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APPLICATION OF CMM MODEL: MEDIATION OF GRATIFICATION SURVEILLANCE IN RELATIONSHIP BETWEEN CULTIVATION EFFECTS OF DRAMAS AND ADOPTION BEHAVIOR AMONG RURAL WOMEN

Abstract

To date, the way Pakistani dramas are affecting behavior of the Pakistani rural women has yet not been studied much. This study uses the Communication Mediation Model (CMM) to scrutinize the effects of PTV dramas on the women in the rural Punjab (Pakistan). Using the (n=258) rural women viewer of PTV dramas, the study proposed and tested the mediation model of gratification to explain that how cultivation through the PTV dramas effect the adoption behavior among the rural women. By using the Communication Mediation Model (CMM), study documented the respondent's consumption patterns, content preferences, favorite watching hours concerning change in the thoughts and emotions of rural women which may lead to the adoption behavior. The results of the study revealed a sturdy influence of such dramas on women of village that has brought a significant change in their behavior after watching such content regularly. The results revealed that gratification surveillance partially mediates the relationship between cultivation and adoption behavior among rural women and validates the model. Future studies may replicate this model regarding the effects of TV programs by using the male segment of rural areas.

Keywords: Communication Mediation Model (CMM); Cultivation effects of Dramas (CD); Gratification surveillance (GS); Adoption behavior among rural Women (BW).

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1. Introduction

Today, in 21st century television is a ubiquitous channel of communication that has induced as family member. Further, Kahlor and Eastin (2011), noted that the television is widely being discussed attributed to its powerful performance and popularity among the viewers. Distinctive studies on television indicate that it is the medium of dependence for reaping information and entertainment. For example, Joshi (2002) noted that charisma of audio and video images has made it famous and impact oriented. The impact of television dramas and programs is perceptible in terms it changed lives (Narula 2006). However, slight is known that how Pakistani dramas affect the women in villages and yet not been studied.

Moreover, the notion of reinforcing media is the also significant component of the society as explained by Jamieson and Romer (2014). It is appraised as mirror of the modern world, forming lives which is established in previous cultivation studies. Muzna (2012) reviewed with that motive to analyze the how people get effects regarding current changes, contemporary affairs and newest conversations and fashion due to television. Previous studies (i.e Naseem 2001) indicated that media influence the society in abundant ways accommodating the masses for allotment of things, pattern their opinions and making judgments on diverse issues. For instance, it keeps acquainted individuals with latest occurrences in the world. As it advised as watchdog over society; media is disguised in Newspapers, FM Radios, Internet and Television to minimize the communication gap between audience and the world (Muzna 2012).

Some scholars like Elevard (2004), also deliberated that media is the fountainhead of the information that gives great exposure. Moreover, several media influence based attitudes and behaviors are also widely discussed in literature. As Olenick (2000), indicated that in India, Pakistan and Bangladesh the women who are regular television viewers and exposed to explicit the messages over family planning were more likely to approve it. Also, the divorced or separated women in Brazil increased after the women emancipation ideas spread through a TV channel and the circulation of concept of female pursuit of happiness and stress on individualism as revealed in study of Chong and La Ferrara (2009). Therefore, studying the contribution of television Olken (2009) uncovered that more television watching sustainably lowers the participation level in social life for example neighborhood associations, school committees, and lower self-reported measures of trust. It suggests that accessing media may also lead to surrogate social activities or household duties.

Several studies such as Bukhari (2002), have been conducted to observe the impact of television on viewers, particularly on their behavior. Findings of previous research like (see Siegel 2016; Malik 2001), have made the cultivation effects of television as an established fact and dies have some direct or indirect impact on viewers. The television based cultivation effects on the previous findings remain inconsistent and undecided in terms of its direct and indirect effects.

Meanwhile, Communication mediation model by Eveland (2002), also suggests that communication means like television effects are based on the people's consumption patterns, content preferences, favorite watching hours concerning

change in the thoughts and emotions of rural women which may lead to the adoption behavior. Therefore, by incorporating the notion of cultivation and CMM mediation approach, study probes particularly the impact of TV selecting rural areas of Punjab, Pakistan. PTV (Pakistan Television Network) dramas are selected as particular medium for research to find whether the consumption of PTV Dramas directly or indirectly influences the rural culture and behavior of rural women.

The contribution of this study is directed to explain the direct and mediated effect of cultivation effects of television through the gratification on the adoption behavior among the rural women. This will probably advance the application of the (CMM) communication mediation model theoretically. This will answer the cultivation effect based quires in context Pakistani rural women, that how PTV dramas changing the behavior which is the contextual contribution in cultivation notion. Practically, study provides the new approach to analyze dramas and their roles in changing the lifestyle of rural women which is minimal previously.

2. Literature Review

2.1 Theatrical Framework

Eveland (2004), notion of communication mediation model (CMM) is rooted in uses and gratification. Blumler and Katz' Uses and Gratification is the users' oriented concept; centered towards the audience. It focuses on the audience's need rather than media content. The concept was developed by Hertzog (1944) and Schramm (1954) positioning the audience and individuals as passive consumers that assume the media messages and use it for the gratification of their urge. The originators Blumler and McQuail provided the groundwork in 1969 based on the political programs aired in UK during election time. It says that audience has certain expectation with the media content including entertainment, relaxation, or socializing and the types of gratification they get is emotional, wishful thinking, and learning. The amount of satisfaction they extract with the media messages is further organized by Maslow (1970). It gave the hierarchy of needs and demonstrated the uses of media consumption as diversion, personal relationships, personal identity, and surveillance.

Communication mediation model (CMM), explains the individual factors with media usage and links with how and why people view mass media and its content. The modern application lie with the factor that how the individuals connect with the technology and what they seek to gratify their needs. There are certain determinants as affection and entertainment that motivated the audience watching a program. Therefore, communication mediation model (CMM), provides support to this study to identify the consumption patterns and content preferences to mediates the thoughts and emotions of rural women which may lead to the adoption behavior

2.2 Hypothesis Development

2.2.1 TV Cultivation and Adoption Behavior among rural women

Television in Pakistan showed slow growth as it was not until 1964 that Pakistan TV Corporation (PTV) came into being. Inhabitants of Karachi enjoyed a public

showing TV in 1955 formerly by American embassy. PTV started its transmission at Lahore initially and then Islamabad, Karachi and Peshawar. Black and white television picture was switched into color transmission in 1976. Until 1990 it was exclusively under control of Government of Pakistan. Shalimar Television Network (STN) and Network TV Marketing (NTM) was the paramount conduit of private television in Pakistan (Farooqi 2010). Dramas of PTV were popular due to creativity and their address over social issues. The foremost objective of dramas was creating awareness and so the script, story, direction and characters were given importance and projected in powerful way. They originally represented the cultural norms and values delivering one single idea with creative message (Jabbar 2000).

PTV dramas hold remarkable history with the triumph of global popularity. It is the pioneer among the drama production with its memorable dramas that bestowed the drama students in different institutions. Writer has the pivotal role in drama production and PTV got many brilliant writers and actors. The soap operas and series based on novels and stories those most popular are such as Dhup Kinaaray, Sunhaaray din, Shezoori, kaahani, Urfi, Wajud-e-Lairairb and others are included (see Farhan 2011).

Research has shown social, cultural, economic, political, and psychological influences of TV on its audiences. But little efforts have been made to carry out researches on pro social impact or on role of television in society. Perception of contraception methods among married women of 18-45 years in the rural areas of Pakistan concluded that majority adopted Intrauterine Device (IUD) along with condoms, oral and injected contraceptives and birth control implants. The most effective medium for communication are lady health visitors, family planning clinic and reproductive health centers (Mubarik, Jameel and Gul, 2016). Well-being of women from the seven tehsils of Sargodha is correlated with the education, health, income, and marital status (Iqbal, Hassan and Mahmood 2015) and it can be influenced with the media.

Studying the relationship of media exposure and fast food consumption among adolescents lead by mushroom growth of internet and Western Food Restaurants in China (Hansstein, Hong and Chen 2015) showed that surfing internet and beholding videos and games in both urban and rural areas carried with eating fast food lead to obesity that is slightly higher in urban areas. Rural women of India are being neglected as consumers while designing an advertising campaign. Other appeals than celebrity endorsement is more fruitful. (Muralidharan and Fei 2014) shows that rural women have concern about what telecasted on television.

PTV dramas address this issue as well. Television especially cable TV channels are most viewed in Bangladesh that has tremendously affected the culture. Other than cultural changes researcher also notifies the change in behavior and attitude, awareness of education and social awareness is increased in moderate and heavy viewers (Shamsher and Mohammad 2012). The comparative analysis of the two villages disclosed that the one having access to the media for health awareness are more on the way to development then the one having no channel (Pandey, Pandey and Pandey 2012).

Investigating the scenario of media utilization (Upadhyya, Kumar, and Singh, 2011) for nutrition education it is detected that TV is most preferred disseminating medium for information. Women of 18-45 years elect it for devouring nutritional knowledge. Suggesting the development agencies to utilize the edge for beaming food and nutritional programs for women the study indicated that supplemental understanding and entertainment makes it favored. The pattern of reading is greatly influenced and stimulated by the television programs (Zia 2007) and other issues can be addressed as well for alteration of behavior. Thus, the study hypothesized that:

H1: Cultivation through PTV dramas is directly related to the adoption behavior among rural women.

2.2.2 Gratification Surveillance and adoption behavior Rural Women

Television is an important agency of socialization; TV conveys ideas and images that help audiences to shape their attitude. (Lyn, and David 2009). Fairly behavior and attitude of women changes due to TV, especially in urban areas due to access to the cable and satellite channels with more choices (Sung 2014; Sheikh 2007). Television viewership in Pakistan is twenty-two million, 77% is in urban areas and 33% in rural areas (Gallup TV Report 2009). Now-a-days media especially television is playing a positive role in uplifting women's status, television content analysis reveals that portrayal of women in stereotyped roles or showing women only in domestic life is no more than that. That trend has been declining with portrayal of women as strong leading characters with good and positive impact on women's status (Ross and Byerly 2006; Kahlor and Eastin 2011).

Gulam (2006) concluded that Pakistani female viewers are espousing the star plus culture as well as Pakistani drama writers; the writing style of star plus; and star plus dramas are influencing our native and local culture. Maria (2005) investigated the projection of star plus dramas has endorsed sari as accepted dress in the Pakistani society. Elite class prefers sari over Pakistani cultural dresses to gratify their needs. As verified by Lee and Niederdeppe (2011), Indian TV channels are influencing the traditional marriage culture of Pakistan. Although the traditions are not according to Islam and social norms and values; heavy viewership has cast its spell.

Television watching gives proficient content to form the opinion about issues like parental authorities, women's freedom, and coeducation among the students (Raza, and Khan 2014; Rao 2004). The comparative study of PTV and GEO TV in promoting Pakistani culture found that PTV is the actual and efficient promoter and represented of Pakistani core values and culture. On the contrary Geo TV is depicting false image (Feng 2015; Tariq 2005). Dramas are the best source of entertainment but the idea of dramas is to point out an exciting and social problem from which a positive message gained that improves our lives. Star plus dramas are the sources of entertainment which attracts Pakistan youth (Jamieson and Romer 2014), based on their gratification surveillance of entertainment. Thus, the study hypothesized that:

H2: Gratification surveillance is directly related to the adoption behavior among rural women.

2.2.3 Mediation of Gratification Surveillance in relationship of TV cultivation and adoption behavior among rural Women

According to Holbert, Shah and Kwak (2003), television programs has confidently affected the social status of women in developing liberal thinking. Changing in communication and emergence of new media diffuses innovations in society. As it can bring radical changes it can also bring the gap; so, media ethics and literacy is needed to be considered seriously (Jamieson and Romer 2014). Satellite television channels are bringing Eastern and Western culture influencing socio-cultural thinking, values, dressing, food, architect and language as researched by Knoll, Eisend, and Steinhagen (2011). Television has brought psychological and structural change in rural life of India motivating political views, economic decisions and relations. TV raise awareness subjected to the society (Johnsons 2000).

Sehar (2000) studied the role PTV dramas in educating the masses about women problems and deduced that PTV dramas failed to educate but successfully highlighted women issues. The theme of PTV dramas lost diversity and every drama has same subject to appear. PTV dramas also have the capacity to promote foreign trends (Qurat-ul-Ain 1998). PTV dramas are depicting marriage ceremonies to put people in psychological confrontations to conceive new cultural tendencies although it is not in agreement to Islam (Barrett, Pollet and Stulp 2014). Noreen (1995) conducted a study on the effects of dish antenna on PTV dramas. The research findings infer that increasing private satellite channels PTV is lacking behind with no appealing plays for the public. The benchmark of dramas is falling. Unfortunately, transmissions in Pakistan are less pro women; the on-screen role of women is manifested as a dependent, irrational, domestic, inferior and subordinate to men. Programs to educate women, creating health and nutrition awareness, projecting their rights, and apprising importance of education is required (Tunio and Shoukat 2015). To understand the pattern of the consumptions of the Pakistani dramas the study hypothesized that:

H3: Cultivation through PTV dramas is directly related with gratification surveillance.

H4: Gratification surveillance mediates the relationship between cultivation through PTV dramas and the adoption behavior among rural women.

3. Method

The method used is the survey based on n =258 rural women selected from the 7-Chak Sheikhupura which is in Punjab province largest province in Pakistan. Through convenient sampling, sample of women of aged between 16 to 45 years old who were the regular viewer of PTV dramas that were broadcasted on the national TV network PTV during January to April 2016. The study documented the respondent's consumption patterns, content preferences, favorite watching hours regarding change in the thoughts and emotions of rural women. Selection of regular viewer of PTV dramas is in line with cultivation effects notion which suggests measuring TV viewers. Moreover, rural women were not measured before in the context of measuring cultivation effects on their adoption behavior

alongside with the gratification surveillance mediation which is the contextual contribution of the study and sample justified the aim of the study.

3.1 Instrumentation

3.1.1 Independent Variable Cultivation

The study used the four items instrument presented by Scheufele and Corley (2010), to measure the cultivation effect through dramas which is mediating variable in the study (on a five-point scale ranged as one (strongly disagree) to five (strongly agree)). The scale presented substantial reliability with $\alpha = .895$.

3.1.2 Dependent Variable Adoption Behavior

The study used the five items instrument presented by Frick, Kaiser and Wilson (2004).), to measure the adoption behavior among the rural women which is dependent variable in the study (on a five-point scale ranged as one (strongly disagree) to five (strongly agree)). The scale displayed considerable reliability with $\alpha = .829$.

3.1.3 Mediating Variable Gratification Surveillance

The study used the four items instrument presented by Beaudoin and Thorson (2004) to measure the gratification surveillance which is mediating variable in the study (on a five-point scale ranged as one (strongly disagree) to five (strongly agree)). The scale showed considerable reliability with $\alpha = .835$.

4. Results

4.1 Descriptive, Normality and Reliability.

Descriptive analysis of cultivation, gratification surveillance, and adoption Behavior (Rural Women) variables revealed the normal skewness and kurtosis values see Table 1 and based on SPSS 22.0 output. Alongside, outliers were also examined and eight cases were deleted. All three cultivation, gratification surveillance, and adoption Behavior (Rural Women) scales showed considerable reliability and item-consistency as presented in Table 1. The bivariate correlations matrix in Table 1 also showed significant relation exists between the variables cultivation, gratification surveillance, and adoption Behavior (Rural Women). The VIF was 1.92 and calculated to examine coloniality issues which also showed normality's in data and was below the cutoffs, it suggested to proceed (Munbarka, Yousaf and Altaf 2012).

Variables	M	SD	Sk	Kr	α	CD	GS	BW
CD	3.8087	.80227	-.509	-.421	.895	1		
GS	4.1120	.75081	-.833	.387	.835	.692	1	
BW	3.9656	.73398	-.479	-.534	.829	.721	.724	1

CD = Cultivation, GS = Gratification Surveillance, BW = Adoption Behavior (Rural Women), **Correlation is sign at 0.01 level (2-tailed) α =Cronbach Alpha.

Herman test for the common method biasness in exploratory factor analysis (EFA), and loading cultivation, gratification surveillance, and adoption Behavior (Rural Women) items on a single factor was conducted. Results revealed that the variance extracted was below 60 percent and KMO was .914 with significant Bartlett’s df (105) which recommends to proceeds analysis, further the confirmatory factor analysis to assess the model fitness was done.

4.2 Confirmatory Factor Analysis, Convergent and discriminant Validity

To reinsure the common method biasness initially all items of cultivation, gratification surveillance, and adoption Behavior (Rural Women) loaded on a single factor to assess model fitness in AMOS 23.0, and revealed $\chi^2 = 199.36$ df = 80; $\chi^2 /df = 2.49$; GFI = .95; TLI = .92; RMSEA =.077, CFI =.91, IFI, =.95 which recommends significant model fitness (p = .001) as presented in Table 2. Similarly, when items of CD, GS and BW were loaded on their parent factors of CD, GS and BW, also showed model fitness as $\chi^2 = 200.11$ df = 79; $\chi^2 /df = 2.53$; GFI = .95; TLI = .93; RMSEA =.078, CFI =.91, IFI, =.95 which recommends significant model fitness (p = .01) on all eight indices as presented in the Table 2 and within the desired cutoff suggested by Hu and Bentler (1999), for the structural equation modeling (SEM).

Table 2. Confirmatory Factor Analysis

Models	χ^2	DF	χ^2/DF	CFI	GFI	IFI	TLI	RMSEA
CD-GS-BW single Factor model	199.36	80	2.492	.95	.91	.95	.92	.077
CDGS-BW parent Factor model	200.11	79	2.533	.95	.91	.95	.93	.078

The results of measurement model of cultivation, gratification surveillance, and adoption Behavior (Rural Women) variables in Table 3, also showed convergent and discriminatory validity as composite reliabilities, average variances extracted were within suggested limits also see Figure 1 of CD, GS, and BW measurement model.

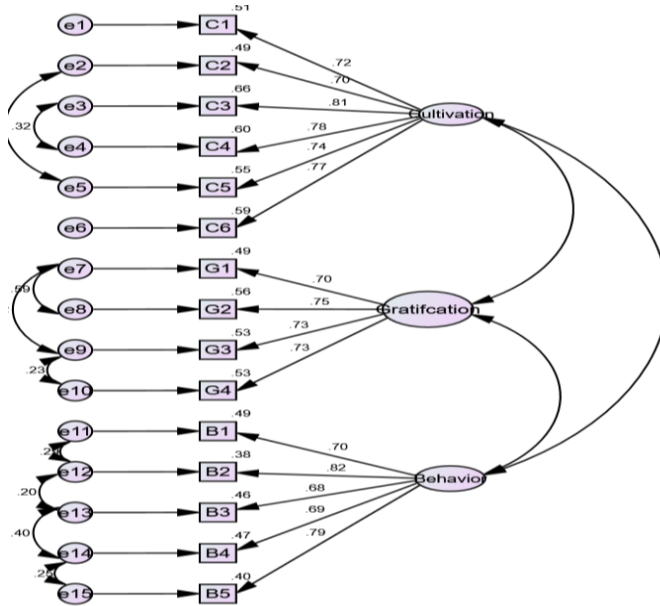


Figure 1: Measurement Model, CD-GS-BW: Cultivation, Gratification Surveillance, and Adoption Behavior AMOS 23.0 output.

Table 3. Convergent and discriminant Validity

Variables	CR	AVE	CD	GS	BW
CD	.893	.569	.754		
GS	.822	.529	.629*	.727	
BW	.855	.545	.594*	.618*	.738

4.3 Hypothesis Testing

Prior to the hypothesis testing, assessment of the Cultivation, Gratification Surveillance, and Adoption Behavior (Rural Women) model was performed and revealed $\chi^2 = 151.87$ $df = 75$; $\chi^2 / df = 2.025$; TLI = .95; RMSEA = .07, CFI = .97, IFI, =.97 which recommends significant model fitness ($p = .001$) as presented in Table 4.

Table 4. Cultivation, Gratification Surveillance, and Adoption Behavior Path Model

Models	χ^2	DF	χ^2/DF	CFI	IFI	TLI	RMSEA
CD->GS->BW Path model	151.87	75	2.025	.97	.97	.95	.07

Hypothesis 1 postulated that cultivation through PTV dramas would be directly associated with the adoption behavior among rural women. As anticipated, path analysis showed (see Table 5 and figure 2) that cultivation through PTV

dramas ($\beta = .42$), was positively associated with the adoption behavior among rural women. Hypothesis 2 postulated that gratification surveillance would be directly associated with the adoption behavior among rural women. As expected, path analysis showed that gratification surveillance ($\beta = .43$), was positively associated with the adoption behavior among rural women. Hypothesis 3 postulated that cultivation through PTV dramas would be directly associated with the gratification surveillance. As expected, path analysis showed (see Table 5 and figure 2) that gratification surveillance ($\beta = .69$), was positively associated with the cultivation through PTV dramas. Therefore, all three hypotheses on direct association of CD, GS and BW were accepted.

Table 5. Standardized Regression Weights: direct relationship of CD, GS and BW

Direct relationship	β	S.E.	P	Hypothesis
BW <--- CD	.42	.043	0.001	H1 Accepted
BW <--- GS	.43	.050	0.001	H2 Accepted
GS <--- CD	.69	.053	0.001	H3 Accepted

Lastly, hypothesis 4 postulated that gratification surveillance mediates the relationship between cultivation through PTV dramas and the adoption behavior among rural women. The H4 was examined by using Preaches and Hayes (2009), approach of mediation (HLM) steps using structural equation model (SEM) on the AMOS 23.0 (see figure 2 and Table 6), to evaluate the direct and indirect effect of the cultivation through PTV dramas and the adoption behavior among rural women. The results of the CD, GS and BW mediation model revealed that the direct path from cultivation through PTV dramas to the adoption behavior among rural women was significant in mediation model ($\beta = .42, p < .01$); the total effect was also significant ($\beta = .72, p < .01$). The indirect path with gratification surveillance mediation was in association of cultivation through PTV dramas and the adoption behavior among rural women was significant ($\beta = .30, p < .005, R^2 = .62$) which suggests partial mediation as recommended by Preaches and Hayes (2009), in case of both paths found significant in mediation model. Therefore, H4 was also approved.

Table 6. Direct, Indirect & total effects of Gratification Surveillance mediation model

Mediation Model	Direct effect	Indirect effect	Total effect	R ² change	Hypothesis
BW<--- GS <--- CD	.42*	.30**	.72*	.62	H4 Accepted

* $p < .01$ and ** $p < .005$.

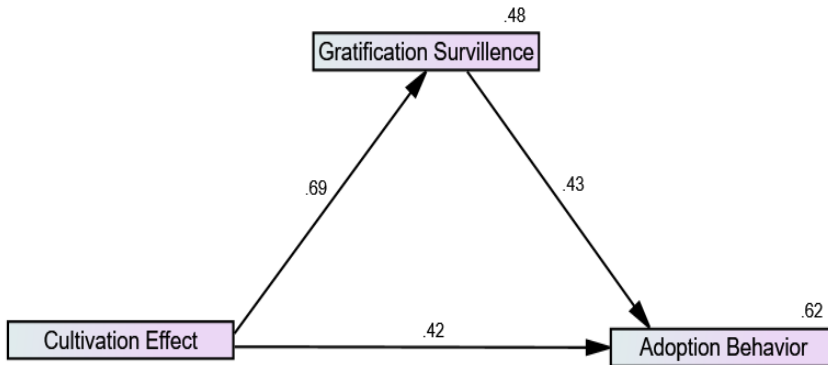


Figure 2: Mediation Model of CD-GS-BW: Cultivation, Gratification Surveillance, and Adoption Behavior AMOS 23.0 output.

5. Discussion

The study proposed the gratification surveillance mediation model in association of cultivation through PTV dramas and the adoption behavior among rural women and was significant approved as results revealed. This reinforce the notion that TV is well liked medium of communication all over the world. Researchers claimed TV as the disease of the century. It is frequently said that TV has reformed the world (Joshi 2002, p.19). PTV is the channel for entertainment in the form dramas, music and other genres of programs. People watch dramas either for passing time and escaping for boredom or worries of life. Drama has a historic way of educating and effecting people. Exposure to TV dramas has become social phenomenon in the rural localities of Pakistan and results of the study validated this idea as well.

The rationale of selecting PTV dramas for research was to find out how the PTV dramas appeal and sustain audience’s attention focusing on female viewers in the rural areas and discovering the impact of them on the behavior of rural women of Punjab. PTV has conveyed entire new scale and power to improve the drama experience that is without precedent in the history of human culture. There has never been a time before when a huge number of any communities had such regular and perpetual access to drama. Though not yet investigated empirically, watching TV is usually believed to develop social forces of undeniable influence. Drama provides us distinct directions to believe and distinct trends to follow results has supported this assumption.

Therefore, can be concluded that dramas influence the general construction pattern and Urdu dramas of PTV are significant in rural localities that are the large source of entertainment. PTV dramas are nurturing cultural values and customs. Dramas are well liked content having a dynamic leverage on people (Biagi 2003) viewership of drama now is more than previous historical period. Female are more likely to watch dramas for entertainment and therapeutic purpose. Most of the PTV dramas are set in a domestic situation, featuring central characters as female.

The picked group of people for this study was rural women particularly heavy viewers who watch PTV dramas for minimum two years. Most viewed PTV

dramas were selected to conduct the research. Dramas are crucial for binding the society in national culture while educating and entertaining people. PTV dramas were really significant till early 1900s. Satellite and cable television emerged in the mid 90's and evolved innovation in content. The results revealed that gratification surveillance role is not only crucial in information seeking it is also a significant in entertainment. The results advance the application of CMM model in area of cultivation effects. Further, in line with the CMM model the results revealed that cultivation effects of the TV dramas mediated through the gratification surveillance among rural women. The rural women with more gratification needs get more effects of TV dramas. Future studies may consider other key elements of CMM model like attention and elaboration.

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