

# **Social Marketing Altruistic Approach, Shock Appeal, and Risky Consumption Behavior Harming Others**

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The aim of this research is to explore the long-term effect of shock appeal over a period of time in the context of social marketing altruistic approach (toward other people), in specific advertisements that includes shock appeals that target children with second-hand smoking. This was achieved through an inductive approach leading the researcher to focus on exploring the relation of shock advertising and second-hand smoking in specific SHS that harms children in addition to its potential effect over a period of time. The research intended to capitalize on the outcomes of previous findings of (Mukattash et al., 2021). The study adopted a qualitative diary note approach that took place in Amman - Jordan over a period of sixteen weeks. The study utilized a purposive sampling technique that included smokers who were exposed to a set of advertisements including shock appeals targeting only second-hand smoking. During the study participants were supplied with diary-notebooks where they were asked to note down their daily behaviors regarding second-hand smoking. This will reflect on the efficacy of advertisements viewed at the outset of the study. Participants reported that shock appeal influenced positive behavioral change towards children exposed to SHS. Many participants succeeded in modifying their behavior by avoiding smoking in the presence of children. This positive change was reported more amongst parents. Though some participants did not show complete behavioral change, however with the high rates of second-hand smoking reported in Jordan the outcome seems promising and highlights the importance of applying shock appeal in targeting second-hand smoking. Shock advertising could be highly effective in targeting second-hand smoking as part of comprehensive anti-second hand smoking social marketing campaigns.

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