



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

**PERCEIVED IMPACTS OF ALCOHOL ADVERTISING BAN ON SOME
SELECTED MASS MEDIA IN ETHIOPIA**

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**A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY SCHOOL OF
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Abstract

Primarily, this research aims to examine the perceived impacts due to an alcohol advertising prohibition in Addis Ababa through self-administered questionnaire. Random sampling techniques were employed to collect primary data from 92 respondents via self-administrated questionnaire. In addition to a self-administered questionnaire, an in-depth discussion was conducted with senior officials who have ample experience in the media sector. Data was presented using table, graphs, means, standard deviation and percentages derived from questionnaires and interviews. The results demonstrated the prohibition proclamation of alcohol promotions from the mass media had adverse impact on their financial performance. According to the study, despite the enforcement of a bill that bans alcohol promotions, youth access to alcohol has not decreased. Furthermore, this has had an extremely detrimental effect on media and advertising industries. According to the study, the bill has significantly contributed to a decrease in revenue, slowdown of labor force demand and overall market share, ultimately decreasing company profitability. Therefore, it's important for folks in the media and advertising fields to carefully examine their business surroundings. When they do this, they can find opportunities to team up with other industries and attract a wider range of customers. Also, instead of outright banning ads, the government better come up with different methods and schemes to tackle the issue.

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Abbreviations and Acronyms

EBC	Ethiopian Broadcast Authority
EBS	Ethiopian Broadcasting Services
FBC	Fana Broadcasting Corporate
KII	Key Informant Interview
SPSS	Statistical Package for Social Studies.
WHO	World Health organization

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CHAPTER 1: INTRODUCTION

1.1. Background of the study

Youth drinking habits have seen an upsurge, leading to an increase in demand. Foreign companies have made significant investments into Ethiopia's alcoholic beverage industry over five years, as many manufacturers expanded capacity to meet a rising demand among young people. Unfortunately, excessive alcohol consumption among this age group is becoming an urgent public health concern as alcohol abuse and dependency have long been identified as major problems. Gunter et al. reported this trend. Gunter et al. (2009) states that irresponsible or excessive alcohol drinking can have severe repercussions for individuals, families and society at large; irresponsible or excessive alcohol consumption may prove costly for both the individual, their family and society (Gunter et al.).

Alcohol advertising and its effect on alcohol abuse are of great public health significance; however, studies examining this matter have produced mixed findings. Studies have suggested that advertising has an indirect relationship to consumption; however, other studies have not confirmed this correlation. Alcohol industry representatives maintain that advertising does not directly increase consumption but instead influences brand preferences of consumers. Public health advocates maintain that advertising influences alcohol consumption. According to Saffer (1996), the alcohol beverage industry invests considerable funds on media advertising that has been shown to contribute to increased levels of drinking - leading to alcohol abuse or addiction, accidents and other negative societal outcomes.

Onkvisit, Sak, and John (2004) noted that those advocating restrictions or bans on advertising tend to adhere to Vance Packard's 1957 book *The Hidden Persuaders* which outlined the "strong theory of advertising". Advertisement has long been used as a psychological technique to manipulate people's attitudes and drive purchasing decisions; ultimately leading to increased sales not only of specific brands but entire product categories as a whole. WHO (2018) reports that prohibiting or restricting alcohol advertising, sponsorship, and promotion can be highly cost-efficient in reducing harm related to alcohol consumption. Extending these controls into digital environments would further safeguard

public health benefits by protecting vulnerable groups such as children, adolescents, and non-drinkers from alcohol advertising's pressure to start drinking.

Debate surrounding restrictions on alcohol advertising remains ongoing, yet its economic effects on media companies that depend heavily on these forms of promotion is undeniable.

Breweries and wineries were prominent sponsors of Ethiopian television and radio programs such as holiday specials, sports events, and exhibitions - until a bill that restricted alcohol advertising was passed in May 2019. As part of its initiative to encourage healthy living, Ethiopia implemented regulations prohibiting any form of alcohol advertising or sponsorship in media outlets under government control - this researcher observed this ban was enforced strictly without exception for these prohibited beverages.

This study sought to analyze the effect of legislation banning alcohol advertising on various mainstream media outlets.

1.2. Statement of the Problem.

Television and radio, are incredibly valuable assets when it comes to promoting and marketing businesses. They have the power to grab the attention of potential customers and shape their opinions. Viewers perspectives can largely be affected by advertisement contents broadcasted over the media. Moreover, advertisement is crucial in brand awareness and informing the public about said item or service. Broadcasting media (TV and Radio stations) have been putting in considerable effort to improve the quality of the program, aiming to gather a larger audience. To generate revenue, media companies often look for strong clients who can utilize their channels to advertise their products or services. Therefore, effective advertising strategies through broadcast media can greatly contribute to the success of businesses in the Ethiopian market.

There is some evidence that mass media campaigns can, under certain conditions, reduce drink driving (Elder et al., 2004; Jepsen et al., 2010) but little evidence that they have reduced alcohol-related road accidents or related injuries and deaths (Yadav and Kobayashi, 2015). A meta-analysis of media interventions to reduce youth substance use reported that messages addressing alcohol were associated with desired changes (in consumption, attitudes, and knowledge (Derzon and Lipsey, 2002.) Meanwhile, in Ethiopia there has been observed an uptick in the quantity of alcohol being brewed by companies following an increasing advertising. This in turn has led to over consumption of alcohol, higher death rates and upset in the norms of the society mostly in the young generations.

Unrestrained alcohol consumption can have both short-term social harms like suicide or risky sexual behavior, as well as long-term physiological effects. This issue is further compounded by unrestricted alcohol advertising in various media, particularly among young people. Alcohol advertisement mostly refers to any promotional activity that creates awareness to the public on alcoholic beverages. Said advertisements may include but not limited to, television commercials, radio spots, printings of different source, online marketing and sponsorships. Thus, controlling alcohol advertising could potentially help reduce negative impacts associated with alcohol consumption - particularly among young Ethiopians.

The proclamation that was introduced by the Ethiopian authorities, on the prohibition of promotions of Alcohol is enacted to encourage a healthy lifestyle. And even though the intent of the proclamation is acceptable, some media outlets voiced dissatisfaction with limitations which they found to be stringent.

In Ethiopia, there has been quite a stir since the government imposed a ban on alcohol ads in the media. Media owners have expressed their strong opposition to this decision, deeming it overly conservative. They are concerned that this ban will have a bad effect on their revenue streams. It is somehow easy to understand that, many advertising companies heavily rely on the money generated from brewing industries, and those brewing companies, in turn, invest a significant amount of cash in advertising their products through various media channels. With the introduction of such advertising restrictions, the media now faces

a daunting challenge in generating the necessary revenue for their business and its operations. The exact extent of the impact on the advertising industry remains uncertain, as there is no clear estimate available at the moment. This situation has sparked significant debate and concern within the media landscape.

Thus, the researcher took a proactive approach and embarked on a thorough investigation, attempting to gain a comprehensive understanding of the bill's perceived effects, by considering its potential consequences on various aspects of the media industry.

1.3. Research Questions

The questions outlined below serve as the foundation for the study, directing the focus and shaping the general framework of the research.

- What shifts have taken place in the public's perception of alcohol consumption, with a focus on the young population in Addis Ababa, following the bill's introduction?
- How does the prohibition of alcohol advertising affect the media industry?

1.4. Objective of the study

1.4.1. General Objective

Primarily, the objective of the research is to gain a comprehensive understanding of the implications brought about by the ban on alcohol advertising in the targeted media outlets. The research study aims to explore the perceived impacts of the alcohol advertising ban on some selected mass media platforms within the context of Addis Ababa. The study intends to investigate the many aspects, it aims to contribute valuable insights that shade light on the broader consequences of the alcohol advertising ban, ultimately informing stakeholders, policymakers, and the media industry as a whole.

1.4.2. Specific objectives

To shed light on the shifting dynamics and inform the relevant stakeholders the study pursues specific objectives that contribute to an understanding of the consequences of the alcohol advertising ban on the media landscape. Therefore, the specific objectives that drive the investigation into the implications of the alcohol promotion ban on media outlets were set out as firstly, it aims to gain insights into the evolving societal perception of alcohol consumption, in specific, the youth community in Addis Ababa. Secondly, it seeks to dive into the significant impacts or effects resulting from the prohibition of alcohol advertisements in mass media platforms. Moreover, the study aims to check the impact of the bill on the financial performance and profitability of the media outlets.

1.5. Significance of the Study

Findings of the study will be significant and valuable to serve as an input for students, academic scholars and policy makers in order to do the necessary adjustments on the policy as well as help beverage companies develop and apply alternative advertising strategies more effectively. Its significance further lies in the role it plays to the exploration of the promotion prohibition's impact on the mass media channels and its potential in encouraging better lifestyle among Addis Ababa's youth population. It will also shed light on how much the legislation has affected media sectors' business environment and financial performance allowing the stakeholders to evaluate the effectiveness of the law.

1.6. Scope of the study

The researcher outlined the scope of the study limiting the boundaries that the research aims to unfold. By defining the scope clearly, there will be a clear framework for the research which will result in relevant and meaningful outcomes. Therefore, in order to make the study manageable and to investigate the problem in detail, the researcher examines the perceived impact of alcohol advertising ban on some selected mainstream Medias. Furthermore, researcher mainly concentrated on broadcast media such as television and radio stations headquartered in Addis Ababa.

This study was limited to assessing the effects of Federal Negarit Gazette of Ethiopia, Food and Medicine Administration Proclamation No.1112, issued in May 2019, which prohibits TV advertisements on broadcast media. Thus, any restrictions before that law went into effect (i.e. May 2019) are outside the scope of this investigation.

1.7. Limitation of the study

In order to carry out this study, a variety of challenges had to be overcome. This includes shortage of time, financial constraints to pay for necessary expenditure, inherent weaknesses with the survey approach, like the respondents' different interpretation of the questions, inaccessibility to internet and lack of cooperation and punctuality from organizational targeted respondents.

On the other hand, as this study only examined certain media, caution should be exercised before drawing any definitive conclusions about their effects on alcohol bans.

1.8. Organization of the study

This study paper is composed of five chapters. The first chapter presents the background, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitations. The second chapter provides a theoretical and empirical review of various literature, which the researcher believes helps with data analysis in this research. The third chapter outlines the research methodology: research design, population and sampling design, data collection method, data analysis, and presentation of findings. The fourth chapter presents data presentation and analysis in tables and figures with commentary on what's been found, its interpretation, and further discussion. Finally, chapter five offers conclusion and recommendations.

CHAPTER 2: REVIEW OF RELATED LITERATURES

In this section, the researcher delves into an extensive exploring of the works of other scholars, research papers, and relevant publications that shed light on the subject matter of the study. The literature review will be an important foundation for the research to enable the study build upon existing knowledge and understand the current landscape of the research on the perceived impacts of Alcohol advertising ban on selected mass media in Ethiopia. By examining multiple range of literature sources, the researcher aims to identify key themes, theories and gaps in knowledge that will inform the approach the research needs to take. Such examination of literatures will also assist to identify where further investigation is warranted.

2.1. Definition of Advertising

Advertising, in its essence, is the art and science of creating a persuasive message to promote products, services, or ideas to a certain audience. It involves a strategic and creative process that aims to capture attention, generate interest, and elicit desired actions from consumers. Through various channels such as print, television, radio, and digital platforms, advertisers mostly use compelling visuals, captivating narratives, and persuasive techniques to communicate the unique value and benefits of their offerings. The main objective of advertising is mostly to create brand awareness, influence the consumer's behavior, and bring about sales or desired outcomes. It plays a pivotal role in shaping consumer perceptions, creating brand loyalty, and facilitating the growth and success of businesses in a competitive marketplace.

Advertising is a part of the promotional mix, along with other forms of promotional communication, including public relations, personal selling, corporate communication, direct mail and other direct marketing techniques; sales promotion; exhibitions; and internet communication. Based on the communications channel, advertising is sometimes subdivided into the following categories: print media, broadcast media (TV, radio, movies), outdoor (also known as out of Home), and sales promotion. Numerous advertising methods fall within these media groups. For example, sales promotion can refer to anything from brand logos printed on balloon and pen to in-store demonstration or two-for one package offers. The term "print

media" can refer to a range of mass media, such as in-house publications, direct mail campaigns and national newspapers and magazines. Unfortunately, promotional categories often overlap, and definitions aren't always clear and agreed upon. Media audiences today utilize more channels than ever before, with newspapers and televisions still dominating advertising spending. To stay competitive, brands need coordinated promotional campaigns across platforms and subcategories of promotion. Sometimes, features that distinguish advertising from other forms of mediated communication can be used as distinguishing factors. (Hackley 2010).

2.2. Purpose of Advertising

The purpose of advertising can be understood as the intentional communication of messages aimed at promoting and encouraging buyers to buy products, services, or ideas and to target audiences. It plays a crucial role in influencing consumer behavior and shaping market perceptions. Advertising serves as a powerful tool for creating brand awareness and establishing brand identity. Advertising is also instrumental in generating demand, increasing sales, and fostering customer loyalty. Moreover, advertising plays a significant role in shaping societal values and attitudes by mirroring cultural norms and cultural aspirations. In summary, the purpose of advertising encompasses building brand recognition, driving sales, and influencing social perceptions and behaviors.

2.3. Theories of Effect of Advertising

The phrase "the Strong Theory" can be used to refer to advertising as it is demonstrated by the six quotations in the previous section for obvious reasons. These sentences summarize the implications of this theory:(John 1990). Advertising not only expands people's awareness and shapes their perspectives, but it can also even convince those who had never purchased a brand before to do so - at first once and then repeatedly. In the capitalist economy, advertising serves as the catalyst for demand growth and can fuel entire product categories or individual brands (e.g., cigarettes). Advertising often succeeds in manipulating consumers through psychological tricks that bypass conscious awareness; sometimes these tricks may even be invisible to the conscious mind! Advertising must generally take an attacking and aggressive stance if it is to

be effective; it must "sell hard" and increase advertising pressure in the assumption that sales and profits will rise as a direct result; generally, repetition pays. Consumers are typically apathetic and naive. The inference that advertising merits (depending on one's point of view) the most exalted praise for its contribution to the advantages of the capitalist system, or the most vehement condemnation for its contribution to capitalist faults, is not an extreme extrapolation of these ideas. According to the Strong Theory, a country like the United States' economic system is heavily dependent on advertising.

As previously discussed, the Strong Theory is the advertising theory with the broadest acceptance. Unfortunately, this acceptance often comes more by default than intentional support; observers of advertising rarely take time to study its inner workings (which explains why we know so little that is reliable). Thus, people tend to accept advertising as a powerful force only when they experience it firsthand.

However, another theory has been emerging in Europe over the last three decades with increasing assurance and conviction: that advertising possesses certain properties (John 1990).

- * Communication can increase people's knowledge. Unfortunately, consumers tend to not be particularly engaged by advertisements; most viewers are already users of the advertised brand (a phenomenon associated with selective perception). Thus, advertisements provide limited value as information is already well known about these individuals and thus, little new knowledge is gained by sharing it.

- * Advertising often fails to persuade those whose beliefs differ from what the advertiser claims, or who simply don't listen. Secondly, advertisements are usually limited in duration - usually thirty seconds or sixty words for most television commercials - and people easily switch off their mental engagement through selective perception. Without an engaged audience, advertisements cannot communicate effectively; without one, advertisers will struggle enticing and seducing, let alone intimidating.

- * Advertising is usually employed defensively; it doesn't actively seek to drive new users towards a brand's product or service. Instead, advertising serves primarily to keep existing customers happy and sometimes increases their frequency of purchases. People already like it

(since they buy it), and the advert only reinforces that liking. Although expensive advertising costs must be paid reluctantly, advertisers fear the repercussions if they discontinue or drastically reduce spending. Maintaining existing customers is a successful marketing strategy for many brands, particularly large ones with an expansive user base. Advertising serves to promote continuity rather than disruption. - Advertising that attempts to go in the opposite direction from existing psychological and behavioral tendencies is ultimately an attempt at combatting human nature. Such efforts will not be successful, leading to a costly waste of resources.

* The public often makes claims that they are unaffected by advertising. But why should we assume they always lie? Most practitioners and ex-practitioners, including myself, understand how difficult it can be to get people to take any action at all.

On average, consumers tend to be apathetic and fairly intelligent (John 1990).

2.4. Why and how important is advertising to media companies.

Advertising plays an essential part in media companies' success and sustainability in today's complex and volatile environment, so this section explores why advertising is so critical for media organizations' growth and profitability. By reviewing relevant literature, its true significance will be revealed while emphasizing its nature that is much essential for media organizations.

Advertising is an indispensable aspect of media companies, providing an essential source of revenue that allows them to fund their operations, and allows them to invest in new technologies and produce high-quality content. Several studies have revealed that not only does advertising bring financial success for media firms but it can also play a vital role in building brand recognition and reputation - by featuring advertisements from various businesses they establish a meaningful link between their target audiences and those businesses advertising with them.

Effective ads have the power to generate topics of conversations and build excitement surrounding media content, they also increase audience involvement with it and thus leading

to higher viewership, readership or listenership numbers, which attract the advertisers while strengthening media companies' positions within their markets.

Advertising revenue provides media companies with the resources to produce diverse contents offerings for their audiences. Through the revenue of advertising, media firms can use this financial support to invest in original programming, journalistic investigations and other forms of content creation which cater specifically to audience preferences.

Advertising not only contributes financially and content-wise only, but it is also the driving force behind technological the innovations in the media companies. Media companies strive to enhance their advertising platforms, they also strive to implement advanced targeting capabilities, and they incorporate data-driven insights for improved ad effectiveness - this constant pursuit of innovation is very necessary for staying competitive in an ever-evolving advertising environment.

Establishing relationships with advertisers allows companies in the industry of media to reap the benefits of an advantageous collaboration and partnership. Advertising acts as a link between media organizations or companies and businesses that are seeking to get in to marketing their products or services through media campaigns. By building these relationships, such media companies gain valuable markets insights while meeting advertisers' needs while producing effective advertisements with positive outcomes.

2.4.1. The importance of advertising to enhance revenue generation

Advertising plays integral role in revenue generation for media companies. Through strategic advertising approaches and methods, media organizations can tap into various revenue streams and ensure financial sustainability for their organizations. This section explores different avenues through which advertising contributes to revenue generation for media organizations.

As stated in the previous sections of the research advertising represents an invaluable revenue stream for media companies through direct ad sales. Media platforms offer advertising space to businesses and brands to reach their target audiences and promote their products or their services. Leveraging audience reach and engagement, media companies can draw advertisers in, generate substantial ad revenues, and build long-term success within this model. Direct Ad

Sales Model for Revenue Generation in Media Industry

Recently there had been discussions about the growing significance of programmatic advertising in media company revenue generation. Programmatic advertising involves automated buying and selling of ad inventory to optimize placements and pricing by media organizations; by taking advantage of data-driven targeting capabilities and by real-time bidding platforms to maximize advertising revenue potential and realize maximum advertising revenue potential, this shifting towards programmatic has transformed revenue landscape and offered media companies new avenues of monetization opportunities according to Alex Vasileiadis, (2020).

Sponsorship and partnerships play a pivotal and crucial role in media company revenue generations. This can be deduced from the fact that media organizations frequently form strategic alliances with brands and businesses, offering sponsorship opportunities for events, shows or content production - not only do media organizations gain financial support through these arrangements but they can also access additional resources, promotional efforts and audience engagement initiatives through these partnerships as sponsorship/partnership strategies enable media companies to diversify their income sources while forging mutually beneficial collaborations that contribute positively to overall business performance.

Subscription models have become an increasingly prevalent practice within the media industry, offering another source of revenue generation. According to Cooper, D. R. , & Schindler, P. S. (2011), media organizations using subscription models can offer premium content or ad-free experiences directly to their audience via subscription-based services and generate recurring revenue to create exclusivity among their target demographic. This approach proves beneficial both to media companies (as it secures stable income) as well as audiences (by providing access to premium content and enhanced user experiences).

2.4.2. The Importance of Advertising to Driving Audience Engagement

Advertising's role in driving audience engagement for media companies cannot be underestimated or understated, making an advertising strategy not only more cost-effective but also helping to build and to retain an engaged and loyal following. In this section, the

researched discusses the works of renowned scholars and industry experts who provided insight into various strategies employed to engage audience through effective ads.

According to Smith, M (2014) the significance of targeted advertising in capturing the audience's attention and stimulating active engagement. Media companies that utilize targeted advertisements can always tailor advertisements specifically to specific demographical segments or user preferences in order to deliver a personalized, relevant and tailored content directly to their target audiences, improving an overall user experience while simultaneously increasing audience engagement with ads as through targeted ads, media companies can build strong bonds with their target audiences resulting in greater brand loyalty and sustained engagement. Smith, M (2014) further stressed that significance of interactive and immersive advertising experiences in increasing audience engagement. Thanks to digital technologies which are evolving much recently, media companies now have access to tools such as creating visually captivating ads with interactive elements such as gamification, augmented reality and user-generated content encouraging the audience participation and their active engagement. By providing an engaging experience media companies are able to capture attention too quickly while leaving an unforgettable mark that leads to higher engagement levels as perceived overall.

According to Krasniak, M. (2021) social media platforms have quickly become an indispensable means of engaging audiences, thanks to advertising strategies and continual evolving of the platforms. Media companies leverage social media advertising strategies in real time with their audiences, by sparking dialogues and by building communities on said platforms. By initiating dialogues with their target groups on these channels/platforms and gathering feedback directly from them via this interactive approach, media organizations create a sense of belonging while further strengthening relationships that lead to higher engagement rates and brand advocacy from their viewers.

Ogilvy, D. (1985) highlight content marketing's critical role in driving audience engagement, noting media companies' use of it to provide useful and informative material to their target audiences, positioning themselves as trusted sources. By developing engaging, topical pieces of writing, media organizations can attract their target demographic while becoming industry

experts themselves. When combined with advertising efforts, content marketing campaigns contribute towards cultivating loyal customers and dedicated followings who view them as reliable resources.

2.4.3. The Importance of Advertising to Supporting Content Creation

Advertising not only generates revenues and engages audiences; it is also essential in funding and supporting content production for media companies. Advertising acts as a primary driver for creating high-quality and varied offerings. Advertising revenue provides these media companies with essential financial resources that are necessary for producing and disseminating their media across various platforms that allows them to monetize it to ensure a sustainable business model and invest in producing high-quality programming, news articles, or other media content for audiences around the globe through funding content production through advertising revenue alone, media organizations can continue providing valued and engaging media experiences for their viewers. Advertisements often blend seamlessly into content, such as product placements in TV shows or native advertising in online articles. Ads integrated within the content enhance the viewing or the reading experience for audiences by feeling more natural and less intrusive. Media companies can leverage advertising as an invaluable creative tool to expand their offerings, attract audiences and stand out in a competitive media landscape.

Smith, M. (2014) have highlighted the value of targeted advertising as an aid for niche content creation. Media companies can utilize these targeted ads to target specific segments with unique interests or preferences for the content consumption. These insights allow them to tailor content specifically tailored for these audiences, thereby meeting their individual needs and cultivating a devoted following. Attracting advertisers who target niche audiences that enables media organizations to access funding necessary for creating niche-specific content that might otherwise be financially challenging to create. Targeted ads create a virtuous cycle where unique media offerings attract targeted advertisers that foster its continued production.

Advertising partnerships and sponsorships play a crucial role in content production, as media companies often form strategic alliances with advertisers to co-create content or secure exclusive advertising rights. Such collaborations provide additional funding, resources,

expertise, allowing these media organizations to produce high-quality material while exploring innovative formats. By forging strategic alliances with advertisers media organizations can tap into industry knowledge, access new distribution channels and offer enhanced experiences to their audience.

2.4.4. The Importance of Advertising to the Development of Innovation and Technological Advancements

Advertising plays an invaluable role in not only revenue generation and audience engagement but also innovation and technological advancements within media companies. The transformative impact of advertising revenue on technology adoption and development within media organizations. Advertising revenues enable media companies to invest in cutting-edge technologies and infrastructure that enhance production capabilities, streamline workflows and enable more sophisticated content creation and distribution methods. Media organizations that effectively leverage advertising revenues can be able to remain at the forefront of technological advances by offering their audiences innovative media experiences.

Advertisers strive to capture and draw the attention of audience attention in an increasingly competitive media landscape by trying out different formats, platforms, and technologies in order to effectively communicate their messages to their target audiences. Innovation drives media companies forward by inspiring them to adopt and adapt to emerging and ever changing advertising trends. Media organizations must adapt to new technologies like programmatic advertising as explained in earlier sections, interactive ad formats, and targeted ad delivery in order to meet the ever-evolving demands of advertisers and audiences alike. Advertising acts as a catalyst for innovation within media companies by spurring cutting-edge strategies and technologies for media companies.

Advertising revenue provides financial resources necessary for media organizations to invest in R&D initiatives, explore novel concepts and experiment with novel approaches; R&D activities are instrumental in fueling innovation across various fields such as content creation, effectiveness measurement, audience targeting and data analytics - investing in R&D can enable media organizations to refine their advertising strategies while optimizing content offerings as well as unlock new avenues of growth audience engagement opportunities within

media companies.

Smith, M. (2014)' study highlights the nature that is collaborative of innovation enabled by advertising. Media companies frequently partner with technology firms and advertising agencies, industry stakeholders and others to drive collaboration for innovation within advertising. Such alliances certainly facilitate an exchange of knowledge, expertise and resources that will result in groundbreaking technologies and solutions - giving media organizations access to external expertise while tapping cutting-edge technologies for innovative campaigns, content experiences and revenue growth opportunities.

2.4.5. Building Relationships with Advertisers

Advertising not only serves a range of functions such as revenue generation, audience engagement and supporting content production and innovation but it is also vital in building mutually beneficial relationships with advertisers. This section investigates how advertising facilitates productive partnerships and collaboration between media companies and advertisers by drawing insights from industry studies as stated below.

Ogilvy, D. (1985) emphasize the significance of advertising in developing good relationships with advertisers. Ads provide media companies with a platform to demonstrate audience reach, content quality and advertising effectiveness; by successfully running successful ads campaigns and meeting desired outcomes they build trust and credibility with advertisers - essential qualities needed to secure long-term advertising partnerships, secure premium advertisers and ensure steady revenues streams.

Ogilvy, D. (1985) further asserts that advertising provides media organizations a conveyance to understand and meet the specific needs and objectives of advertisers. Through consultations, negotiations, and collaborations media organizations gain an in-depth knowledge of advertisers' target audiences, marketing goals, desired outcomes and desired engagement approaches - this allows media organizations to tailor content offerings, advertisements and audience engagement approaches accordingly to best meet those of advertisers while showing commitment to meeting objectives while creating long-term relationships between themselves and the fellow advertisers.

Through advertising campaigns, media organizations can gather essential audience engagement data as well as click-through rates, impressions and conversion rates which provide actionable insights that advertisers can use to assess the success of their campaigns and make informed decisions regarding advertising strategies. Through data analytics and performance metrics media organizations can foster transparency, accountability and continuous improvement with advertisers in the collaborative setup they are engaged in.

Several conducted researches highlighted how advertising provides added value to advertisers beyond traditional media placements. Media organizations typically offer additional services and resources designed to strengthen advertisers' value proposition - such as content partnerships, customized branded content creation services, social media amplification solutions and cross-platform solutions - that can enhance value proposition for them as advertisers. By offering comprehensive advertising packages that extend beyond traditional ad placements media organizations can build stronger relationships, provide advertisers with unique opportunities, and stand out in an otherwise crowded advertising landscape.

2.4.6. Amplifying Brands and Fueling Customer Demand in the Media Industry

As briefly discussed in earlier sections, advertising plays a vital role in popularizing brands and driving customer demand for media companies. Media organizations can take advantage of strategic advertising campaigns to successfully communicate their brand message, values and unique selling points to their target audience. Media companies can reinforce their brand image through various advertising channels to establish a strong market presence and make their offerings more familiar to customers, creating trust, loyalty, and a positive perception among their audience. This branding recognition contributes to building trust, loyalty, and an overall positive image among target markets.

Well-crafted advertisements can evoke emotions, resonate with an audience's aspirational goals, and build positive brand images for media organizations. By positioning themselves as trusted providers of an information, an entertainment or creative content they can create industry leadership or trustworthiness among their target market sections or segments. Through persuasive advertisements messages media organizations can establish a unique brand identities which differentiate themselves from competitors while increasing customer

preference and demand. Successful ads can pique customer interest, spark curiosity and create an urgency among audiences to engage with media offerings through compelling advertisements. Through compelling ads from media companies they can demonstrate the value and benefits of their offerings to encourage audiences to explore or consume media offerings more actively; by strategically marketing these offerings media organizations can drive customer demand, expand audiences reach and increase revenue streams via subscriptions, viewership or ad impressions.

Wharton, C. (2013) note the role advertising plays as an instrument of customer engagement with media organizations. Advertising campaigns frequently include calls-to-action inviting customers to visit websites, download apps, or to participate in a social media conversations; these interactions provide media organizations with valuable data on customer preferences, behaviors, and feedback - providing insight into customer preferences, behaviors, and feedback that is often hard for organizations to obtain through traditional methods alone. By actively engaging customers through advertising initiatives media companies can foster a sense of community while building relationships while creating opportunities for ongoing dialogue and audience involvement with media companies and audiences.

2.5. The Power of Media: Exploring its Functions and Impact

According to the Oxford English Dictionary, media refers to all primary means by which large numbers of people receive information and entertainment, including television, radio, newspapers, and the internet. It encompasses channels through which we disseminate news, music, movies, educational materials, promotional messages, and other data - physical or online newspapers/magazines television radio telephone internet fax billboards etc. Originally this term was reserved for books/papers but with modern technology now includes television movies radio telephone internet fax billboards all under one umbrella heading.

Media has become an integral part of daily life and it's hard to imagine life without it. It plays a significant role in shaping public opinion and empowering society, serving as informant, educator, form of entertainment and opinion influencer. Nowadays, media are widely seen as the fourth pillar of any state - alongside legislative, executive and judiciary - due to their vital link between citizens and governments.

Malcolm X, an American human rights activist, once stated "The media are the most powerful entity on earth. They have the capacity to convict innocent people and prove them innocent again - that's power." This quote underlines how much influence media outlets wield over people and emphasizes why responsible and ethical practices in this arena are so important. With its capacity for shaping beliefs and opinions of citizens alike, media remains a force to be reckoned with in modern society.

Social media has revolutionized how people communicate and consume media content. Platforms such as Facebook, Twitter, Instagram, and YouTube enable individuals and organizations to share information, ideas, opinions, and experiences with a global audience. They have become an effective tool for businesses, governments, and non-profits alike to reach out to their target audiences in real-time and engage with them directly. Moreover, these new forms of participatory journalism, citizen journalism, and user-generated content challenge traditional media's dominance in producing news and information production.

Social media's impact on society is far-reaching and multifaceted. On one hand, it has enabled access to information, given voice to marginalized and underrepresented groups, and provided a platform for social and political activism. On the other hand, it has raised concerns about privacy, security, fake news, online harassment, hate speech propagation - ultimately becoming the subject of intense public debate with stakeholders calling for more regulation, openness, and accountability from companies within this space.

2.6. Media's Impact on Societal Progress and its Transformative Influence

Society and media are inextricably linked. The media's influence over society is both tangible and evident today, reflecting both its workings and composition. As human cognition and technological progress have grown, our civilization has evolved, adapting to every new development - from the printing press to today's smartphones. Communication methods have evolved throughout history, from sketches and printed materials to the internet, where individuals can now quickly access a wealth of information with just a few clicks. Media exists to inform, educate, and entertain society; various forms of media exist for this purpose. Print

media like books, magazines and newspapers is one such form. Mass communication is another popular form of mass communication, such as television and radio, keeping viewers and listeners up to date on current events. Social media, which has seen tremendous growth recently, is one of the most widely used and accessible forms of communication, connecting people from around the world to share their thoughts, emotions, and knowledge.

2.7. The Role of Media Advertising in Business Promotion and Marketing.

Media advertising's importance in business promotion and marketing cannot be overstated in today's highly-competitive environment. Many scholars have studied advertising extensively and highlighted its significance and effect in terms of promoting businesses and increasing customer engagement. Media advertising can be an extremely effective means for creating brand recognition and building brand awareness. Media ads enable businesses to reach a broader audience while simultaneously building an impressionable image for their brand and giving it an edge in the marketplace. Effective advertising strategies have been demonstrated to boost customer acquisition and retention by communicating persuasive messages that connect with target audiences. Businesses can leverage different media platforms - television, radio, print media and digital - to communicate their value propositions effectively to consumers, drawing them towards engaging with their products or services.

Media advertising goes beyond simply promotion; according to Ogilvy, D. (1985) it also plays an integral part in shaping consumer perceptions, attitudes, and purchasing decisions. Strategic messaging enables businesses to influence consumer behavior and build brand loyalty. Furthermore, Ogilvy, D. (1985) highlights the role media advertising has played in market expansion. By harnessing the reach and influence of media platforms, businesses can access new markets, draw potential customers in, and boost business growth. Smith, M. (2014) emphasize the significance of targeted advertising in today's digital era where everything is digitalized and personalized ads create deeper connections between consumers and higher conversion rates.

Noteworthy is the importance of media advertising's effectiveness not just in its choice of channels but also in the creation of engaging and relevant content that appeals to customers. Smith, M. (2014) states that crafting persuasive ads requires an in-depth knowledge of your target market, their needs and preferences in order to produce tailored, engaging advertisements that capture consumers attention and drive consumer actions towards desired consumer actions. Smith, M. (2014) further underscored this idea, emphasizing narrative's power in creating emotional bonds and improving brand recall.

Advertising plays a critical role in business promotion and marketing, helping build brand recognition, influence consumer attitudes, drive customer engagement, expand market reach and increase sales for businesses looking to thrive in today's highly competitive environment. By employing effective advertising strategies, creating engaging content, and using targeted approaches businesses can effectively market their offerings, connect with their target audiences, meet marketing objectives and meet sales goals.

2.7.1. Functions and Methods of Advertising

Kotler (2002) divided advertising's functions into four categories:

1. Economical Function - Advertising's primary economic purpose is to increase earnings from product sales during a particular time by stimulating demand. Advertising informs, fosters an appetite for a good or service, and motivates consumers to make purchases.
2. Social Function - Advertising plays a significant role in shaping people's perceptions. Not only does it promote products, but advertising directed toward consumers also contributes to the formation of societal ideologies which then shapes how we interact socially and prompts consumer instincts. Furthermore, motivating people financially also enhances consumption culture since consumers tend to seek out the most advantageous items and services after comparison.
3. Marketing Function - Marketing requires advertising as a key element. The ultimate aim of this function, which encompasses advertising responsibilities, is to completely meet customer desires for products and services.

4. Communicating Function - Advertising is one of the more specialized forms of communication, designed to connect advertisers with their target demographic through information channels. It serves a valuable communication purpose by connecting brands to an engaged and informed audience.

Advertising has evolved into an intricate form of communication, offering various methods for conveying messages to customers.

Here are the most prevalent techniques used by different businesses when advertising:

Print advertisements/media

Press advertising is one of the oldest and most-used forms of advertising among entrepreneurs. Also referred to as press advertising, this includes advertisements in newspapers, magazines, trade publications and more - sources for news, opinions and current events (McQuail, 2005).

Electronic Advertisements

Electronic media refer to any broadcast or recorded medium that utilizes electronic technology. Examples include television, radio, internet/online and other forms of digital encoding of information in electricity. The term "electronic media" is often contrasted with print media (Belch et al. 2007). According to Belch and Belch (2003), radio advertising offers more advantages than other media, such as cost effectiveness, selectivity, flexibility, mental imagination, and integrated marketing opportunities. also has many advantages. Radio advertising is one of the most adaptable media, with short turnaround times that enable advertisers to adjust their message almost up until broadcast. Radio advertisements typically require minimal notice so they can be created and planned quickly (Belch and Belch, 2003). Television advertising is an ideal medium for advertisers as it combines visual images, sound, motion, and color - giving advertisers the most creative and imaginative stimuli of any medium (Belch et al., 2007). You can get the opportunity (Belch et al., 2007).

Radio advertisements are less effective than television as they lack visual impact. According to Abideen & Saleem (2011), television advertisements are the best way to advertise goods and services to millions of consumers. TV advertisements have the greatest effect on viewers;

they motivate them to start purchasing, and shape how people perceive products (Ansari & Joloudar, 2011). Any internet advertisement that can be accessed online is known as an internet advertisement.

Online presence can be an economical means of reaching a wide audience around the world and attracting new clients. Before making a purchase, many customers conduct research online about potential vendors before making their purchase. These include multiple online sites, apps, and different gadgets that are connected to the internet. As a way of reaching new customers online advertising - particularly mobile advertising - is becoming more and more essential.

Outdoor Advertisement:

Also known as out-of-home advertising, refers to promotional messages and displays that are strategically placed in public spaces and outdoor environments. This form of advertising utilizes various physical formats, such as billboards, posters, banners, signage, and transit ads, to capture the attention of a wide audience. Unlike traditional media channels, outdoor advertising leverages the unique advantage of reaching people outside of their homes, as they go about their daily routines. By strategically selecting locations with high foot traffic or heavy vehicular movement, advertisers aim to create brand visibility, generate awareness, and convey messages that resonate with the target audience. Billboards are perhaps the most well-known and widely used outdoor advertising medium worldwide, typically situated close to heavily traveled roads. With its prominent presence in urban landscapes and transportation hubs, outdoor advertising serves as a powerful medium to engage consumers, enhance brand recognition, and drive marketing objectives.

2.8. The Dynamics of Alcohol: From Production to Consumption and Its Effects

2.8.1. Exploring the Global Landscape of Alcohol Manufacturing

This multifaceted industry of manufacturing and distribution of alcoholic beverages encompasses various categories of alcoholic drinks, including beer, wine, spirits, and liqueurs.

Each category possesses its own unique production methods, ingredients, and cultural significance. Major producing countries contribute significantly to the global alcohol production scene. For instance, in terms of beer production, China and the United States are among the top producers, annually producing billions of liters. And when it comes to wine, Europe countries like Italy, France, and Spain dominate the market, having vast vineyards and very old winemaking traditions with annual production rates of 5.67 billion, 4.9 billion and 4.3 billion bottles, respectively Hanna Tarekegn (2020). In the section of spirits, countries like Russia, the United States, and Mexico excel in the production of vodka, whiskey, and tequila, respectively. This diverse global production landscape highlights the importance of understanding alcohol production worldwide, allowing for informed appreciation of cultural heritage, trade dynamics, and responsible consumption practices. Ethiopia has also seen a tremendous surge in beer, wine and all types of spirits/production over the years reaching up to 12.3 million liters in 2019.

2.8.2. Consumption of Alcohol and Its Impacts

The consumption of alcohol and its impacts is a complex and multifaceted topic. Alcohol, when consumed in moderation, can be enjoyed as part of social gatherings and cultural traditions. However, excessive and irresponsible alcohol consumption can lead to a wide range of detrimental health and psychological effects on individuals and society. Excessive alcohol consumption is associated with various health risks, including liver disease, cardiovascular problems, and increased susceptibility to accidents and injuries. Moreover, alcohol abuse can have bad social and economic consequences, such as impaired judgment, difficulties in relationships, and decreased work productivity. It is crucial to understand the impacts of alcohol consumption to address the associated challenges effectively. By promoting responsible drinking habits, implementing evidence-based policies, and raising awareness about the potential harms, we can strive towards minimizing the negative impacts of alcohol consumption and fostering a healthier and safer society.

According to Ayano et al. (2019), alcohol consumption in Ethiopia has been growing faster than the global average in both recorded and unrecorded forms. These researchers found that

dangerous alcohol consumption has significantly increased over the past several years in Ethiopia.

Alcohol consumption worldwide has decreased substantially in recent years. Alcohol use is affected by factors like gender, age, health, a country's economic prosperity, lifestyle preferences, religion and cultural norms - all of which influence how it's consumed. For example, unrecorded alcohol is usually less expensive and thus more accessible, leading to higher production and consumption rates in low-income countries. Some nations outlaw alcohol consumption, leading to low per capita alcohol consumption and high unreported levels of it - which makes up a large part of any nation's overall alcohol intake. Women consume less alcohol globally than men do, and they abstain from it more frequently than men do.

Measuring alcohol consumption levels can be determined using several indicators. One of the most widely used is the frequency (or quantity) of drinkers or abstainers in a region or nation. Other important and frequently used figures include total amount consumed per capita in liters of pure alcohol per person annually and daily grams of pure alcohol consumed per person; these numbers can either be converted from each other for an entire population or estimated per capita for those drinking exclusively.

Alcohol abuse, particularly excessive drinking, is one of the leading causes of death and social unrest worldwide. According to Ritchie and Roser (2020), alcohol use causes 2.8 million premature deaths annually worldwide - 75% occurring among people under 70 years old. Alcohol is one of the leading causes of death in Sub-Saharan Africa (SSA), and it has the potential to encourage harmful sexual behaviors that could lead to HIV infection. Studies conducted among students in southern Ethiopia and a private school in Addis Abeba found 57.7% and 19.2%, respectively, per year; however, another study conducted among high school adolescents from 2001 to 2002 discovered that 8.9% consumed alcohol at least once a week.

2.8.3. Alcohol Advertising and Consumption Behaviors

Advertising plays a great role in shaping consumer opinions, attitudes, and behaviors towards alcoholic beverages. Through persuasive messaging, captivating visuals, and association with

desirable lifestyles, alcohol advertisements aim to create an awareness on brands, create positive brand associations, and ultimately influence the choice of the consumer. Research suggests that exposure to alcohol advertising can impact consumption patterns, particularly among vulnerable populations such as youth and heavy drinkers. The portrayal of alcohol in advertisements may contribute to the normalization of drinking behaviors and influence individuals to consume alcohol more frequently or in larger quantities. It is crucial to understand the influence of alcohol advertising on consumption behaviors to inform evidence-based policies, promote responsible marketing practices, and mitigate potential harm associated with excessive alcohol consumption. By fostering a comprehensive understanding of this dynamic relationship, stakeholders can work towards striking a balance between the freedom of advertising and protecting public health and well-being.

Young people are frequently exposed to positive alcohol messages, which over time shape and reinforce their attitudes and beliefs regarding alcohol consumption - ultimately impacting their intentions as well as subsequent drinking patterns (Drig & Hope, 2001). Young people often enjoy reflecting and discussing events or topics that excite them. Advertisers often take advantage of these types of human behaviors when presenting their ads. Ads on television often employ humor and fun to make them appealing, captivating, and easy to remember. While these ads may only last for a short while onscreen, viewers tend to remember them for an extended period of time. Ads often showcase images or videos of various social groups, behaviors and contexts in action. Celebrities and other powerful people often represent these behaviors or actions to make the ads more credible; younger viewers will find it easier to imitate those same actions/behaviors.

According to Austin, Roberts, and Nass (1990), television can have a profound effect on people due to its abundance of inaccurate representations. Television's visual portrayals of conduct may become one factor that shapes how young people behave; advertisements depicting activities like enjoyment or happiness may encourage drinking habits among them.

Alcohol advertisements often feature the phrase 'enjoy responsibly'. While this may convey a serious message, it simply implies that alcohol should be enjoyed responsibly.

2.9. Restricting Alcohol Advertising: Examining Policies and Legal Measures on Media Platforms

2.9.1. International Perspectives

The World Health Organization (WHO) has acknowledged the necessity or need for effective measures to control alcohol advertising and promotions, as stated in their Framework for Alcohol Policy. Their comprehensive framework also encompasses mainly five fundamental moral principles and objectives that strive to foster a society free from the detrimental consequences of alcohol consumption.

These principles include the right of individuals to live in safe environments, free from the adverse effects of alcohol-related accidents and violence. Moreover, it emphasizes the importance of providing accurate and unbiased information about the harmful effects of alcohol, ensuring that individuals receive this education from an early age. The framework also highlights how significant it is to safeguarding children and adolescents, allowing them to grow up in environments devoid of the negative results of alcohol consumption and its promotion. Additionally, it emphasizes the accessibility of treatment and care for individuals struggling with hazardous alcohol consumption, recognizing their right to support. Lastly, the framework states about the importance of protecting those who choose not to consume alcohol or are unable to do so due to health related and/or personal reasons, encouraging and empowering them in their decision to abstain from alcohol.

In line with the WHO's recommendations, enforcing the advertising bans, restricting access and pricing, and implementing higher taxes have all been identified as the most effective strategies in reducing the harm caused by alcohol abuse.

However, despite efforts to regulate alcohol marketing practices, there still remains a significant discrepancy in the implementation of laws and the regulations across many different countries, in particular regarding advertising on social media and the internet. While some nations have made progress in implementing advertising restrictions, comprehensive and cohesive alcohol control strategies are still lacking, particularly in the region of the Africans. Therefore, it is imperative to continue to advocate for a stronger measures and such policies to

address the negative impacts of alcohol consumption and advertising on individuals and society as a whole.

2.9.2. Restricting Alcohol Advertising in Ethiopian Media: Regulatory Measures

This section investigates the key provisions outlined on the law that was passed on May 29th, 2019 that prohibits the advertising of alcoholic products pertaining to the labeling, advertising, and promotion of beverages which is deemed to play a crucial role in safeguarding the public's health and enduring responsible consumption. The articles discussed hereunder are Article 55, 60 and 74 which will be discussed in depth below.

An emphasis on the importance of clear labeling on all alcoholic products is outlined in Article 55 of the proclamation. As per said article, it is mandated that the label of all factory produced alcoholic drinks should be made available to the public and it must include information on the volume of alcohol inside it. In addition to this description, a warning must also be placed highlighting the potential health risks that come with alcohol consumption during pregnancy. Furthermore, for alcoholic products with less than 10% of alcohol per volume, an indication of expiration date must be placed on the label.

Moving to Article 60 of the proclamation, it addresses the advertising and promotion of alcoholic beverages. According to the article, advertisements for these products must include a clear warning to indicate that the selling of alcohol to individuals under the age of 21 is illegal. Moreover, it is strictly prohibited to promote these drinks in public areas or gatherings, sport venues, roads or areas where people live, in a manner that diminishes the visibility of the warning. Manufacturers, importers and local distributors of alcoholic drinks with the volume of alcohol above 10% are also prohibited from sponsoring public events, public holidays, exhibitions and youth related activities. Advertising through billboards with signs that contain any of the marks of the drink as well as linking such products with non-alcoholic products is also prohibited. In addition, the proclamation further restricts association of alcoholic drink promotion with lotteries. Finally, the article specifies the possibility of implementing specific guidelines about the location, time and ways of promoting the alcohol products.

Lastly, according to Article 74, this proclamation was to become effective upon its publication in the Federal Negarit Gazette. However, a certain provision will be having different implementation timelines. For example, Article 55, concerning health warning labels, will be enforceable after six months after the adoption of the proclamation, while Article 60, which pertains to the advertising ban on broadcast and billboards, will take effect three months after adoption, both of those were enacted on February 5th, 2019.

2.10. Examining Alcohol Advertising in Ethiopia: A Focus on Alcohol Products

In the context of Ethiopia, the advertising landscape has often witnessed notable transformations, in particular concerning the promotion of alcohol products. This section explores the dynamics of alcohol advertising in the country, taking into account the cultural, social, and regulatory aspects that shape the industry. It has already been discussed on previous parts of this research that advertising plays a significant role in creating awareness, influencing consumer behavior, and driving sales. However, it is important to strike a balance between promoting alcohol products and ensuring responsible consumption. The Ethiopian government has introduced guidelines and regulations to address this issue and mitigate the potential negative impact of alcohol advertising. By examining the case of alcohol advertisements in Ethiopia, this study aims to shed light on the strategies employed, the effectiveness of regulatory measures, and the implications for the health of the public and the societal norms. Understanding the complexities of alcohol advertising in Ethiopia is vital for developing informed policies and promoting a healthy advertising environment.

Under Emperor Haile Selassie and the "Derg" regime, trade promotion and advertising made only modest progress. Negussie and Berhane (2012) note that during this period between mid-70s to 1990s there were severe restrictions on all forms of advertising; other than some government-censored advertisements, consumer service ads completely disappeared during this time. However, advertising practices have seen a dramatic uptick since the Ethiopian People's Revolutionary Democratic Front (EPRDF) took power from the "Derg" in 1991 (EBA, 2010). Unfortunately, this new era of deregulation and unchecked liberalization brought about an unprecedented expansion of product advertising in media, including alcoholic beverages -

without any consideration for socially responsible practices (Neguessie and Berhane, 2012). In 2010, the Ethiopian Broadcast Authority (EBA) took initiative to reform general merchandise advertising regulations, including those governing alcohol sponsorship and media placement (EBA, 2010). As a result, many more businesses began advertising to target this underdeveloped industry.

Regulations governing alcohol advertising were strictly focused on avoiding messages that might encourage excessive drinking, making claims about health/therapeutic properties, social success, and being aware at all times of the age of characters depicted in advertisements - in other words: refraining from messages appealing to or targeting minors. As Ethiopia's advertising industry was only just getting underway, there were few experienced professionals available (WHO-AFRO, 2010). According to the WHO (2004), Ethiopia had only "some controls" on alcohol advertising, protecting those vulnerable and impressionable from unjustified pressures to consume alcoholic beverages. In 2019, however, Ethiopian Parliament passed a bill prohibiting alcohol promotion on broadcast media outlets in response to this reality and to close an existing regulatory gap.

2.11. Description of Alcohol Use

Alcoholism has long been part of human culture, and people drink for various purposes ranging from socializing and relaxing to celebration and commemoration. Although legal and regulated substances in many countries such as beer, wine and spirits; its consumption comes with risks and potential side-effects that must be carefully considered before engaging with this form of consumption.

Alcohol has a direct influence on the central nervous system, altering mood, behavior and cognition. When consumed moderately it can produce feelings of euphoria and relaxation; however excessive alcohol use may have negative consequences such as impaired judgment, motor coordination issues and memory loss; it can also increase risks such as accidents and injuries as well as health problems such as liver disease cardiovascular issues or mental health disorders.

Patterns of alcohol consumption differ among individuals and cultures. Some individuals engage in occasional or social drinking where alcohol is consumed in moderation primarily during social gatherings; whereas other may engage in problematic drinking behaviors like binge drinking or addiction that have negative repercussions for physical and mental health, relationships and overall quality of life.

Understanding alcohol use requires taking into account various factors that contribute to its prevalence and effects. Socioeconomic considerations, cultural norms, peer influence and advertising all play key roles in shaping attitudes and behaviors towards alcohol use; additionally age, gender and genetic predispositions play roles as individual variations occur in alcohol consumption patterns and responses according to National Institute on Alcohol Abuse and Alcoholism. (2021)

Education, prevention and treatment strategies to combat alcohol misuse include education campaigns about responsible drinking; harm reduction strategies; underage drinking restrictions; and excessive consumption. Support services and interventions such as counseling therapy rehabilitation programs also can assist those experiencing problems related to alcohol consumption.

At an individual, community, and policymaker level it is vital that we recognize the complexity of alcohol use and its potential effects. Alcohol not only has an adverse impact on the health of those who consume it, but its neurotoxic effects during pregnancy have been linked to numerous birth defects such as fetal alcohol spectrum disorders, stillbirths, infant and child mortality rates, and even death (Burd 2012). Furthermore, alcohol has significant social and economic repercussions that are just as detrimental as its impacts on mortality and morbidity rates. According to a 2006 review of studies that calculated the global economic burden of alcohol consumption, it causes 1.3%-3.33% of all health costs, 6.4%- 14.4% of public or demand safety costs, 0.3-1.4 USD per thousand GDP for criminal damage costs, 1.0-1.7 USD per thousand for drink driving expenses, and 2.7-10.9 USD per thousand GDP (absenteeism, unemployment and premature mortality) (Baumberg 2006). Although the review's authors caution readers to consider the inherent design limitations and methodological variations among studies, their findings are supported by a 2009 analysis conducted in collaboration with

the World Health Organization (WHO). According to an extensive review of published work, alcohol-related costs amounted to 1% of GDP in high-income and middle-income countries, with social harm accounting for more than health costs (Rehm 2009).

In 2010, a multi-criteria decision analysis conducted in the UK found that alcohol caused more harms overall, including to users and others. Crime, family adversity, and decreased social cohesion within communities were among those evaluated (Nutt 2010). Rehm and colleagues examined the evidence for the causal impact of average alcohol consumption and pattern on diseases and injury, quantifying those relationships identified as causal (Rehm 2009) through an overview of systematic reviews and quantitative meta-analyses. Their results demonstrate that alcohol is causally connected to numerous chronic and acute illnesses as well as injuries. According to their report, there is evidence linking both average drinking amounts and specific drinking habits with ischemic heart disease, fetal alcohol syndrome, as well as both intentional and unintentional injury. They emphasize that although epidemiological research has only recently begun paying attention to drinking patterns, episodes of heavy drinking likely have an impact on other health outcomes.

2.12. How the Banning Will Work?

Recently, there has been much discussion and interest over the implementation and effectiveness of laws banning alcohol advertising across multiple countries; with numerous authors exploring their effects and workings. Banning alcohol advertising could be an effective means of reducing alcohol-related harms by restricting exposure to promotional messages. Such bans could help limit exposure and minimize risks. (2016) assert that in order for any ban to work successfully, effective enforcement measures such as proper monitoring and stiff penalties for noncompliance must be in place. Public education campaigns to heighten public understanding of the dangers associated with alcohol consumption and reasons behind advertising restrictions; are integral measures aimed at decreasing their influence while simultaneously encouraging healthier behavior change in consumers.

Enforcement of an alcohol advertisement ban requires cooperation among regulatory bodies, media outlets, and public health organizations. Establishing clear guidelines and regulations for media companies to follow will help ensure they do not promote alcohol products indirectly

through indirect promotion methods. Creating stakeholder engagement initiatives to gain support for and comply with this ban are vital as public health authorities and community organizations play a critical role in disseminating information regarding its goals.

Regular evaluation allows for adjustments to implementation plans based on real world evidence. This may involve tracking changes in alcohol consumption patterns over time as well as assessing attitudes and behaviors among target populations as well as tracking alcohol-related issues over time. Regular assessments enable implementation strategies to be adjusted accordingly.

However, it is necessary to recognize both the challenges and limitations associated with implementing an alcohol advertising ban. Digital media and social platforms require comprehensive regulations covering both traditional and online advertising platforms; some researchers caution that an advertising ban could lead to unintended effects such as increased illicit advertising or alternative marketing strategies emerging due to unexpected results; therefore evaluating and adapting to these challenges are key elements in maintaining long-term effectiveness of any ban on alcohol advertising.

Conclusion The banning of alcohol advertising is a complex endeavor requiring legislation, enforcement, public education and monitoring. Review of various authors shows that successful implementation requires collaboration among regulatory bodies, media outlets and public health organizations; constant evaluation and adaptation will address challenges to ensure its efficacy in reducing harm related to alcohol consumption; collectively working towards this goal can bring society one step closer toward healthier behavior while mitigating negative consequences of excessive alcohol consumption.

2.13. Aims of Policies on Alcohol

Alcohol policy's primary goal is to mitigate the negative consequences that alcohol consumption has on society, economy, and health. It strives to create a secure environment for everyone while supporting children's growth and development. To achieve these outcomes, alcohol consumption must be reduced across all demographics with special focus on areas known to cause significant harm such as youth drinking, accidents, crime and violence; not

forgetting chronic diseases caused by excessive alcohol use.

The alcohol policy has the following objectives:

- To reduce overall alcohol consumption.
- To curb harmful drinking practices.
- To prevent young persons from becoming dependent on alcohol.
- To create a secure environment to reduce alcohol-related crime, social problems and health damages caused by intoxication.
- To provide treatment and rehabilitation services to those motivated to abstain from alcohol (Ministry of Social Affairs 2014).

2.14. Understanding the Local Landscape

Generalized advertising began to appear in Ethiopia during post-World War II times when its society underwent dramatic socioeconomic transformations. Ethiopia witnessed increased urbanization, economic development, and exposure to international influences at that time. These factors provided fertile ground for the birth of modern advertising practices. Ethiopia's advertising industry began its formation during the 1950s and 1960s, when agencies were set up and commercial advertising was introduced on various media platforms. Generalized advertising encompassing various products and services gradually became a prominent part of Ethiopian marketing landscape. Radio and television broadcasting played an instrumental role in fuelling this growth by helping businesses reach larger audiences with their messages. Since then, advertising has evolved with changing dynamics of Ethiopian market; reflecting both global trends as well as local cultural values.

Lack of an effective government body in charge of advertising, lack of comprehensive advertising regulation and underdevelopment were major obstacles to progress. While the Ministry of Information previously handled advertising services before being replaced by a private marketing firm, since the mid 1990s there hasn't been any clear form of regulation over advertising practices; as a result various media channels took great liberties when using their

advertisements - although thanks to recognition in 2010 regarding this need for regulation this problem should no longer exist.

Ethiopian Broadcast Authority (EBA) initiated changes to rules governing general merchandise advertising, sponsorship and alcohol-related advertising. As Ethiopian advertising industry is overseen by professional associations, setting up an self-regulatory system will be difficult. Furthermore, setting up separate institutions would burden the nation. The ideal approach would be for the EBA to extend its current jurisdiction over media services to include advertising services as well, taking into account lessons learned in other countries as well as real world conditions. Tasks related to advertising would be accomplished more efficiently if handled by an institution that already works closely in this area and therefore has experience with it. Regulations surrounding alcohol advertising exist primarily to avoid messages that could be seen as encouraging excessive drinking, touting health/therapeutic properties, and/or encouraging success in social and sexual relationships. Furthermore, regulations emphasize being cognizant of character ages depicted in advertisements in order to avoid messages that appeal to or target minors (Drig & Hope 2001).

Radio, newspapers and magazines were named as the second most-preferred media for alcohol advertisements after television. Local wine and beer brands received significant promotion in these media. Participants did not notice any advertising for alcohol beverages with high alcohol contents, such as spirits. Alcohol advertisements have often been criticized for being excessively long, unprofessional, dramatic and lacking audience segmentation and specifications - in other words being unethical in general. Alcohol advertisements broadcasted on television do not take audience demographics into consideration when showing commercials, instead depicting it as essential to successful social and cultural events, business success boosters, and symbols of modernity (Henok and Yeman 2012). Furthermore, commercials may air during sporting, musical, and other televised events where even younger audiences are present (Henok and Yeman 2012).

2.15. Alcohol marketing in the WHO European Region

Alcohol marketing plays a pivotal role in shaping attitudes, perceptions, and behaviors related to alcohol consumption in WHO European Region. It encompasses various strategies

employed by alcohol producers and advertisers to promote their products or brands; its reach goes far beyond traditional media platforms and now encompasses digital channels making its presence even greater than before.

Concerns have recently been expressed over the impact of alcohol marketing, particularly among vulnerable groups like young people. A research by Anderson et al. (2009) have demonstrated how exposure to alcohol advertising can influence drinking initiation, patterns, and preferences among adolescents and young adults. Furthermore, its widespread presence across multiple channels like television, radio, print media platforms, and online platforms contributes to normalizing and social acceptance of drinking alcohol consumption.

According to Anderson et al. (2009), alcohol marketing techniques encompass an array of strategies, spanning traditional forms like product placement and sponsorship deals to more modern approaches like social media campaigns, influencer marketing and branded events. Each technique seeks to establish positive associations between alcohol brands and products as well as reinforce brand loyalty while increasing product visibility; sophisticated targeting methods enable advertisers to tailor messages specifically to specific demographics or segments of society for maximum effect on consumer behavior.

Alcohol marketing may be legal, yet it's essential that we recognize its risks associated with widespread and unrestrained promotion. According to WHO and member states, comprehensive policies designed to effectively regulate alcohol marketing must exist in order to safeguard public health - particularly protecting young people from its potentially damaging effects.

Attempts at regulating alcohol marketing in WHO European Region involve self-regulatory measures, industry codes of conduct and government interventions. Some countries have implemented restrictions on content, timing and placement of advertisements directed toward young audiences; additionally educational campaigns and media literacy programs are implemented to foster critical thinking skills in individuals to enable them to better navigate and interpret alcohol marketing messages.

Researching and debating the efficacy of alcohol marketing regulations and interventions

remains an area of considerable debate and research. Evaluating their effect on consumption patterns, attitudes, and related outcomes is vital in improving future policies; collaboration among public health authorities, industry stakeholders, and civil society organizations is indispensable in managing the complexity of alcohol marketing while safeguarding public health interests.

Conclusion Alcohol marketing exerts an outsized effect on consumption behaviors and perceptions in WHO European Region. With its wide reach and persuasive tactics, alcohol marketing presents an important area of policy focus and public health intervention. Balancing responsible marketing practices with safeguarding vulnerable populations - particularly youth - is critical in creating a healthier and safer environment for all as per World Health Organization. (2012).

2.16. Conceptual Framework of the Study

Conceptual framework is the basis of any study that shapes its direction and scope of investigation. An outline serves as a theoretical roadmap, aiding researchers in structuring their studies and providing a basis for recognizing key concepts, relationships and assumptions involved. Imagine it as a blueprint that helps researchers formulate their research questions, objectives, and methodologies in an organized and logical fashion. With the establishment of such a conceptual framework, researchers can dive deep into theories, models, or principles important to their study. This framework serves as a lens through which data collection, analysis and interpretation takes place, helping ensure that studies remain focused and purposeful. Researchers using conceptual frameworks also benefit from positioning their work within existing bodies of knowledge, identifying gaps in research and contributing to theory advancement within their field. It serves as a solid base for exploring their field and drawing insightful conclusions.

This study's conceptual framework is focused on exploring the effects of the recently passed law banning public advertising of alcoholic beverages on various stakeholders, with emphasis on three main entities within its scope - media companies, alcohol industry and youth segment of society.

Media companies such as television, radio, print, and digital media outlets are examined based on their financial performance, changes to content creation strategies, and overall business environment. Financial performance refers to effects of alcohol advertising ban on advertising revenue, marketing expenditures, profitability, sustainability. Adjustments were made to advertising campaigns and promotional techniques to address new revenue sources while changes made within content creation strategies explored potential revenue sources for alternative revenue streams. Finally, business environment analysis considers market competition dynamics, regulatory compliance challenges as well as long-term viability and growth prospects of media companies.

The alcohol industry is studied closely with particular attention being paid to how its business environment has been altered by the advertising ban, such as shifts in marketing strategies and budgets, shifts in market share dynamics, adjustments to branding/product positioning strategies as well as its effect on sales/profitability.

This study investigates how alcohol advertising ban might impact on youth segments of society and explores alcohol consumption patterns among them, their perceptions and attitudes regarding alcohol, changes in alcohol-related behaviors as a result of ban, as well as long-term ramifications on health and well-being.

By exploring these particular details within its conceptual framework, this study seeks to gain a comprehensive understanding of the effects of alcohol advertisement ban policies. It takes into account financial, strategic, and regulatory ramifications as well as potential health repercussions for media companies and alcohol industries alike, in addition to any health effects for youth segments in society.

The chart below shows the conceptual frame of the study.

ALCOHOL ADVERTISEMENT BAN POLICY

Media companies
Television, radio,
print, digital media

Alcohol Industry

**Youth segment of
the society**

-Financial performance of the companies

- Impact on advertising revenue
- Shifts in marketing expenditures
- Effects on profitability and sustainability

-Change in content creation strategies

- Alterations in advertising campaigns
- Adaptation of promotional techniques
- Exploration of alternative revenue sources

-Business environment

- Market competition dynamics
- Regulatory compliance challenges
- Long-term viability and growth prospects

- Business environment

- Shifts in marketing strategies and budgets
- Market share dynamics
- Branding and product positioning adjustments
- Impact on sales and profitability

-Health of the younger section of the society

- Alcohol consumption patterns among youth
- Perceptions and attitudes towards alcohol
- Potential changes in alcohol-related behaviours
- Long-term effects on public health and well-being

CHAPTER 3: RESEARCH METHODOLOGY

This study employed multiple tools in its research methodology section in order to construct an effective framework that allowed it to explore the complex interactions that exist between alcohol advertising bans and mass media outlets in Ethiopia. By taking an accurate and thorough approach, the researcher was able to amass reliable data which enabled to assess how the ban impacted specific mass media outlets and consumer patterns. This section details the research design, data collection methods, data type, target population and sample size; as well as quality assurance measures, ethical considerations and analytical methods employed to achieve its objectives successfully. By employing such methodology, this study seeks to contribute significantly to existing body of knowledge while providing practical implications for policymakers, advertisers and public health professionals trying to understand impacts associated with proclamations.

3.1. Research Approach

Research approaches are integral components of any investigation, providing comprehensive and reliable insight into their subject matter. They refer to systems or strategic plans implemented by researchers for investigating specific topics. Research Approach provides researchers with guidance in selecting appropriate techniques that will ensure an exhaustive examination of their study topic. If researchers employ a well-defined research approach, it will not only increase validity and reliability of findings but also contribute knowledge in this area. This section details and outlines the research framework, outlining and detailing research design, data collection methods and techniques, analysis techniques used to validate findings and ensure validity. Research designs involve many phases and employ both quantitative and qualitative approaches in order to form a unified view of research topics.

At first, a comprehensive literature review was undertaken in order to gather all available knowledge and theories related to this subject, which in turn would serve as the basis of further

investigation. Information was drawn from academic databases, reports and multiple related publications from multiple sources.

After conducting qualitative interviews and focus groups with key players such as consumers and industry professionals, a quantitative survey was administered using validated measures and scales in order to capture a holistic perspective of the impact of alcohol advertising ban. Furthermore, qualitative interviews and focus groups provided rich insight into individual's experiences, perceptions, beliefs as well as exploring underlying drivers that drive consumer responses towards advertising messages and the proclamation ban proclamations.

Analyzing data requires combining and comparing it in order to gain an understanding of its subject matter. Overall, this research approach seeks to contribute valuable insights to academia, policy-making efforts, and public health initiatives by employing rigorous data analysis techniques such as triangulation. By employing both quantitative and qualitative methodologies together with rigorous triangulation techniques this study seeks to increase our knowledge about alcohol advertising's effects and implications on consumer behavior.

3.2. Methodological Framework: Unveiling the Underlying Approach

The research paradigm serves as the foundation and guiding framework for any scholarly investigation, providing a coherent and systematic approach to understanding the research problem. In this section, the researcher goes into the intricacies of the chosen research paradigm, aiming to establish a concrete and strong methodological groundwork that aligns with the objectives and the nature of the study. By carefully selecting and justifying the research paradigm, any research can ensure the credibility, validity, and reliability of its findings. This section explores the philosophical underpinnings, theoretical perspectives, and methodological approaches that shape the research, enabling the researcher to explore the complex interplay of variables, analyze data, and generate meaningful insights. Through a thorough examination of the research paradigm, one can effectively navigate the research process and contribute to the existing knowledge in a way that is both efficient, rigorous and relevant to the research domain. The current study itself to pragmatic paradigm with a

worldwide view that focuses on what works rather than what might be considered objectively true or real.

To assess the perceived impacts of media alcohol advertising ban, this study utilized the Pragmatism research philosophy. Because the impact of advertisement ban in the media context can be understood in both subjective and objective reality. This means that subjective perception of individuals tells how the ban of advertisement influences the practice of media in its many facets and furthermore objective reality in the media industry may also explain the phenomenon under study.

3.3. Research Design

Mixed research approaches enable data to be collected sequentially, concurrently or through transformative procedures. One major advantage of conducting mixed methods research is its capacity for triangulation - using multiple means such as methods, data sources and researchers to investigate one phenomenon. Triangulation improves accuracy when identifying various aspects of an issue by looking at it from various perspectives using various techniques and approaches. By approaching a problem from different vantage points, mixed methods research gives researchers a comprehensive insight into it.

For a deeper and comprehensive investigation of the study, mixed methods using both qualitative and quantitative methods is recommended. Combining these two techniques and their data allows researchers to gain a broader, in-depth insight into the phenomenon under investigation while also counteracting any inherent weaknesses inherent in either approach (Food Risk, 2016). Thus, in this current study we use a sequential mixed method design in order to obtain an exhaustive comprehension of all research aspects.

3.3.1. Qualitative Method

Qualitative methods are particularly useful for exploring social dimensions of a study that are difficult to quantify or measure. Compared with quantitative techniques, qualitative ones produce rich and detailed outcomes with insights and concepts that can inform future research. Qualitative methods provide researchers with insight into people's feelings and what they

think, rather than simply gauging how many in the target population share those same views. In this study, key informant interviews (KII) and data sources were among the tools employed as part of qualitative methods.

3.3.2. Quantitative Method

Quantitative method is a research approach which emphasizes collecting and analyzing numerical data in order to gain an insight into patterns, relationships, and trends within an entire population or sample population. To collect such data it primarily utilizes structured research instruments like surveys or questionnaires. Once collected it's analyzed using statistical techniques in order to reach meaningful insights that produce objective conclusions. Essentially quantitative methods aim at providing systematic understanding by emphasizing numerical measurements and statistical analyses as part of its approach.

In this research study, quantitative methods were utilized to collect quantitative data via structured questionnaires distributed to randomly selected members who have stakes in Addis Ababa's media industry. Structured questionnaires provided a means of standardized data collection that ensured consistency and comparability among respondents. By randomly selecting participants from its target population, this study sought to create a representative sample which would offer insights into perceptions, attitudes and behaviors among selected personnel pertaining to one aspect of its research topic. Quantitative data obtained through survey questionnaires were analyzed using appropriate statistical techniques to detect patterns, trends, and relationships in the data set. Employing quantitative methods enabled systematic examination of the topic while contributing to empirical evidence production as well as providing valuable views for further interpretation.

3.3.3. "Insights from Expert Interviews: Exploring Key Informants' Perspectives"

Among the qualitative research methods that involve engaging with individuals, Key informant interview (KII) is one that uses the expertise and knowledge of experienced individuals on the subject matter of the study. The selection of the KII will be based on their firsthand experience, the in-depth understanding and unique perspectives they have related to the topic of the research. These interviews usually gather rich and contextualized data by exploring the

informants' views and opinions and experiences through open-ended and semi-structured questioners.

By engaging with key informants in this study, the study sought to gain valuable insights, by gathering data from a targeted sample of media professionals in Addis Ababa. The study mainly focused on individuals occupying high level positions in some selected private and public media organizations. The researcher has carefully identified and communicated with the key informants who are believed to have extensive knowledge and expertise in the subject. The interviews were all conducted by the use of tailored interview guides that were prepared for this study.

3.4. Data Type and Methods of Data Collection

The study used both primary and secondary data sources. Primary data are information that has not been published. In other words, it is the first hand-data. So, study used primary sources of data to get an in-depth data. Primary data: refers to those data generated by a researcher for the specific problem at hand. Primary sources of information include questionnaires (Data collected from target groups of people about their opinions, behavior, or knowledge) and interview (from key informants). Most of the researchers choose to use primary data instead of secondary data due to its more credibility as it is based on the target population. Considering this the researcher collected primary data by distributing structured questionnaires for the employees of five media organizations. To collect the primary data, the study used closed ended questioners, developed from some related previous studies with deemed modification in the form of five Likert scale.

In addition to self-administered questionnaires, the key informant interview guide used for the purpose of exploring relevant information from senior officials about their knowledge, opinion and to address the relationship between respondent's idea and expert's response on the topic of study. Both data collection tools were developed by English since all research participants were educated. Further to this the interviews were conducted by the researcher since the number of participants for interview is few and to grasp all points in perspective of fair consideration.

On the other hand, secondary data are information that has been published or available to public. Secondary data can be collected from books, newspapers, journals, and electronic sources such as website, E-journals etc. Secondary data are less time consuming and costly compared to primary data. This is because the information is collected from previous study by other researchers. The researcher collected secondary data for complementing the data obtained from the primary source. The secondary data is collected from different documents, books, and internet as well as from published documents.

3.5. Participants of the study and Sample Size Determination

Sample size determination is a process of selecting a sufficient portion of the population for the purposes of generalizing the findings. The aim of using sampling method according to is to adequately manipulate the large number and reduce the cost of producing the questionnaire to the entire population. The researcher used the formula for estimating the sample size provided by Taro Yamane (1967) which was cited in Obasi and Ekwueme (2011) and cited again on Belaynew asrie, electronic commerce (2012).

Therefore, in Ethiopia, there are 50 eligible licensed broadcasting companies, out of which, 21 are TV stations that are currently broadcasting. For this study 4 TV i.e., Arts TV, Kana TV, EBS TV, and Fana TV stations are chosen purposively to represent media companies. Moreover, amongst radio stations, Bisrat and Sheger FM were included. The total numbers of employees who are working under these 4 TV and 2 Radio stations are 1,461. To determine the sample size, a 90% of confidence level and 10% level of significance were considered by using the simplest mathematical formula:

$$n = \frac{N}{1 + N(e^2)}$$

Where; “n” is the sample size, “e” level of significance and “N” is target population was applied.

Sampling is the process or methods of selecting a suitable sample for the purpose of determining parameters or characteristics of the whole population. Sampling techniques can be divided into two types, Probability or Representative Sampling and Non-probability or

Judgmental Sampling (Saunders, Lewis and Thornhill, 2007). Probability Sampling is a selection of sampling techniques in which the chance or probability of each case being selected from the population is known. While Non-Probability Sampling is a selection of sampling techniques in which the chance or probability of each case being selected is not known, to carry out a study, one might bear in mind what size the sample should be, and whether the size is statistically justified and lastly what method of sampling is to be used.

Thus, this study used simple random sampling method for questioner distribution and Purposive sampling method was also used for key informants' interview with top management of the media companies. Purposive sampling involves the use of the researcher's knowledge of the population in terms of research goals. Those elements are selected based on the researcher's judgment that they would provide access to the desired information (Dattalo, 2008).

To conduct this study, the researcher selected employees of six media companies on the bases of simple random sampling method. Thus, 92 respondents were selected using random sampling technique. Besides, seven knowledgeable senior experts or key informants (KIIs) were purposively selected from the six media companies. The reason why the key informants were selected purposively was because the researcher can easily access important information from the respondents and personally contact the key informants who have ample work experience in a suitable position, since they will play significant role for research goal attainment by providing significant information.

3.6. Methods of Data Analysis

Various statistical and qualitative methods are put to use depending on the nature of the data and research objectives. And methods of data analysis usually refer to the systematic techniques and ways employed to evaluate and/or analyze the collected data of a certain research. It usually involves the organizing, the summarizing and reaching to a meaningful conclusion from the data to address research questions or test hypotheses.

In this study the data that was collected was analyzed using a combination of descriptive statistical techniques and representations. The basic features of the data, such as the variability,

were presented using measures such as mean values and standard deviations. In general, there were six media employees which the researcher distributed questionnaires to. Quality of the questionnaire was also checked by arranging sample questionnaire to be distributed to ten individuals and then editing the questionnaire based on the feedbacks obtained from them. To provide a clear and concise summary of the findings, tables, graphs and charts were used in order to present the results in a visually appealing manner. In addition to that, percentages were also used to highlight the proportions and the distributions of the data set within itself. By adopting these methods of data analysis, the research aimed to reach in to a meaningful insights and draw accurate conclusions from the collected data, thereby contributing to added understanding to the topic of the research.

3.7. Data Quality Assurance

Reliability and validity tests are important in standardizing the proposed measurement scale, and in demonstrating whether it truly measures what it is supposed to measure (Leedy and Ormrod, 2013; Creswell, 2009). Thus, a series of steps are undertaken to check the validity and reliability and the accuracy of qualitative findings.

3.7.1. Validity

In a research, validity is the accuracy of the inferences and the conclusions drawn from the data and how the research measures it. It is a critical aspect of the study since it is there to insure that the final findings and results of the study are reliable, trustworthy and they represent the topic that is under investigation. Validity further encompasses various dimensions that evaluate the internal, external, construct, and statistical validities of the research, each addressing specific sections of the researching process.

For this study. The questionnaire that was used to collect data underwent a thorough validation process to ascertain its validity. The questionnaire was adapted by carefully viewing various research theses and literature reviews written by scholars that are esteemed in the field. Such comprehensive review allowed for the identification of relevant items and the inclusion of key constructs. Additionally, refining and some adjustments were made based on the feedback and

comments provided by the research advisor who contributed to the enhancement of the questionnaire's content validity.

To further enhance the validity of the questionnaire, a pilot test was conducted. This involved administering the questionnaire to a small sample of participants who were similar to the target population. Said pilot test has helped in order to assess the clarity, the relevance, and comprehensibility of the questionnaire items. It allowed for necessary modifications and refinements. This iterative process of refining the questionnaire ensured that it captured the intended information accurately and aligned with the content presented in the literature review.

By ensuring the validity of the questionnaire, this research aimed to collect accurate and reliable data that would enable robust analysis and valid conclusions. Validity, as mentioned in the previous paragraphs is crucial in establishing the credibility and trustworthiness of the research findings, allowing for meaningful insights and contributing to the advancement of knowledge in the field.

3.7.2. Reliability

Reliability is an essential aspect of any research, because it ensures that the measurements or the instruments that are used are consistent and dependable. It plays a very important role in establishing the credibility and replicability of research findings. Kothari (2004) emphasizes that a measuring instrument is considered to be reliable if and when it consistently generates comparable outcomes or measurements. In this study, the researcher placed a significant emphasis on the reliability of the research and took measures to ensure that the measurements were as accurate possible.

To assess the reliability of the questionnaire used in this study, the researcher conducted a reliability analysis using Cronbach's alpha. Cronbach's alpha is a widely accepted statistical method that evaluates the internal consistency of a questionnaire. It measures how well the items within the questionnaire correlate with each other and assesses the extent to which they measure the same construct. By calculating Cronbach's alpha, the researcher could determine the level of internal consistency and ascertain the reliability of the data collected.

The choice of using Cronbach's alpha was influenced by its efficiency and time-saving qualities, as highlighted by Chepkech (2014). It provides convenient and effective ways to the computation of the reliability coefficient compared to other methods. Therefore, by the applying of Cronbach's alpha test, the researcher ensured that the transient and situational factors did not interfere with the measurement process, bolstering the reliability of the findings.

Reliability and validity are both critical considerations in research, as pointed out and emphasized by Booth (1995). While reliability ensures consistency, validity ensures that the measurement instrument accurately captures the intended constructs. By addressing both reliability and validity, the researcher aimed to strengthen the overall quality and integrity of the study's outcomes, instilling confidence in the research findings.

3.7.3. Ethical Considerations

Ethics are norms or standards of behavior guiding moral choices about our behavior and relationships with others, therefore in research; ethical considerations aim to ensure that no individual suffers adverse consequences or is harmed (Leedy & Ormrod, 2013). As this study utilized six media employees, certain issues were addressed. The consideration of these issues is necessary for the purpose of ensuring the privacy as well as the security of the participants. These issues will identify in advance so as prevent future problems that could have risen during the research process. Among the significant issues that will consider included consent, confidentiality, and data protection.

To secure the consent of the selected participants, the researcher relayed all important details of the study, including its aim and purpose. People who participated in the research will give an ample time to respond to the questions posed on them to avoid errors and inaccuracies in their answers. The respondents will give a waiver regarding the confidentiality of their identity and the information that they did not wish to disclose. The confidentiality of the participants will also ensure by not disclosing their names or personal information in the research. Only relevant details that helped in answering the research questions will include. The basic ethical principles of autonomy, beneficence, and justice (Marshall & Rossman, 2011) were incorporated in this study for means of maintaining confidentiality of information.

CHAPTER 4: RESULTS AND DISCUSSION

This chapter deals with presentations, discussions and interpretation of the data collected through questionnaire and key informant's interview. The main objective of this study is assessing the perceived impacts of media alcohol advertising ban on some selected Medias in case of Addis Ababa. To collect the data, 92 questioners were distributed to six media employees and all questionnaires constituting 100% response rate. By the help of SPSS application, the data was analyzed using descriptive statistics with figures, graphs and tables using frequency, percentage, mean and standard deviation.

4.1. Demographic Characteristics of the Respondents

A, Gender of Respondents

In the sample of study both male and female were included. From the sample of the study the male respondents constitute 53.3% of the total respondents while the female comprise 46.7% of the total respondents.

Figure 1: Gender of respondents

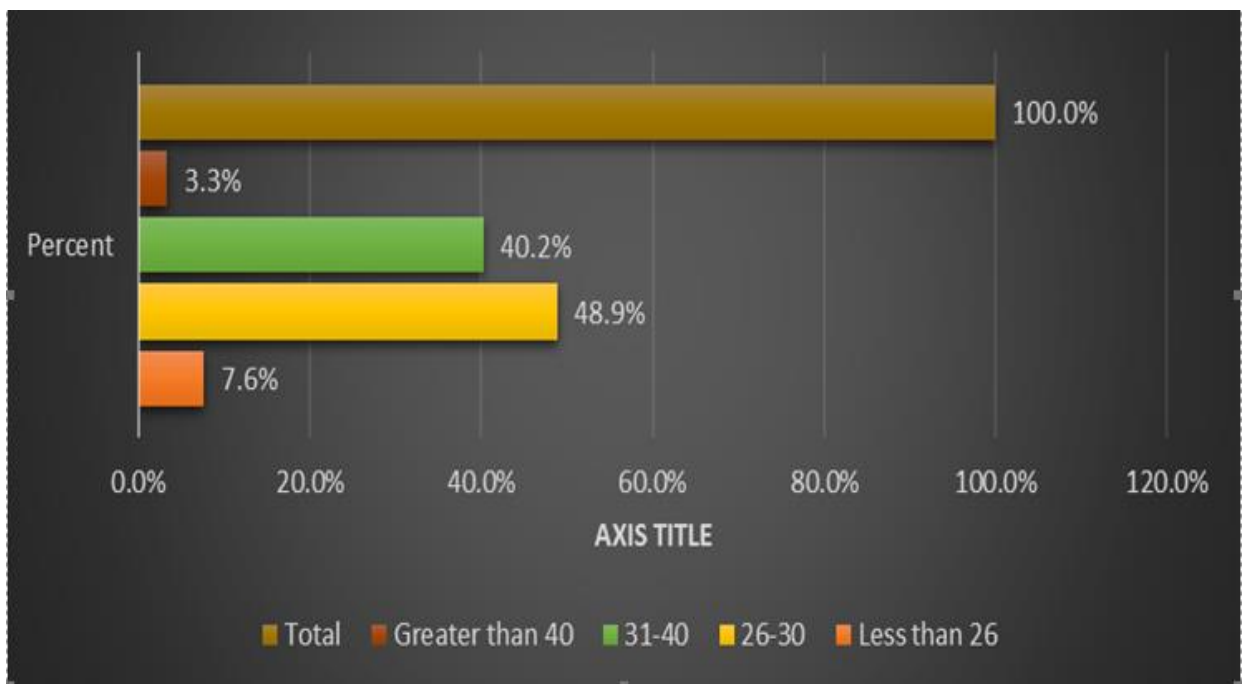


Source: Survey questionnaire, (2022)

B. Age of Respondents

As the figure below shows the age category of the respondents has fallen in between 26-30 which is accounted 48.9% followed by 40.2% percent age group from 31-40. From the respondents who are in the age category of less than 26 was accounted 7.6%.and the remaining category which is greater than 40 were 3.3%.

Figure 2: Age of respondents

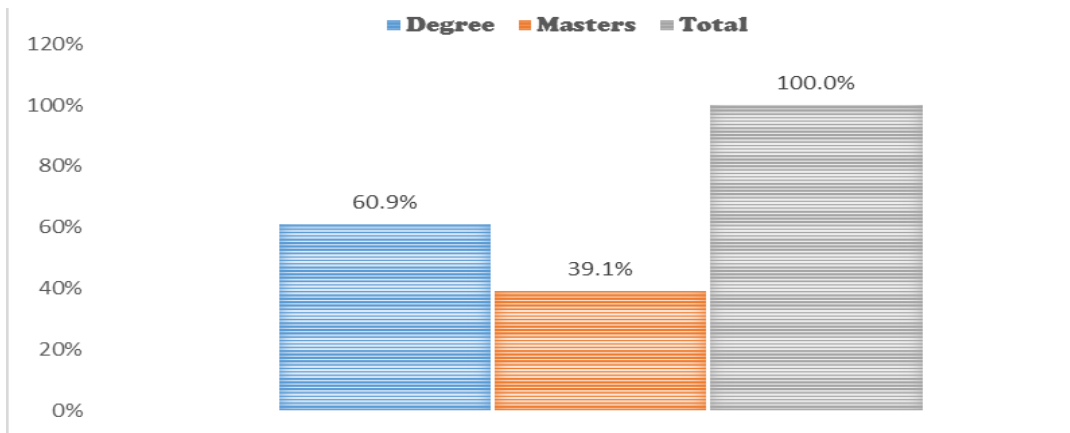


Source: Survey questionnaire, (2022)

C. Educational Qualification of Respondents

It is possible to see the educational level of the respondent's as summarized in the following figure, 60.9% of the respondents are degree holder and out of all valid respondents 39.1 % are master's degree holder.

Figure 3: Educational qualification of respondents

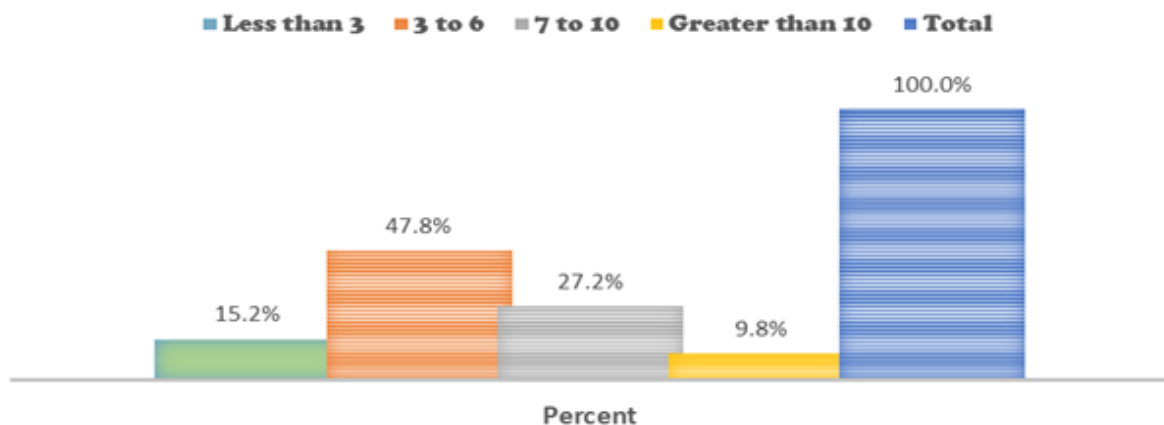


Source: Survey questionnaire, (2022)

D. Work Experience of Respondents

As the figure shows the majority of the respondent's period of service is, in between 3-6 years which is accounted for 47.8% followed 7 to 10 with the percentage of 27.2 %. The remaining respondents were Less than 3 and Greater than 10 years with 15.2 & 9.8 percent respectively.

Figure 4: Work experience of respondents



Source: Survey questionnaire, (2022)

4.2. Analysis for the Collected Data

The analysis tool for the collected data was the statistical package for social science (SPSS). SPSS has been selected as the tool for its extensive data management, exceptional graphical display, convenience, and ease of management. Once data gathered, data analysis will cover reliability analysis (Keith, 2017). Reliability analysis indicates the stability of the result, and is evaluated by Cronbach's Alpha, as it has been suggested by social scientists whenever using Likert scale in a survey. So, alpha values were described as excellent (0.93–0.94), strong (0.91–0.93), reliable (0.84–0.90), robust (0.81), fairly high (0.76–0.95), high (0.73–0.95), good (0.71–0.91), relatively high (0.70–0.77), slightly low (0.68), reasonable (0.67–0.87), adequate (0.64–0.85), moderate (0.61–0.65), satisfactory (0.58–0.97), and acceptable (0.45–0.98). For this study, a cut of level of alpha was in between 0.76 and 0.95 values. Therefore, according to the suggested classification, the alpha was acceptable to proceed in to the data analysis.

4.3. The perceived impacts of media alcohol advertising ban

The study has adopted total of 15 questions to assess the perceived impacts of media alcohol advertising ban on some selected Medias in case of Addis Ababa. The study has also established cut-off point in which represented by the mean value to deal with respondent's attitude whether they agree or disagree. The method of making use of mean value was used in many publications as well as PhD scientific studies. Including (Ahmaro et al. 2014a), (Kiong, 2004), (Hafizan, 2018) and other studies.

Thus, this paper bases the following decision rule for mean value:

Table 1: Decision rule for assessing the perceived impact of media alcohol advertising ban

Level	Scale	Interval Length	Lower Limit	Upper Limit
Strongly Disagree	1	0.8	1	1.8
Disagree	2	0.8	1.8	2.6
Neutral	3	0.8	2.6	3.4
Agree	4	0.8	3.4	4.2
Strongly Agree	5	0.8	4.2	5

Source: (Ahmaro et al,2014a), (Kiong , 2004), (Hafizan, 2018) a

Table 2: Respondents Answer

Description/Item	N	Min	Max	Mean	S. D	Average Mean
Individuals like you have been earning income from the media alcohol advertisement of work	92	1	5	4.08	1.242	3.37
Does the alcohol advertisement ban play a great role in terms of saving youth citizens from alcohol addiction?	92	1	5	2.64	1.276	

Does the government of Ethiopia impose the ban without providing options for media?	92	1	5	3.62	1.242
Does alcohol advertising ban had affected the positive relationship of medias and other organizations?	92	1	5	3.87	1.092
Due to the ban my salary has decreased	92	1	5	2.30	1.273
Due to the ban my job opportunity has minimized	92	1	5	3.63	1.193
Do you think of that media alcohol advertising ban had affected the financial performance /profit of medias?	92	1	5	3.18	1.257
Valid N	92				

Source: Survey questionnaire, (2022)

The respondents were questioned if they have been earning an income from media alcohol advertisements. From their response with a mean value of 4.08, it was perceived that most of the respondents were earning an income.

While presented with the question of whether alcohol advertisement ban had played a great role in terms of saving youth citizens from alcohol addiction, the respondents disagreed with the mean value of 2.64. Regarding question about the imposition of the ban being administered without the provision of an alternatives for the media outlets, the respondents majorly agreed to the notion with a mean value of 3.62. In terms of the impact of the ban on relationships between the media and other organizations, the respondents had a relatively high agreement with a mean value of 3.87, whereas on the question of the ban's impact on the respondent's

personal income or salaries, their response was found to have a mean value of 2.3. On the other question of the ban's personal impact related to the decrease in the respondent's job opportunities, they responded with an agreement of mean value 3.63.

On the last question presented to the respondents about their opinions regarding the effect of the ban on the income of media companies, they have relatively agreed on its negative impact with a mean value of 3.18

Table 3: Respondents answer on the other remaining questions

Description/Item	N	Min	Max	Mean	S. D	Average Mean
Do the absence of alcohol advertisement has decreased the number of media viewers?	92	1	5	2.86	1.340	3.73
Do you think of that the media alcohol advertising ban has minimized the alcohol addiction of youth citizens?	92	1	5	2..78	1.149	
I was a higher paid employee on time of no restriction by participating in advertisement work,	92	1	5	3.70	1.184	
Do active employees of medias were reduced due to the alcohol advertising ban?	92	1	5	4.05	1.123	
Due to the ban do the beer companies participation in sponsorship had declined?	92	1	5	3.50	1.209	
Shall the government provide other options for medias instead of restricting totally?	92	1	5	2.87	1.341	

Is the government decision free from experiencing other nations practice?	92	1	5	4.17	1.223	
Valid N	92					

Source: Survey questionnaire, (2022)

From the above table the respondents had expressed regarding, the absence of alcohol advertisement has decreased the number of medias viewers with mean value of 2.86. whereas on the table question number 2, the respondents tend to express their thinking as the alcohol advertising ban has minimized the alcohol addiction with mean value of 2.78.

On the other hand, with mean value of 3.70 employees have been paid on time of no restriction by participating in advertisement work. Similarly, on question of active employees of medias were reduced due to the mass media alcohol advertising ban with mean value of 4.05.

Similarly, the respondents answered question of, ‘due to the ban the beer companies’ participation were reduced in sponsorship’ with mean value of 3.50. Lastly questions like the government provide other option for medias instead of restricting totally and the government decision is somehow free of experiencing other nations practice with mean value of 2.87 and 4.17.

An in-depth interview outlined with the below listed questions was conducted with the key informants who are closely related and affected by the impacts of the proclamation.

1. How alcohol advertising ban affect medias and organizations?
2. Does the proclamation resulted in impacting the use of alcohol in the youth?
3. Why government impose alcohol advertising ban on medias?

4. After the alcohol advertising ban how is your income?
5. How the ban affected the financial performance of medias?1
6. What is the benefit of alcohol advertising ban?
7. Why the beer companies' participation with medias declined after the ban?
8. What options you suggest for government instead of ban or you support the ban?

The key informant's response towards the above questions is outlined below,

"Although the intent of the proclamation was somewhat to safeguard the young generation from the abuse of Alcohol, its announcement and implementation was done without the provision of an alternative ways to lessen the detrimental financial impact on media companies. Such financial impact on media companies will also indirectly affect the government as it will lose the tax collected from revenues made in advertising. Hence, it is highly advisable for the government to review and revise the law with due consideration of its general impact on different sections of the society...." Key informant 1 from EBS TV

".. Before the implementation of the law by the Food and Medicine Administration issued Proclamation No.1112 article 74(4) On May 29th, 2019 which forbade alcohol advertising via TV, radio and billboards; Kana TV had several companies who use its platform to advertise their products. Amongst these companies, the larger share goes to Alcohol brewing companies, Banks and CPG (Consumer Packaged Goods). After the implementation, Kana TV was forced to cease its business relationship with the brewing companies and reorient it focus to its standing relationships with Banks and the CPG companies. To fill the gap in the revenues that used to be generated from the brewing companies, Kana had diversified the sectors who used its channel to advertise their products including but not limited to furniture & houseware companies..." Key informant 2, Kana TV

"As one of the largest broadcasting companies, Fana TV had been impacted by the proclamation that was introduced on May 29th, 2019. As alcohol advertisement companies contributed to the large portion of the Fana's advertisement revenues, its financial capabilities were affected. This in turn translated to inability to achieve the growth projection of the company and its plans to acquire technological products that would have enhanced the quality of its services..." Key informant 3, from Fana TV

"Alcohol advertisement had been the backbone of our income as a company. Its sudden ban has obviously impacted our financial status. However, as it has been witnessed in many other similar scenarios exercised in different countries, a blind ban on alcohol advertisement has little, if no, impact on the consumption of alcohol. Alcohol advertisement only impacts the types or brand of what people consume whereas the need to drink alcohol is usually related to a number of vastly complicated social causes which have nothing to do with advertisement. The ban will only impact the numerous people who are involved and make their livings on these advertisements..." Key informant 4, from Arts TV

"So far individuals have been earning income by participating in alcohol advertisement with content creation and others production. But after the ban it has affected us severely, especially we have been in positive relationship with breweries having different attractive and creative advert works, but not anymore. Our profit is highly impacted negatively, still as far as I see the government could not be able to meet the goal of the ban. Which is keeping some good and healthy youth citizens from alcohol expose. Beer companies are using different methods to sell their product, what about medias houses? what options was provided? You see nothing is considered...." Key informant 5, from Bisrat Radio

"The pressure or impact is shouldered in media houses because we have been earning a large amount of money from advert through different communication agencies like cactus advertisement and marketing agencies and others. In general, we have been affected and we

are still incurring in terms of finance due to the ban there were even some medias that were opened hoping they would get the money from the beer companies...” Key informant 6, from Sheger FM radio

In addition to the above responses the key informants have further added their opinions on the questions posed to them as per the below.

"The law limits our capacity. As social media platforms and technology continue to expand, the negative impacts from the bill on mass media development or progress are magnified. To combat the apparent adverse effect on media outlets, EBS improved its commercial team capabilities and focused on other businesses such as small and medium level companies in an effort to diversify revenue bases and mitigate any negative effects it could have on performance. With these steps we hope to broaden our customer bases while offsetting potential negative effects from legislation..."Key informant 1 from EBS TV

“Kana TV has experienced the effect of the bill in that it remains difficult to produce content which requires substantial financial backing. To mitigate potential risks and narrow any potential gaps created by this legislation, we carried out an analysis for the gap in the market. As a result, we have discovered different business sectors such as immovable properties like Houses and real-estate buildings and alcohol-free drinks production companies...." Key informant 2, Kana TV

“In this agile business environment and globalization, the government is imposing high impact by imposing the ban while it supposed to provide different options. You are one of media employee as I know you individually and you know the impact of the ban, financially it affects us, in terms of relation with different companies it minimizes the linkage, in terms of

individual participation. We couldn't even be able to maximize or make a change on the salary of our employers in this difficult situation of our country” Key informant 3, Fana TV

“There had been widely practiced forms of endeavors to ensure that alcohol producing companies contribute towards executing their fair share of Corporate Social Responsibilities (CSR) by making them be engaged in several activities which help the society be aware of misuse of alcohol. But the ban implemented with the proclamation did not consider any such methods which are rather effective in alleviating the impacts of irresponsible alcohol consumption. We can't help it wonder if the law makers had made enough research that involved all the stakeholders before introducing the ban. We are deeply impacted by the ban and our employees are directly affected by it.....” Key informant 4, Arts TV

“The intent of government when it implement the ban is actually to protect the youth citizens from alcohol expose through decreasing the advert, however , still the youth citizens expose for alcohol is similar even with the implementation of the ban, the reason is brewery companies are using different method of advertisement like media platforms even they are using celebrity media persons for their advert, thus, the ban breached in another way but here we are influenced by finance and other related problems due to the government alcohols advert ban.....” Key informant 4, from Sheger Radio

“You know the law is free from consideration of other options, look in other countries there is ban of course but, it is not like this, they provided alternatives for their advert like night advert, price increment and other things. So. the government must look again on this law, has to be revised again we are losing almost 2 million birrs from the advert due the ban. You see how it affects us.... “Key informant 5, from Bisrat FM, Radio.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

The final chapter of this research holds a comprehensive summary of the findings, conclusions, and recommendations that have been driven from the investigation conducted thus far. This chapter is where the study culminates, bringing together the key insights and outcomes obtained through the analysis and interpretation of the data collected. The subsequent sections present a concise overview of the significant findings, followed by the logical deductions drawn from these findings. Moreover, based on the research outcomes, practical recommendations are provided to guide future actions and initiatives in the relevant field. The synthesis of these crucial elements aims to contribute to the existing knowledge base and facilitate informed decision-making processes for stakeholders and policymakers alike.

5.1. Findings

This comprehensive study gathered the information from 92 media representatives working at popular media stations such as FBC, Kana, Arts, EBS, and Sheger FM. Both quantitative and qualitative methods of data collection were used. 48.9% of the respondents have been found to be between the 26-30 years old whereas 40.2% were between the age of 31-40 and the remaining category of respondents below the age of 26 and above the age of 40 were 7.6% and 3.3% respectively. This shows that the young part of the population has been the major respondents of the study shedding light on their significant role in shaping the research outcomes.

Furthermore, the study examined how Ethiopian law prohibiting public advertising of alcoholic beverages was enforced through media companies' marketing strategies.

Finally, this chapter provides a conclusion and recommendations from the research.

5.2. Conclusion

- It was noticed that the large sum of employees has been earning income from the medias from alcohol advertisement work.

- Most of the respondents replied that the ban does not have any significance in saving the youth citizens from alcohol addiction.
- Majority of the respondents agrees that the government of Ethiopia had imposed the ban without giving an option for medias.
- Due the ban the employee's salary was not actually minimized even though the job opportunity is minimized.
- Most of the respondents agreed on the advertising ban had affected the financial performance of medias.
- Majority of the respondents agreed that the absence of alcohol advertisement has decreased the media viewers.
- Most of the respondents disagreed on the media alcohol ban has minimized the alcohol addiction of youth citizens.
- Majority of the respondents agreed on that they have been paid more before the alcohol advertisement ban in advertising work.
- Majority of the respondents agreed on that active employees of medias were reduced due to the sudden change of the law in advertising.
- Most of the respondents agreed on that the government should provide other option for medias instead of restricting totally.
- Majority of the respondents mentioned that the government decision is somehow free of experiencing other nations practice.

This research had the main purpose of investigating the perceptions of alcohol advertising bans on selected mass medias in Ethiopia. There were several specific objectives that fell under the main objectives.

Anyone who has ever heard or read the law will be able to understand its essence. What was not clear was why the new law was so important. The new law is required to protect society from the effects of alcohol. The legislation banning public alcohol advertising didn't take into consideration all the implications for media companies. Although the law was passed with a negative effect on the business, it was interpreted by the government to be a positive. However, the researcher cannot say that the law is helping the country achieve its goals based on its findings. According to the findings, the industry's impact is high in all dimensions and the profitability of medias is declining. Although alcohol consumption and supply declined in the first year of implementation of the law, they were declining over time. However, because the law was suddenly implemented and the brewery's aggressive approach to being successful on the market, both the supply and demand for beer have been growing lately. Beer companies use different methods to be successful in their business. They are using celebrities, influential people, and excessively using social media platforms to promote their products. The profitability of medias is declining, unlike beer companies. The law's main purpose is to reduce alcohol consumption by the public. We can see from the results that the law was not well-designed and formulated.

Media companies have been greatly affected by the ban. It will be beneficial to look at other options, modify and consider the experiences of other countries in order to benefit all parties. Companies are now forced to look for alternative methods to promote their products due to the ban. This is difficult for them. It must be amended or modified to ensure everyone is benefited. We all know that the law has been applied without discrimination between types of businesses.

As it has been previously explained, companies have used a variety of strategies to comply with new laws. In an attempt to avoid the new regulations, companies are using innovative marketing strategies. Companies are using online promotion to promote their products at the moment. Another method that these companies are using to promote their products is through different activities which can be categorized under Indoor promotion.

5.3. Recommendation

The researcher concluded that the government should amend the law to benefit all parties involved. While it serves the public good, it has detrimental effects on business and has

negative consequences. To lessen these adverse effects on media outlets, governments could alter regulations so advertisements air at night or other suitable choices as stated below. This way, youths will be protected from alcohol exposure while the companies and the societies enjoy the atmosphere of their working environment.

Furthermore, as a government, instead of banning the advertisement totally it is very possible to use the following options.

- Forcing the medias and other agents related to alcohol advertisement to obey social responsibility in time of advertisement.
- To protect the youth citizens from being exposed to alcohol, creating a sense or awareness of parental guideline.
- airing the advertisement in late night times
- Setting and monitoring the enforcement of time and age restrictions for different clubs to minimize the exposal, since probability of youth citizens being exposed for alcohol is high when different clubs are open.
- Prohibiting selling of alcohol for youth citizens who are underage.
- Escalating the price of alcohol to minimize the purchasing power and usage of youth citizen's power.
- Companies involved in this industry should not prioritize their profits over youth needs. It is essential that businesses be accountable and consider the potential consequences of excessive alcohol consumption on society.

5.4. Suggestion for further studies

- This study paper is only confined to assess the perceived impacts of media alcohol advertising ban on media companies. Thus, the researcher suggests future researchers to focus and investigate the real impact of such law on the advertising and other related companies that are directly influenced by it.

- According to the findings of the study, the laws have had an adverse effect on the media companies' financial performance. Hence, the researcher suggested further study into the effect of laws on the financial performance of breweries, wineries, and liquor manufacturers and importers.
- As stated in this research paper, the primary aim of alcohol policy is to reduce social, economic, and health damages caused by alcohol consumption so as to provide all people with a safer living environment. As a result, it is advised that future researchers to assess the true effect of such laws on society, especially the effect on younger sector of the society.

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APPENDICES

Appendices 1: Survey Instrument



THE SCHOOL OF JOURNALISM AND COMMUNICATION

ADDIS ABABA UNIVERSITY

Dear Respondents:

This questioner is designed to collect primary data for thesis entitled “**the Perceived Impact of Mass medias alcohol advertising ban in Ethiopia: on some selected medias** in case of A.A. This research is conducted as a partial fulfillment of the Requirements for the Award of a master’s degree in Journalism and communication. This study is purely for academic purpose and in no ways affects the respondent’s personality, it will be kept confidential. So, your genuine views, honest and timely responses are very valuable in determining the success of

the study. Therefore, you are kindly requested to extend your cooperation by freely providing relevant information. I thank you for your anticipated cooperation and participation in this study.

GENERAL INSTRUCTIONS:

- Please locate (✓) on your choice on the space given
- You don't need to write your name on the questioner

Assistance: If you have any problem in completing and /or meeting the due date, please don't hesitate to contact the researcher by below listed information.

Name of Researcher	Telephone	E-mail Address
Bezawit Michael	+251 915152145	bezawit.michael9@gmail.com

SECTION ONE:

GENERAL INFORMATION AND BACKGROUND

1. Gender: - M ☐ F ☐
2. Your age: - Less than 26 ☐ 26-30 ☐ 31-40 ☐ Greater than 40 ☐
3. Ownership of your company: Public ☐ Private ☐
4. Qualification: Certificate ☐ Diploma ☐ Degree ☐ Masters ☐ above Masters ☐

SECTION TWO

Please specify the degree of your agreement and disagreement with the following statements associated with existing Ethiopian employment income tax system by putting a (√), the numbers in the table **(1)** Strongly Disagree **(2)** Disagreement **(3)** Neutral **(4)** Agreement and **(5)** strongly Agree.

NO	Dimensions	1	2	3	4	5
1	Individuals like you have been earning income from the media alcohol advertisement work					
2	Does the alcohol advertisement ban play a great role in terms of saving the youth citizens from alcohol addiction?					
3	Does the government of Ethiopia impose the ban without providing options for media?					
4	Does alcohol advertising ban had affected the positive relationship of medias and other organizations?					
5	Due to the ban my salary has decreased					
6	Due to the ban my job opportunity has minimized					
7	Do you think of that media alcohol advertising ban has affected the financial performance /profit of medias?					
8	Do the absence of alcohol advertisement has decreased the number of media viewers?					

10	Do you think of that the media alcohol advertising ban has minimized the alcohol addiction of youth citizens?					
11	I was a higher paid employee on time of no restriction by participating in advertisement work,					
12	Do active employee of medias were reduced due to the alcohol advertising ban?					
13	Due to the ban the beer companies' participation in sponsorship had declined?					
14	Shall the government provide other options for medias instead of restricting totally?					
15	Is the government decision somehow free of experiencing other nations practice?					

Please provide further comments (if any) mass media alcohol advertising ban

Thank you very much for your cooperation!

Appendices 2: Key informant's Interview questions

1. How alcohol advertising ban affect medias and organizations?
2. Why government impose alcohol advertising ban on medias?
3. After the alcohol advertising ban how is your income?
4. How the ban affected the financial performance of medias?
5. What is the benefit of alcohol advertising ban?
6. Why the beer companies' participation with medias declined after the ban?
7. What options you suggest for government instead of ban or you support the ban?

Appendices 3: Code of key informants

1 Key informant 1 (EBS TV)

2 Key informant 2 (Kana TV)

3 Key informant 3 (Fana TV)

4 Key informant 4 (Arts TV)

5 Key informants 4 (Bisrat Radio)

6 Key informants 5 (Sheger FM)