

Impact of Media on Divorce Intentions and the Moderating Role of Higher Educational Institutes in Punjab, Pakistan

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Abstract

Pakistan is an Islamic country having Muslim majority population; therefore the cultural norms, values and beliefs are Islamic (Shahid, 2014). Pakistani media is an independent body having both positive and negative effects which are affecting the society positively and negatively by showing diversified cultures from the global world (Niazi, 2013).

Furthermore, Higher Educational Institutes play a crucial role by developing a person's character through preserving or distorting a country's culture (Patil, 2012; Hamid, 2010). In this study, the role of Higher educational institutes is taken as a moderating variable. Multiple research studies recommend that Pakistani culture is being distorted by Media because of the introduction of the western culture (Noor, 2013; Iftikhar, 2015) resultant divorce rate has increased alarmingly from 150 to 200 cases per day (Zakaria, 2015).

Current study focuses on the impact of Media on Divorce Intentions, and, examines the role of Higher Educational Institutes as Moderating variable respectively. Questionnaire survey has been conducted to collect data from Female Students of Punjab, while correlation and regression tests have been used to analyse the results.

Key Words: Electronic & Social Media, Role of Higher Educational Institutes, Divorce intentions.

INTRODUCTION

Globalization has strong impact on our dress code as we practice to wear shalwar qameez often and women use dupatta in our society (Arifa, Saheem, Amal, & Mamoona, 2014). The globalizations enhance the women rights and make them more independent. Due to globalization, our culture is being distorted and we are adopting the Western culture (Sohail, 2015).

Media is considered as a fourth pillar of the state. It provides the information what is happening across the world. There are different sources of communication in the world. Electronic media, social media, internet, and the mobile communication which deliver information and entertain us, all are the main types of media. Media has covered the every aspect of life. Media is a way of information and communication which plays an important role in communication. Now a days, media is a source of advance communication network in Pakistan and a large number of television channels have been established in Pakistan. Moreover, Electronic Media has the strongest impact on individual's life in Pakistani society; it delivers education, information and entertainment (Ali, Jan, & Bukhari, 2013).

Media has the strongest influence on socio-cultural and religious aspects of any society. In all forms of media; television has strong contribution to change the opinions and the way of life of its viewers than any other type of media. Due to advancement in the technology the TV channels are available across the Pakistani cities and villages 24/7. Due to this advancement, a broad variety of television programs are available for them. In 1989, only one television channel was available, but now even the middle class



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has the access of more than 50 channels for entertainment. Foreign Channels are included among these TV Channels such as Americans, Westerns and Indian Channels on the 1st row. (Sabir, 2011).

PEMRA is regulatory authority who issues the license to the TV channels. According to annual report of PEMRA updated, shows that there is a huge advancement in Pakistani media. There are 85 satellites who work for television channels. Among these 85, 69 are working as operational and 16 as non-operational and the rest five channels work for public sector. Out of 85, the 38 channels are working for entertainment (Saqib, 2011).

Educational Institutes are being considered as a platform which has the capability to develop the new generation of society. It is used as a capital to bring the change in behavior and attitude (Malik, 2003). In every country Educational Institutes play an important role to build a model society and they also help to develop the social system in the society. It changes the behavior and attitude of the people in the society and deliver the good norms and values of their national culture (Patil, 2012). Life stages from school to universities are mostly effected by the media perceptions and cause unhealthy psychological and physical behavior (Hesse & Biber, 1991).

Due to media advancement, our new female generation is being misguided and it presents such concepts which are not acceptable in our culture. If Training Centers and Educational Institutes provide proper knowledge and information about their goodness, their identity and image will be saved in society. In this way they gain a better status in society. Marriage plays a very important role in women's lives which enhances the respect of women. Now a day's women become independent and career oriented, because of that marriage rate is decreasing in women (Kambarami, 2006). In general, Educational Institutes are places where the character of the nation and society is developed (Sajjad & Kharian, 2013).

Today marriage rate is low in well educated women as compare to less educated, Women who are well educated holdup their marriage and become career oriented (Isen & Stevenson, 2012). A survey named "Ultimate College Girls Survey" was conducted in which data was collected about the desired date of marriage of women. This survey was conducted online through the campus media. The results of that survey show that 85.1% women want to get married at the age of 30, 46.4% want to get married at the age of 25 to 27, 20.9% said that they want to get married at the age in between 28 -30. Only 17.1 % showed that they want to marry at their 25th birthday. The CEO of that college says that we were not surprise by that response of women on showing the attitude of getting married at the age of 30. Because today, women have plans for more education.

Women of today prefer their education and career development to their married lives. The ideal age for women to get married is 24. Due to higher education and career oriented, they get married at the age above 30 or 40 (Hussar, 2012).

The trend of career development and priority to education is high among the women in China than the marriages. A survey was conducted in Beijing, and Shanghai which shows that women in urban China who are not get married at the age of 25-34 are 7 million and the women who got married at 45 age is 7%. These all have the college education professional (Larson, 2012). Today, women are more conscious about their education than their parents and future partner which shows that they want to get married at later ages (Gordon, 2012).

More educated and career oriented women delay their marriages. The delay of marriage, motherhood and focus on more education leads towards career oriented goals, liberalization and women empowerment. These all are viewed in the sense of independence, freedom and the effect of materialism on Muslim women to weak their faith on their own religious norms and values (Seaman, 2009).

NGOs and the other institutes which work for women; they misguide and brainwash the women. Many of these institutes in Pakistan are run by the status conscious women of the upper class who do not

provide the proper guidance to the women's oppression that how they spend their lives in our society (Ovais, 2014).

At Hand, many Educational Institutes teach the vulgar dance and distort our cultural norms and values (Khan, 2014). The news was shown on Samaa TV on 18th April 2014 (Samaatv.com, 2015). Adeeb Javedani who is a president of Private school management says that a teenage book of Malala Yousaf Zai "I AM Malala" was banned in private schools across the country. The president of private school says that she has no respect for Islamic rules and regulations. Because she has written the name of our beloved Prophet Mohammad (Peace be upon him) without words (PBUH). She has been considered as a Western agent in Pakistan and misguides our generation about our religion (Javedani, 2013).

Problem Statement

In 2014 divorce rate was increasing from 150 to 200 per day (Zakaria, 2015). Niaz (2014) and Riaz (2013) have concluded that divorce in Pakistan is increasing due to media but has not specified the exact type of media.

In a nutshell, "Pakistani media is working against Pakistani Religion and Culture by promoting Western culture, making the women independent and higher education oriented due to which Divorce Intentions are increasing alarmingly".

This specific research, apart from electronic & Social Media which leads to Divorce Intentions and the moderating effect is the role of higher Educational Institutions in Punjab, Pakistan.

Study Novelty

- i. In past, study was conducted in which only the media was the reason of divorce in Pakistan but have not specified the exact type of media. (Niaz, 2014; Riaz, 2013).
- ii. In present research, all the variables as electronic and social Media, role of Higher Educational Institutes and Divorce Intentions are studied together. It is the novelty of current research.

Objectives

- i. To analyze the impact of media to promote divorce Intentions in Punjab, Pakistan.
- ii. To examine the moderating effect of role of Higher Educational Institutes on the relationship of media and divorce Intentions.

Research Questions

1. Is the Media increasing Divorce Intentions in Punjab, Pakistan?
2. Is the role of Higher Educational Institutes moderate the relationship of media and Divorce Intentions in Punjab, Pakistan?

Significance of Study

Current study is a explanatory in nature because it investigates the causal effect relationships among the variables. This study is helpful for different fields of life.

Now a days Educational Institutes work like an organization, so this study from theoretical point of view helps the higher Educational Institutes to sustain their national culture and understand their role in national development. Through this they provide relevant knowledge to their students.

From psychological point of view Media should show such programs which provide the information and entertainment (Happiness) to its viewers but shouldn't effect their viewers mind, body and behavior negatively.

LITERATURE REVIEW

Role of Higher Educational Institutes and Socio Economic Development

Educational Institutes are those mediums which play very important roles to establish good social system in the world. These are main places which change the behavior of people and guide others about wrong and right and the way to become a good citizen in the society (Patil, 2012).

Educational Institutes are a subsystem in the society; it provides the skills which are used to bring the economic development in the society. The activities which are performing in the society are dependent upon the relation and interrelation among all these five sub-systems in the society. Most important functions of Educational Institutes are to transfer the knowledge of our norms, values and sustain our culture in the society. To develop the idea of homogeneity which means belonging to groups and relations with each other is better than individuality. Thus, through this it makes the major contribution in the social and economic development of our society (Mondal, 2015).

Educational Institutes should try to hire the female teachers in institutes who impart the best advice to the women about the wrong and right. Today, many dramas and movies show the very casual use of drugs and drinking. This is destroying our culture and misguides our generation. If Educational Institutes do their work properly and guide young generation in good way, our new generation will learn the moral values of life. Because we are a Muslim nation and drinking has been banned in our religion, but Educational Institutes are not doing their work ethically (Masath, 2013).

Social development is a process of bringing the good things in our lives and it runs along the economic development. Educational Institutes bring the social development through the well-being in living standards and bring their welfare. Social development has been associated to build the human relation and that is called a self-development. Through the social development individuals enable themselves how to act and take decisions. Educational Institutes empower students and play an important role in their social development (Homfeldt & Reutlinger, 2008).

In social development, Educational Institutes play a vital role. Educational Institute is a place where the students learn the moral rules and regulations. It is a place where we learn how to build a relation with others and do the work individually and join a group and our social development occurred through educational institutes. (Seefeldt, 2010). Education is very important social institute in the society. Other social institute's religion, family, culture and society are related to education which provides the basic knowledge about our norms and values. It also fulfils our socialization needs which guide us about our norms, values, attitudes and beliefs. Educational Institutes help the students to develop their social interaction with others in society (Pannliu, 2012).

Educational Institutes are performing very important role in the economic development and if we pay close attention towards the human economic development then we get to know that education plays a vital role in human capital development. Through the education, we expand our awareness regarding our responsibility and rights in the society. Education helps to alleviate the poverty and social injustice from our society by providing us different opportunities (Saddiqui, 2009). Educational Institutes provide the knowledge about the future needs through research and provide the solution to the problems which are being faced in economic development. Education make us specialized in different fields such as health, engineering, technicals and teaching etc. (Ferrini, 2012).

Less developed countries face the problems of poverty, health care problem and security issues and to solve these issues, higher Educational Institutes play their significant role. Because when right education is provided by all higher Educational Institutes, it will bring better results. To achieve the economic development, the stockholder of all universities should pay closer attention and organize the entrepreneur training session in their universities and guide their seekers helpful for problem solving. It is beneficial for their economic development (Omwamba, 2014).

Role of higher Educational Institutes and Media

Educational Institutes are very important for any society; co-education trends have been started globally in which boys and girls studying together. In Co-education many institutes allows male and female students to make group which distort our culture. Co-education has the controversial issue in Pakistan; its views are against the Islamic culture norms and values. On the other hands it is a thought that Pakistan is less developed country due to low resources and institutes are good options to save the resource of Pakistan (Study Notes for Colleges and Universities, 2012).

Co-education institutes do not raise the level of education in the country rather it develops the vulgarity in the society. Only those people like the co-education who wants to adopt the Western culture. In reality, it is against our culture, religion and our society. There is a fear that co-education develops the immoral relationship among boys and girls. We should try to adopt that system at low level study but not at higher and secondary level of education. If we adopt that system at higher level of education, it promotes the vulgarity in our society (Khan, 2012).

The use of Social Media is increasing in college and university students. In 2009 about 85% budget of the universities and colleges of the United States was spent on facebook usage (Hendrix, Chiarella, Hasman, Murphy, & Zacfron, 2009). The number of Universities and colleges students are more obsessed from the facebook profile and their twitter page (Williams & Merten, 2008). Women rate of using Social Media is greater than men. Social Media usage has negative impact on the students academic score. Mostly students use the Social Media to make friends, share videos and to develop interaction with others, In this way they waste their time and pay very low attention towards their studies (Tham & Ahmed, 2011).

On the other hand, Social Media increases the opportunities for the students to learn more as many Higher Educational Institutes use the Internet blogs to teach the students. Therefore, this type of method enhance the English, technical skills and creativity of the students. Some students use the Social Media to have group study and making assignments. Social Media helps the teachers and students to enhance their performance (Boyd, 2008).

As a Pakistani singer, Shahzad Roy starts a program with the name of “Chal Parh”. In May 2013 he said that the two nation theory of Dr. Alama Iqbal is a hate speech. Shahzad Roy forgot to say these words that it is necessary to make the difference between the Muslims and non-Muslims. He urged to eliminate the Islamic heroes history and religious chapter from our educational books. Educational Institutes are the main places where children learn about their religion and history. As a result, that type of comment shows that it wants to promote the Western culture and distort our own culture (Khan, 2013).

Media has a strong influence on Educational Institutes. Now a Day, many functions have been occurring in higher Educational Institutes in which very vulgar dance was performed. New trends have started where function was held on the name of the sports festival in which female students are performing the vulgar dance, Through this these institutes promote the vulgarity in our culture. Many people file complaints against the government that in many private and government institutes women Aerobics dance is most popular which is opposite of our culture and an action should be taken against these

women and this culture. In many universities and colleges staff and administration force the female students to participate in these events, perform the vulgar dance and acting in that event. If they refuse, they create the problems in their education and destroy their career development. This trend is more common in Northern Punjab in which many Higher Educational Institutes promote vulgarity and liberalization on the name of sports events (Iqbal, 2014).

Lahore Government university college female and male teacher together performed a very vulgar dance. The Preach took an action and made a request to the chief justice of Pakistan to take prompt action against those teachers who use the Educational Institutes to fulfill their personal desires. He also said that these institutes have started events with the name of “fund raising” in which professors perform very vulgar dance. He told that Government College University wants to promote the idea of “Ultra-Liberal “parties and vulgarity expand in our society (Nizami, 2011).

In Lahore Government College a cultural festival was held in which vulgarity dance was performed` on an Indian song which is a step to destroy our national culture and to promote Indian culture (Basic.pk, 2015).

21 April 2014 (Daily Times) in Lahore the Islamic Jamaat Talaba protested against the vulgarity in Pakistan. On Friday in front of mosque at Punjab university New campus after Juma prayers, students distributed the pamphlets for the musical night, which was held in university (IJT distributes 'anti-vulgarity' handbills on PU, 2014). IJT considered it as an unethical act and it's against the Islamic rules and regulations. To stop this, Islamic Jamaat beat two students who were wearing the vulgar clothes. The vice chancellor of the university took an action on it on 23rd April 2014 and said that the purpose of that handbill was to promote the morality not vulgarity. Thus, Educational Institutes which were established to teach the students about their culture and build the character are spreading the vulgarity and distorting our culture through these types of programs in our society such as musical nights and sports gala etc. (Interface.edu.pk, 2012).

5th April 2015, Veet super model contest was held in Park Tower Karachi. Through this contest, media try to promote the vulgarity in Pakistan. They promoted glamour through their commercials using Indian super model Katrina who used vulgar dressing. In beginning, it was started as the contest only for upper class, but later in Hum TV sponsored that contest and through media involvement it spread its impact on all the classes of women and made them liberalized. On 3rd April 2015, SZABIST started its audition and 4th April 2015 Iqra University in which Amna Illays came as guest. Consequently, Educational Institutes through that type of event promoted the vulgarity and misguides the society. These events were sponsored by Hum TV and Waqar Ali Khan was the host and it had great contribution to destroy our culture (Awami Web, 2015).

On 27th April 2015, a Theater festival was organized in New Auditorium UET Lahore. Educational Institutes adopted the media program and misguide their students (Allevents.in, 2015). Many colleges and universities organized a musical night for their students and adopted the Western culture as on 16th April 2015 “Annual musical Festival Featuring SOCH BAND,” which was organized at Shalamar medical and dental college Lahore (Ahmed, 2015). In the last decade, this trend has been increased to organize different musical, theater and beauty contests programs for the students in different universities and colleges in Pakistan. So all these events which have been organized in different colleges and universities of Pakistan promote the vulgarity in our society and make the women more liberalize. These all events which are held in our Educational Institutes are being promoted through media.

Media present many commercials of products in which the models wear very vulgar dresses which is against our norms and values. Through that type of commercial our revenue is increased but, our

traditions have been demolished. Our traditions could not be sacrificed at any cost. Many domestic channels telecast the dramas, songs, movies and advertisements in which actor and actress are mostly Indian, in the course of that type of programs we are distorting our culture and adopting the Indian culture. Media should not only try to highlight those Educational Institutes who change their syllabus, books and remove the Islamic materials from their books but Media should also introduce Pakistan's ideology (Shaukat, 2014).

Role of Higher Educational Institutes and Divorce Intentions

Educational Institute is a place where character is built but now when the people are educated, they become more liberalized and independent and take their lives decision on their own without depending on others. Accordingly, when people got higher education, they become more liberalized and see every relation in a broader way. People with higher education become more liberalized and they have the liberalized norms and values. They think that if they are not satisfied with their marriage relationship, then it should be ended. Excess of something becomes the reason of problems that why due to independent and career oriented lifestyle increases Divorce Intentions (Levinger, 1979).

Those women who were born in the last two decades of the 19th century had the higher education degrees but they remained unmarried until the age of 50 years. Many institutes provide the knowledge and training to divorced persons and make them easy to live alone after being divorced. As a result, these types of institutes make things easier for married couples to take the decision of separation and live their life happily after the divorce and this advancement has increased Divorce Intentions from Last decade (Goldin, 2004).

Today, women have opportunities for the higher education, leads to Divorce Intentions. Females having higher level of degrees has a higher chances of divorce. Because higher education provides her with strong financial position and this financial support can easily break the relationship because she knows very well that she is independent and she is not dependent upon her life partner (Becker, Elizabeth, & Robert, 1977).

Educational Institutes started the divorce counseling in which education is provided to the divorced parents that how to deal with other people in stressful situation. These educational classes help to save the relationship among the parents and children and also help to eliminate the problems among them. These classes teach them how to face the society. That type of institutes motivate the divorced persons and teach them that divorce is not a big issue which motivate other un-happy couples and thus increase Divorce Intentions. (Dworkin & Karahan, 2005).

There are many institutes who work to help the divorced persons to survive in the society. An institute for divorce and financial analysis was established in 1983. This institute has the certificates and promotion options to educate the people and make themselves available to provide the professional financialists at the time of divorce. This institute provides training in accounting and financial to make them a financial expert analyst to handle the divorced client's financial problems. Hence, these institutes increase the Divorce Intentions globally. (Linkdin, 2015).

Theoretical Framework

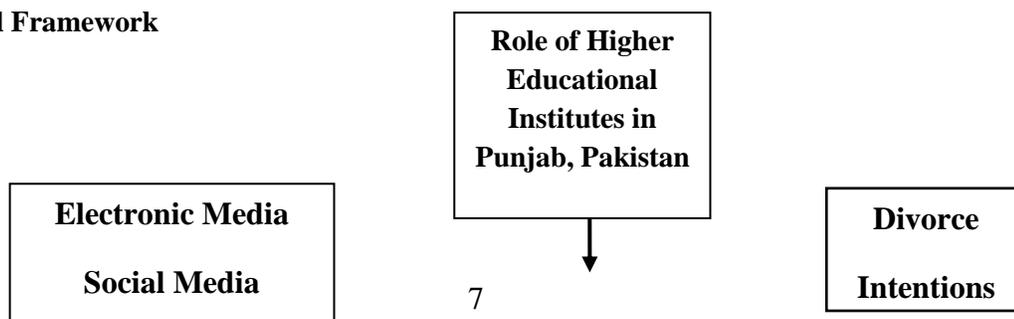




Figure 2.1: Source: (Riaz, 2013; Niazi, 2014).

Hypotheses

H1: *Electronic Media promotes the Divorce Intentions in Punjab, Pakistan*

H2: *Social media promotes divorce Intentions in Punjab, Pakistan*

H3: *Educational Institutes are promoted Divorce Intentions in Punjab, Pakistan. .*

H4: *Educational Institutes play a moderating role between the relationship of Media and Divorce Intentions.*

Mehodology

Methodology provides the direction to take an action to find the solution of specified research problem and help to attain the purposes of research. In order to conclude the finding of research in effective and efficient ways, the selection of most reliable and suitable method is necessary (Gill & Johnson, 2010). Philosophy of this research is applied and deductive approach was used in this study in which move from general to specific phenomena of which the findings support or modify the theory (Gulati, 2009).

Current study is an explanatory, causal, and cross- sectional study. In this research quantitative survey was conducted and structured questionnaire was used to collect the data related to variables either its results accept or reject the hypotheses and study. Primary data was used to analysis the results.

Questionnaire has two sections, section I consists of the demographic information of the respondents, personal information related to their age, gender, qualification and professions. Section II was based on the variables that were the part of theoretical frame work.

In current study five point likert scales has been used to collect the data ranging from “strongly disagree=1” to “strongly agree=5” To measure independent and moderating variables questionnaire is adopted from Hanif (Hanif, 2014) and to measure dependent variable divorce intentions adopted questionnaire from Safdar (Safdar, 2014). Total 28 items were used to measure all variables. To collect the data questionnaire survey was done. 350 self-administered questionnaires were delivered in person and through mail. In which 340 questionnaires were received in which 337 were completely filled, 3 were incomplete filled and 10 have been missed.

Unit of analysis is a single / married female graduate university enrolled students and teachers in Punjab, Pakistan which is recognize by higher education commission (HEC).

Target population of this study is the female students and teachers from the universities which are recognized by HEC in Punjab, Pakistan. Convenience sampling which is a non-probability sampling techniques was used in this research.

Data Analysis Technique

In current study to find the results of the constructs variables, data was collected from the respondents through questionnaire survey, and then simply entered the data in SPSS (v20) and analyze the moderator variable using the AMOS (v21) by running the structural equation modeling technique.

Results Analyses

Female students, professors and lecturer in HEC recognized universities in Punjab, Pakistan were the target population of current study. Total 350 structured questionnaires were distributed only 340 (97%) questionnaires were received in which 337 were completely filled and 3 were incomplete.

Demographic Characteristics

Structured questionnaires have been used to collect the data on the variables in current research. Respondents of this research were the Female students and faculty staffs from the HEC recognized universities of Punjab, Pakistan. So different Respondents have the different age, 215 respondents have the age which was lie between 15-25, there are 97 respondents who have the age range between 26-35, the age of 28 respondents fall between 36-45, 1 respondent have the age of 46-55 and only 2 have the age of 55 and above it.

Respondents Female female and they different 196 (58.2%) were 125(37.1%) have the post degree and 15(4.7%) have the

Demographic	Frequency	Percentage (%)
Age		
15-25	215	63.8
26-35	91	27
36-45	28	8.3
46-55	1	.3
56 and above	2	.6
Education		
Graduate	196	58.2
Postgraduate	125	37.1
Other	16	4.7

were the students and faculty staffs have the qualification. respondents graduates, respondents graduate only respondents other

qualifications. Respondents have the different professions as 82(54%) were the female students, 113 (33.5%) were the female professors and only 42 (12.5%) were the lectures in higher educational institutes. Respondents of this study have the different marital status as 236 (70%) respondents are married and only 101(30%) are unmarried Table: 1 provides the demographic characteristics of the current study respondents.

Table: 1

Profession		
Students	182	54.0
Professors	113	33.5
Lecturers	42	12.5
Marital Status		
Married	236	70.0
Unmarried	101	30.0
Total	337	100

Demographic Result

Reliability Analysis

The reliability of measuring instruments which is use to collect the data was checked before analysis by using the SPSS. For reliability Croanbach's alpha (α) measure is use to check the reliability of an instrument. Table: 1 gives the values of croanbach's alpha (α) for all variables which were used in current study. The values must be greater than .70 which is considered best for internal consistency (Kaplan & Kaiser, 2006). The reliability analysis shows that the croanbach's alpha value for all variables lied within acceptable range from .801 to .872.

Table: 2 Reliability Analyses

Sr.NO	Variables	Croanbach's alpha (α)
1	Electronic Media	.847
2	Social Media	.872
3	Educational Institutes	.801
4	Divorce Intentions	.802

Normality of Data and Descriptive Statistics

Normality of the data has been checked by analysis the kurtosis and skewness values of the constructs variables which were used in current study. It is a basic assumption to test the research model in SEM (Ferdinand, 2006). For normality the value of kurtosis lie between +2 to -2 and the value of skewness lie between +1 to -1 (Santos, 2007).

Table: 3 give analysis of normality, which are lying within the range of suggested values for kurtosis and skewness. Thus, analysis showed that data was normal and SEM and regression were applied to calculate the analysis of the variable and on the basis of results we accept or reject the proposed hypotheses.

Table: 3 Descriptive Statistics

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
EM	337	3.1612	.73243	.090	.133	.213	.265
SM	337	3.0364	1.08647	-.143	.133	-.602	.265
EI	337	2.9822	1.00956	.485	.133	-.735	.265
DI	337	3.0801	.93436	-.138	.133	-.757	.265
Valid N (listwise)	337						

Multicollinearity Analysis

Multicollinearity is a second assumption of SEM that should be fulfilled to test the research model on AMOS. Multicollinearity is said to have the correlations among the predictor variables in the model,

Multicollinearity has been tested through SPSS. Co linearity statistics calculate the two values which provide the information about the presence and absence of the Multicollinearity in the data that is “*Tolerance*” values and other “*Variance Inflation Factor*”. Tolerance values told that the variation in the exogenous variable cannot be explained with other exogenous variables. For example .990 tolerance values of Electronic Media shows that 99% changes in exogenous variable (Electronic media) cannot be explained by any other exogenous variable. The tolerance values of all exogenous variables are given in the second column of table 4.

Analysis of table indicates that all the exogenous variables having the good tolerance value. So it has been concluded that there is a less amount of variation which can be explained by other variables. Therefore, it indicated that there is no multicollinearity in the data (Douglass, et. al, 2011). Another measure which is use to calculate the multicollinearity is a VIF (variance inflation factor). The suggested value for $VIF < 2$, this means if the value of VIF is < 2 , there is no multicollinearity in data. In table 4 last column give the VIF values of all the exogenous variables in the study, all the exogenous variables having the VIF value < 2 . It shows that there is no multicollinearity among the predictor variables.

Table: 4. Multicollinearity Analysis

Model	Collinearity Statistics	
	Tolerance	VIF
Constant	.980	1.015
Electronic Media	.990	1.010
Social Media	.997	1.003
Educational Institutes	.988	1.012

Structural Equation Modeling Path Analyses (Moderation)

Moderator is variable which modify and strengthen the relationship between the independent and dependent variables (Aguinis, 2004; Aiken & West, 1991). Moderating effect is called interaction because it is the third variable which interact with the relationship of other two variables. To measure the moderating effect of Educational Institutes on the relationships of Media and Divorce Intention SEM path analysis for moderation is run on AMOS graphic (v21). According to Baron & Kenny (1986) interaction terms between independent variable (Media) and moderating variable (Educational Institutes) were developed, and the path analysis for moderation was drawn and analysed.

SEM Model Fitness Statistics

In current study we used the fitness indices as criteria to select the model fit. The value of GFI, AGFI, the value of SRMR (Bentler, 1995), and the RMSEA (Steiger & Lind, 1980) were checked. Higher values of GFI and AGFI and the lower values of SRMR and RMSEA show the goodness of model (Joreskog & Sorbom, 1986; Bentler, 1995; Steiger & Lind, 1980). According to Byrne (2010) the value of RMSEA less than .05 is ($>.05$) indicate the goodness of fit. According to Hair et al. 2006 and other researchers recommended that the value of RMSEA $> .08$ is Satisfactory (Schermelleh, Engel et al., 2003; Schumacker & Lomax, 2004). The value of CFI (comparative fit index) is measure to compare perfect the observed covariance and covariance predicted by the model. The value of CFI which is consider perfect it must be $\geq .90$ Bagozzi & Yi, 1988; Mulaik et al., 1989).

Table: 5 Model Fit Indices (Moderation)

Indices	Recommended Values	Obtained Values
GFI	$>.95$.994
IFI	$>.95$.996
RMSEA	$< .10$.089
CMIN/df	< 3	2.135
RMR	$< .10$ or closer to zero	.019

NFI	>.95	.965
CFI	≥.90	.996

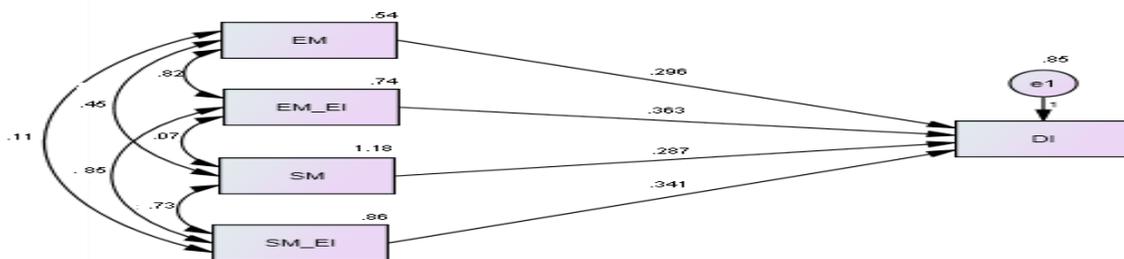
Table 5 provide the analysis the fitness indices in moderation model it show that are the value of indices are good and it shows that model is fit (Jaccard & Wan, 1996; Ferdinand, 2006).

Table: 6 Coefficient Paths

Causal Paths	Estimates	S-E	C-R	P	Hypotheses
DI <--- EM	.296	.126	4.376	***	Accepted
DI <---EM_EI	.363	.083	2.342	.019	Accepted
DI<--- SM	.287	.082	2.834	.005	Accepted
DI<--- SM_EI	.341	.065	3.541	.009	Accepted

Coefficient path analysis for moderation shows that proposed hypotheses H1: Electronic media promotes Divorce Intentions in Punjab, Pakistan was accepted ($\beta = .296$, $t = 4.376$, $p < .001$). H2: Role of higher Educational institutes moderate the relationship between electronic media and divorce intentions was accepted ($\beta = .363$, $t = 2.342$ & $p = 0.19 < 0.05$). It shows that influence was significance. H3: Social media promotes the divorce intentions in Punjab, Pakistan was accepted ($\beta = .287$, $t = 2.834$, $p = .005 < 0.01$). H4: Educational Institutes have direct influence between the relationship of social media and Divorce Intentions ($\beta = .341$, $t = 3.541$, $p = 0.009 < 0.01$) thus, hypotheses 4 was accepted that role of Educational Institutes negatively moderating the relationship between Feminism and Divorce Intentions.

Figure: 2 Path analyses (Moderation)



Discussion and Conclusion

Current study is quantitative in nature and deductive approach has been used in this study because of moving from general to a specified findings. In this research, statistical analyses were performed to analysis the research findings and casual effect relationship among the independents, dependent and moderator variable have been analyses thus, this explanatory research. Media is a fourth pillar of the state and it provides us information and entertainment. But today media use the women in wrong way and show their femme in a negative way. Mostly media explore the wrong culture in our society (Robin, 2012).

Today divorce rate is increasing in Pakistan alarmingly and the previous studies showed that media is a reason to increase the divorce rate in Pakistan (Raiz, 2013; Niazi, 2014).

Educational Institutes in any country play very important role to build a good society, because it is a place where our characters are built and we gain the information about our culture. In this study role of Higher Educational Institutes was studied and examined the moderating role of Higher Educational Institutes on the relationship of media and Divorce Intentions.

Current study has some limitations. In current study quantitative approach has been used but in future qualitative approach will be used. In current study, we have examined the impact of media on divorce intentions but in future study will be conducted in which analysis will be done on the impact of media on

our culture. This study have the practical implications. Educational Institutes provide the awareness to their students about our religious and national culture. Female faculty should guide their female students about their duties according to Islamic and cultural point of view. This Study is helpful for a marketing manager to do the marketing of those products which are relating to our culture and do not explore the women wrongly in the advertisement of their products.

At the end, it is concluded that media has a strong impact to increase the divorce intentions in Punjab, Pakistan and role of higher educational institutes moderate the relationship of the media and divorce intentions. Thus, proposed hypotheses of current study have been accepted and objectives of current study have been achieved.

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