.

For birth control, many types of contraceptive pills and other methods are readily available in the market. Sometimes these methods are disseminated to the masses with the help of the mainstream media in the form of advertisements. Advertisement is the art of promoting manufactured goods and/or services with the aim of selling them to the potential customer base to generate revenue. Advertisements regarding contraceptive pills and family planning were quite common a few years ago. However, with the passage of time, a number of narrow minded people started raising objections and advocated for adopting secrecy/privacy in this regard. Consequently, these advertisements were banned. Family planning is a controversial topic, particularly for women. However, it is necessary to educate them about its positive aspects and implications.

To control population growth, a non-profit organization called “Greenstar Social Marketing Pakistan Limited” was established in 1991 as an affiliate of PSI (Pakistan Standard Institution). The organization’s mission is to improve the quality of life among low income people throughout Pakistan by increasing access to and the use of health products, services and information. The focal point of all efforts by Greenstar is “Sitara”- Pakistani women with a demand for healthcare.

In Pakistan, 25% of married women have an unmet need for family planning. Maternal mortality remains high, as many women die while giving birth due to poor health conditions². This ratio is much higher in villages as compared to cities. The reason is that urban women are aware to some extent about family planning methods, birth control methods and the use of contraceptive pills. But in villages, people prefer large families and consider family planning a sin, labelling it as an act not supported by Islamic teachings.

In order to provide health services, Greenstar offers a range of over 20 socially marketed products and services for family planning, reproductive health, mother and child health, tuberculosis (T.B.), nutritional supplements for children and safe water. Greenstar distributes its products nationwide through a network of over 7000 franchised clinics,

²S. N. Jaffary, “Maternal Mortality in Pakistan-Compilation of Available Data,” *Journal of Pakistan Medical Association* 52 (2002): 539-44,

75,000 retail outlets and community based distribution. In villages, Greenstar offers products and services with the help of trained midwives and LHVs (Lady Health Visitors),³ who go home to home and provide health facilities to rural community especially women.

As far as rural communities are concerned, population growth is a serious matter in these backward areas. By village we mean “a temporary or permanent settlement where some families start living as neighbors, start sharing each other’s joys and sorrows and join agricultural economy to earn their livelihood.” Change always initiates from the grass root level and village is the grass root level of our society. Greenstar has played a positive role to educate the village community; however, the content of their advertisement campaign is still considered a taboo in these areas.

1.1. Rationale

Pakistan is a developing country and its population is increasing day by day, while the resources at hand are not sufficient to meet the needs of the population. The Population Welfare Department of Pakistan is trying to control population growth. It has achieved considerable success in urban areas and in rural areas it is still making its best efforts to educate the masses.

Different family planning products along with numerous initiatives by the Population Welfare Department are helping to disseminate population control messages across the rural masses⁴. For this purpose, it has also introduced contraceptive pills, injections and other birth control methods. However, Pakistani people still believe that exposure to these sensitive issues should be kept private and such matters should not be discussed openly.

The current study aims to investigate how information about different family planning products is disseminated to the rural populace, either through commercials and/or through print media. The study aims to investigate the awareness level of the rural populace about birth control methods and whether they use them or not.

In rural areas, most women are bound to obey their husbands and do not use these products due to their disapproval. The purpose of this research is to educate rural people about the importance of family planning and the use of contraceptive pills in order to control population growth and to avoid any medical complications, since the use of contraceptive pills do not harm or restrict a woman from giving birth at any stage in life.

It is important that people living in both rural and urban communities must be informed, educated and be open minded about the use of Greenstar products.

³The Lady Health Workers Program, “National Program for FP and Primary Health Care, Department of Health, Government of Punjab,” (Lahore July 2011–June 2017. 2011).

⁴Government of Punjab, “Punjab Population Policy for Development: Directions and Leadership,” (Draft). *Population Welfare Department* (2015)

1.2. Objectives

- To find out the acceptance level of villagers regarding Greenstar products.
- To investigate the level of satisfaction among rural women about the competency of midwives.
- To explore the reasons behind women's reluctance to adopt Greenstar products.

1.3. Research Questions

1. Are rural men rigid about the use of Greenstar products?
2. Are rural women satisfied with the skills of midwives?
3. Are rural women reluctant to use Greenstar products due to their husband's pressure/disapproval?

2. Literature Review

Braff⁵ described that birth control methods such as contraceptive pills and preventative methods, if used properly, can help to reduce the risk of pregnancy among women. The main reason behind pregnancy is not the ineffectiveness of birth control methods; rather, it is the lack of awareness pertaining to their use in the right manner. Moreover, women should consult a doctor if they are not sure about the use of birth control methods.

According to the United Nation World Population Prospects,⁶ Pakistan has the highest population growth rate in the world which is around 2.03%. Moreover, each family in the country has 3.4 children on average. Health experts believe that if the population of the country continues to grow at the same rate, it is likely to double in the next 34 years, making Pakistan the fourth most populous country of the world. Whereas the land area will remain the same but will suffer at the hands of residential plans/schemes to some extent.

According to the World Population Prospects,⁷ the population of Pakistan was 33 million in 1950 and it was ranked 14th in the world. Now, its population is approximately 180.71 million, making it the sixth most populous country of the world. Whereas in terms of land area, it is ranked 34th and shares only 0.6 percent of the world's total land area.

Grens⁸ stated that doctors must work diligently to develop birth control as a "vital sign" measure for women who use contraception. He further said that a vital sign consists of

⁵David L. Braff, "Neurocognitive Performance in Family-based and Case-control Studies of Schizophrenia," *Schizophrenia Research* 163 (2015): 17–23.
<http://doi:10.1016/j.schres.2014.10.049>

⁶United Nations, "Department of Economic and Social Affairs World Population Prospects," (2017)

⁷United Nations, "Department of Economic and Social Affairs World Population Prospects," (2013)

⁸Kerry Grens, "Should Doctors Add a Birth Control 'vital Sign'?" *Chicago Tribune* (September 06, 2018). Accessed on February 08, 2019,

questions about pregnancy and contraception. Many pregnancies are unplanned and they occur due to the lack of counseling about birth control.

Jangu⁹ posited that many men are aware of family planning and its benefits for their families. However, the level of information about the use of different family planning methods among men is relatively lower. He said that men do not like when their wives use modern family planning methods without their consent and demand to discontinue them. Moreover, family planning methods and their usage is not well-established in the community due to the lack of male involvement. He suggested that there is a need to educate and involve men into modern family planning methods and they must be informed about the benefits of these methods.

Wilcher¹⁰ described that HIV prevention, care and treatment programs offer women different types of contraceptives, along with complete counseling on matters related to family planning and safe pregnancy. These programs aim to save the lives of women who suffer from HIV.

Wenner¹¹ said that the use of contraceptive pills may affect women's inclination towards men. Sometimes, the use of birth control pills results in breakup and divorce. This is because women who use contraceptive pills are less likely to be with their men. Men have different Major Histocompatibility Complex (MHC) genes. Research shows that women with different MHC from their men are less likely to be affected as compared to the couples with the same MHC. So, a woman with a different MHC from her partner will be more attracted towards her partner if she stops taking contraceptive pills.

Khan¹² stated that rural development and agricultural development were the same until 1970. Now, rural development is not about increasing farm production and income level, rather it is more about improving the overall health of the rural populace, improving their lifestyle and providing them with education. According to an estimate, almost 67% of our foreign exchange is earned through agriculture and hence it is the only way forward to develop rural areas. Agriculture is the backbone of Pakistan's economy and it can play a vital role in decreasing poverty.

3. Theoretical Framework

Selective exposure theory discusses how individuals expose themselves to only a selected type of media content, while avoiding all other types of content. This selection

⁹Wadembere Ibrahim Jangu, "Attitude and Willingness of men towards the use of Modern Family Planning Methods in Budondo, Sub-County, Jinja Uganda," *Makerere University, School of Public Health* (2013)

¹⁰Rose Wilcher, "The Role of Family Planning in Elimination of New Pediatric HIV Infection," *HIV AIDS 8, no. 5 (2013): 490–497*. <http://doi:10.1097/COH.0b013e3283632bd7>.

¹¹Melinda Wenner, "Birth Control Pills Affect Women's Taste in Men," *Scientific American* (2008). Accessed on February 08, 2019.

¹²Humaiyon Khan, "Need for Inclusive Rural Development," February 04, 2008.

may be based on the nature/context generated by a person's parents, environment and surroundings. In this theory, people expose themselves only to the information that supports their point of view (certain view). Selective exposure theory¹³ often leads to decision making in one's mind. For example, if a person sees an item elsewhere after buying it, s/he can go on to check and reconfirm its price. The reason is that people always tend to expose themselves to those facts only that support their respective mindset and are found acceptable by them. Selective exposure explains how people see certain media messages broadcasted and published by their trustworthy sources of information and how it ultimately affects their thinking pattern, forcing them to incline towards the message of the content.

3.1. Rational of the Theory

Selective exposure theory can help to investigate the given phenomenon, that is, birth control because rural people are very much selective in choosing their sources of information and media channels. Rural men are rigid towards family planning and they do not allow their wives to watch family planning product advertisements broadcasted on TV. Moreover, some of them consider these advertisements controversial in nature due to their selective exposure to such matters.

Media messages pertaining to family planning may portray the positive side of nuclear family system but some people still consider it wrong. They consider using these products against their Islamic beliefs and principles.

4. Research Methodology

The research method used in this study is the survey method, as it can help to find out the opinion of men and women in rural areas about the use of contraceptive pills and also their exposure to Greenstar product advertisements.

The research tool used for this study was a questionnaire based on a five point Lickert scale with the options "Strongly Disagree," "Disagree," "Neutral," "Agree" and "Strongly Agree." Some questions carried options including "Daily," "Weekly," "Monthly," "Bi-Monthly" and "Annually," while others had options including "TV", "Radio," "Newspaper," "Posters" and "Pamphlets."

The study was based on a sample of 200 respondents, encompassing 100 rural women and 100 rural men, selected through purposive sampling technique. The researcher collected data from all men and women residing in the rural areas of Punjab adjacent to the Lahore city with the help of the questionnaire designed with the aim of investigating rural people exposed to Greenstar media advertisement campaign.

¹³Carmen Stavrositu, "Selective Exposure," In Harvey, Kerric (Ed.), *Encyclopedia of Social Media and Politics*. SAGE Publications. (2014): 1117–1119.

4.1. Hypothesis Testing

4.1.1. Hypothesis 1

H0: Due to exposure to Greenstar advertisement, rural men are not rigid towards birth control products.

H1: Despite exposure to Greenstar advertisement, rural men remain rigid towards birth control products.

One proportion test was applied in the Mini Tab Statistical Software.

Confidence level of 95%

Level of Significance = 0.05

4.1.2. Test and CI for One-Proportion

Table 1. Test of $p = 0.5$ vs $p > 0.5$

Sample	X	N	Sample p	95% Lower Bound	Exact <i>p</i> value
1	68	100	0.680000	0.594917	0.000

4.1.3. Interpretation

The proportion test revealed that 68 respondents agreed with the statement that despite exposure to Greenstar advertisement, rural men remain rigid towards the use of these products. The *p* value for the hypothesis is 0.000, which specifies that the result is highly significant. Hence, null hypothesis is wrong. Therefore, it is concluded here that despite the exposure to Greenstar advertisement, rural men remain rigid towards the use of these products.

4.1.4. Hypothesis 2

H0: Due to exposure to Greenstar advertisement, rural women do not consider local midwives more knowledgeable than the people who endorse these products

H1: Despite exposure to Greenstar advertisement, rural women still consider local midwives more knowledgeable than the people who endorse these products

One proportion test was applied in Mini Tab Statistical Software.

Confidence level of 95%

Level of Significance = 0.05

4.1.5. Test and CI for One Proportion

Table 2. Test of $p = 0.5$ vs. $p > 0.5$

Sample	X	N	Sample p	95% Lower Bound	Exact <i>p</i> value
1	65	100	0.650000	0.563916	0.002

4.1.6. Interpretation

The proportion test revealed that 65 respondents agreed with the statement that due to exposure to Greenstar advertisement, rural women consider local midwives more knowledgeable. The p value for the hypothesis is 0.002, which specifies that the result is highly significant. Therefore, it is concluded here that despite exposure to Greenstar advertisement, rural women consider local midwives more knowledgeable.

4.1.7. Hypothesis 3

H0: Rural women are not reluctant to use Greenstar products advertised on mass media due to their husband's pressure/disapproval.

H1: Rural women are reluctant to use Greenstar products advertised on mass media due to their husband's pressure/disapproval.

One proportion test was applied in Mini Tab Statistical Software.

Confidence level of 95 %

Level of Significance = 0.05

4.1.8. Test and CI for One Proportion

Table 3. Test of $p = 0.5$ vs. $p > 0.5$

Sample	X	N	Sample p	95% Lower Bound	Exact p value
1	95	100	0.950000	0.897747	0.000

4.1.9. Interpretation

The proportion test revealed that 95 respondents agreed with the statement that rural women are reluctant to use Greenstar products advertised on mass media due to their husband's pressure/disapproval. The p value for the hypothesis is 0.000, which specifies that the result is highly significant. Hence, the null hypothesis is wrong. Therefore, it is concluded here that rural women are reluctant to use Greenstar products advertised on mass media due to their husband's pressure/disapproval.

5. Discussion and Analysis

The study focused on Islam and myths about family planing keeping in view the Greenstar media advertisement campaign and its impact on the mindset of the rural dwellers of Pakistan. In order to gather data from villagers, survey method was used and questionnaires were distributed among them. For clear results, the population was divided among 100 rural men and 100 rural women. It was found that the majority of rural people was aware of Greenstar products and also used them.

The results of the survey highlighted that 5% of male respondents were exposed to Greenstar advertisements on a daily basis, 30% of them claimed to be exposed to these

advertisements on a monthly basis, and 39% claimed to be exposed to them on a yearly basis. When asked about the form or type of media they were exposed to, 79% of male respondents claimed that they were exposed to these advertisements while watching TV, 8% of them cited newspaper advertisements, while 10% deduced information from posters.

When asked about their opinion regarding Greenstar products, 33% of male respondents disagreed with the statement that Greenstar products were dangerous, 22% of them remained neutral, while 29% agreed with the statement. The results also highlighted that 27% of male respondents agreed with the statement that Greenstar advertisements were very unethical, 35% remained neutral, while 33% disagreed with it.

The findings indicated that 47% of male respondents remained neutral when they were asked if the subject matter of Greenstar product advertisements was controversial. However, 22% of them disagreed with the statement, while 24% agreed with it. When asked if these products were against their ideology, 17% of male respondents agreed with it, 26% of them disagreed, while 48% chose to remain neutral.

Rural men were also asked if Greenstar products were a western agenda. In response, 45% of male respondents remained neutral, 19% of them disagreed with the statement, while 25% agreed with it.

When asked if they were convinced by the benefits of Greenstar products shown on media, 34% of male respondents remained neutral, 26% of them disagreed and 34% agreed with this opinion. Rural men were also asked if they considered Greenstar products a source of vulgarity among women to which 34% of male respondents disagreed, 26% of them remained neutral, and 19% strongly agreed.

When asked if they didn't like their wives to watch Greenstar product advertisements, 35% of male respondents disagreed, 22% of them claimed to be neutral, while 22% agreed with it. When asked if they considered Greenstar products a great danger for their wives' health, 40% of male respondents disagreed with the statement, 29% of them claimed to be neutral, and another 29% agreed with it. Moreover, 33% of male respondents agreed with the statement that their wives were perfectly fine and needed no treatment, while 22% of them disagreed with it. Also, 41% of them chose to remain neutral when asked whether they would allow their wives to use Greenstar products on their insistence, while 11% strongly agreed with the statement and 30% disagreed with it. Jangu (2013) stated in his study that many men are aware of family planning and its benefits for their families. However, the level of awareness about the use of different family planning methods among men is relatively low. He also stated that men do not like when their wives wish to use modern family planning methods without their consent and demand to discontinue them. Moreover, family planning methods are not popular in the community due to the lack of male involvement in matters related to birth control.

The results of the survey from women highlighted that 57% of female respondents were exposed to Greenstar product advertisements on an yearly basis, 12% of them

watched the advertisements weekly, 4% watched them daily and 19% on a monthly basis. Moreover, 67% of female respondents watched the advertisements on TV, 16% of them relied on posters, while 9% were exposed to advertisements published in newspapers.

When asked about whether they regarded midwives professionally trained to provide treatment, 44% of female respondents disagreed with the opinion, 11% of them claimed to be neutral, and 14% strongly agreed with it. Regarding the question related to whether they obey the instructions of midwives while taking treatment from them, 39% of female respondents strongly disagreed with the statement, while 13% of them agreed with it.

The results also highlighted that 40% of female respondents claimed to be neutral when they were asked if they regarded midwife as a doctor. Almost 18% of them disagreed with the statement and 11% agreed with it. Moreover, 44% of female respondents remained neutral when asked if they felt any kind of danger during treatment by a midwife. Almost 32% of them disagreed with the statement and 6% agreed with it.

The results also highlighted that 36% of female respondents remained neutral when asked whether midwives were more reliable when it comes to saving their lives than Greenstar products. Almost 34% of them disagreed with the statement, while 5% agreed with it. Moreover, 56% of them also disagreed with the statement that they preferred treatment by local midwives over Greenstar products. Almost 26% claimed to be neutral and 5% agreed with the above statement.

When asked whether their husbands disliked the use of Greenstar products or not, 56% of female respondents disagreed with it, 26% remained neutral and 4% agreed with the statement. When asked if they listened to their husband's opinion on matters pertaining to family life, 93% of female respondents stated that men played a significant role in making decisions related to the family.

The results of the study highlighted that 93% of female respondents obeyed their husbands when it comes to using Greenstar products. Moreover, 55% of them said that their husbands understood them when they insisted on using Greenstar products for family planning. Also, 45% said that they were not apprehensive of their husbands using force when they insisted to use Greenstar products. The results also indicated that 36% of female respondents believed that using Greenstar products played no role in causing marital problems, while 35% of them claimed to be neutral. Wenner (2008) stated that the use of contraceptive pills may affect women's inclination towards men. This is due to the fact that women who use contraceptive pills are less likely to be with their men. Research shows that females with different MHC from their men are less likely to be affected as compared to the couples with the same MHC. So, a woman with different MHC from her partner will be more attracted towards her partner if she stops taking contraceptive pills.

All the three hypotheses were tested using Minitab 7 and yielded highly significant results. In order to test this hypothesis statement: Despite the exposure to Greenstar advertisement, rural men remain rigid towards the use of these products. The data gained

from the responses of ‘Question 8’ from men’s survey was tested. The question was ‘I am not convinced by the benefits shown on the media about/of Greenstar products.’ The result was 0.000 (p value) which is highly significant. In order to test this hypothesis statement: Due to the exposure to Greenstar advertisement, rural women consider local midwives more knowledgeable. The data gained from the responses of ‘Question 3’ from women’s survey was tested. The questions was ‘I think that midwives are not professionally trained to treat me.’ The result was 0.002 (p value) which is highly significant. In order to test this hypothesis statement: Rural women are reluctant towards the Green star products advertised on mass media due to their husband’s pressure. The data gained from the responses of ‘Question 11’ from women’s survey was tested. The question was ‘I must obey my husband’s decision regarding the use of Greenstar products.’ Again, the result was 0.000 (p -value) which is highly significant.

6. Results and Conclusion

The study focused on Islam and myths about family planning keeping in veiw how Greenstar media advertisement campaign affects the mindset of the rural dwellers of Pakistan. The results of the study highlighted that most people are now changing their mindset towards the use of population control methods and consider such products safe for their own usage. However, most rural men still do not allow their wives to plan their family and make important family decisions on their own.

The thinking pattern of women is also changing. In fact, most of them do not rely on midwives for treatment. These women prefer Greenstar products and consider them effective for their reproductive health and physical well-being.

Birth control is vital for developing countries, as they lack the much needed resources for sustenance. Such countries lack the means to support large family systems and hence should opt for birth control measures to control the menace of overpopulation.

The results of the study highlighted that selective exposure theory should be used to disseminate information to the rural populace because rural folks are very selective in choosing the type of media for their own exposure. The results also highlighted that rural men are more exposed to advertisements broadcasted on television in comparison to other forms of media. Moreover, the results showed that most men disagreed with the statement that Greenstar product advertisements were unethical and they were quite comfortable in watching various advertisements with their wives due to changes in their perception over the course of time.

The results also demonstrated that women are now more knowledgeable about the differences between midwives and doctors. Moreover, when asked about Greenstar products, most of the female respondents marked them as safe. The findings also indicate that the use of these products has no impact on the relationship between spouses.

7. Recommendations

1. Greenstar advertisements are designed keeping in view a source oriented approach for achieving effective results and hence the mental level of respondents should be accounted for.
2. Regarding population welfare, interpersonal communication may work better than the electronic media and hence more emphasis should be given to television advertisements rather than print media advertisements.

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