



**EFFECTS OF ALCOHOLIC BEVERAGE
ADVERTISEMENTS ON THE DRINKING BEHAVIOR OF
THE YOUTH: A CASE STUDY OF ADDIS ABABA**

BY: SENAIT MEKONNEN

**A THESIS SUBMITTED TO THE ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE MARKETING MANAGEMENT
GRADUATE PROGRAM IN PARTIAL FULFILLMENT FOR THE
AWARD OF THE DEGREE OF MASTER OF ARTS IN MARKETING
MANAGEMENT**

**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
POST GRADUATE PROGRAM
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APPROVED BY BOARD OF EXAMINERS

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DECLARATION

I, SeaitMekonnen, hereby declare that this thesis titled, **“The Effect of Alcohol Advertising on the drinking behavior of the youth: the case of Addis Ababa”** is my original work. I have carried out the present study independently with the guidance and support of the research advisor, MesfinWorkineh(Ph. D). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Declared by;

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Confirmation by Advisor

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Date

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LIST OF ACRONYMS

AAU: Addis Ababa University

AIDA: Attention Interest Desire and Action

DAGMAR: Defining Advertising Goals for Measured Results

SSA: Sub-Saharan - Africa

ABSTRACT

Measuring the effect of advertisement in the drinking behavior of the youth is very essential for alcohol manufacturing companies as they are part of the community and that they should be care for the social aspect of their marketing. Advertisement should create positive impression over the customer's positive behavior towards the majority or all of consumers' consumption preference; if not all resources such as money, time, and effort spent on advertisement will go in vain when it comes to social responsibility. The study aims to explore the effect of advertisement on the drinking behavior of the youth in Addis Ababa. It followed a deductive form of research approach and the research design was explanatory. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 371 valid questionnaires were collected and analyzed. These respondents were selected by using a non-probability sampling technique, which is Judgment Sampling method. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. The finding revealed that there are positive and significant relationships between media exposure, message content and drinking behavior of the youth in Addis Ababa. Eventually, this study recommends appropriate actions for companies in refining their advertising strategies as a means of overcoming the intense competition that exist in the market, in the mean time caring for the community specially the youth or the new generation to not be a victim of their advertisement.

Keywords:*Drinking Behavior, media Exposure, Message Content*

CHAPTER ONE

1. INTRODUCTION

This chapter presents the background of the research, background of the study, statement of the problem, research objective, research question, and significance of the study, scope of the study and organization of the study.

1.1 Background of the study

An alcohol advertisement is any message (the content of which is controlled directly or indirectly by the advertiser) communicated in a medium with the intent to influence their choice, opinion and behavior with respect to product. Packaging, naming and labeling of alcoholic beverages are considered alcohol advertisements. Content of websites including advertisers' own websites, no-paid for space under the alcohol advertisers control such as social networking sites and marketing communications on all websites, is considered alcohol advertisements (Alcohol Advertising Review Board, 2017).

The study made by Negussie & Berhane (2012) on the Assessment of alcohol advertising practices in Ethiopia, history of advertising is clearly presented as follows:-

In Ethiopia, advertising in general is believed to have begun in the 19th century, during the reign of Emperor Menelik II. At the time, advertisements used to be announced at main squares and streets using the “Negarit”, a traditional war-drum. Although media consumer advertising started sprouting during Emperor Haile Selassie time, the handful of agencies doing advertising as well as the activity itself disappeared with the fall of the monarchy and seizure of political power by the “Derg”, a military junta, in 1974. The years from the mid-1970s to the early 1990s are characterized by severe restriction on any forms of advertising; with the exception of a few government censored advertisements, consumer service

advertising ceased to exist altogether. However, following the ousting of the “Derg” and the coming to power of the Ethiopian Peoples’ Revolutionary Democratic Front (EPRDF) in 1991, advertising practices began to flourish once again. Nonetheless, this new era of deregulation and unchecked liberalization, heralded an unprecedented expansion of product advertising, including alcoholic beverages in the media, without developing socially responsible practices.

There is growing concern about alcohol consumption among young people. Alcohol abuse and dependence have been recognized as significant health issues for many years. Irresponsible and excessive consumption can produce damaging health consequences at great cost to the individual, their family and society (Gunter, et al., 2009). At an individual level, adolescence is a period of physical, social and psychological maturation, occurring over different times for different individuals. During adolescence, young people pursue opportunities for experimenting in self-discovery and self-expression and want to have fun and enjoyment in the process. Their value preferences include freedom of speech, enjoyment of life, creativity, adventure, participation, friendship and love (Dring & Hope, 2001)

A growing body of research indicates a positive association between alcohol advertising and alcohol consumption among young people. For example, (Gnrube & Wallack, 1994) showed that greater recall of alcohol advertising is significantly related to more positive beliefs about alcohol use, which in turn are associated with greater future intentions to drink alcohol among children and adolescents. Similarly, (Unger, et al., 2003) demonstrated a positive association between recall of alcohol brands and current alcohol consumption among adolescents. Further, exposure to alcohol advertising directly and positively predicts alcohol consumption for students of middle and high school ages (Adlaf & Kohn, 1989; Collins, et al., 2003). In addition, affective responses toward beer advertising are positively related to current and later alcohol use among children and adolescents (Knaus & Austin, 2000; Austin & Nach-Ferguson, 1995; Casswell & Zhang, 1998; Casswell, et al., 1994; Wyllie, et al., 1998).

On the other side some studies showed no significant relationships between exposure to any type of alcohol advertising (cinema, magazine, TV) and general alcohol consumption. There was no evidence that alcohol advertising plays a significant role in shaping general alcohol

consumption among young people, it does seem to play a part in driving consumption of certain types of alcoholic beverage(Gunter, et al., 2009).

Another study demonstrates a positive association between exposure and alcohol advertising and multiple youth drinking outcomes showing that the association is content.

As stated above, there are many factors that may encourage alcohol use among youth, and alcohol advertising has been identified as one potential influence. The medias which youth are exposed and content of the message transmitted through different medias are deeply studied.

1.2 Statement of the Problem

Alcohol consumption is an important risk factor for morbidity, mortality and social harm worldwide leading to 2.5 million deaths each year (Reda, et al., 2012)It is responsible for approximately 4% of the global burden of disease. This burden is higher in high income countries and among men, accounting for 11% of all male deaths in the World Health Organization (WHO) European region in 2004. Epidemiological studies indicate that a substantial proportion of alcohol users progress to problematic drinking or become alcohol dependent. Alcohol consumption at a young age increases the risk of developing alcohol related problems later such as poor academic performance and absenteeism which may impair healthy development and successful transition from adolescence to adulthood. In sub-Saharan Africa (SSA) alcohol is among the most significant risk factors for death and a high risk for negative sexual behaviors resulting in HIV infection. A study conducted among high school adolescents in Ethiopia from 2001 to 2002 reported that about 8.9% drunk alcohol at least on a weekly bases, where as other reports among students in southern Ethiopia and a private school in Addis Ababa found a prevalence of 57.7% and 19.2% respectively year (Reda, et al., 2012).

Excessive consumption of alcohol is common in sub-Saharan Africa, and it is one of the important risk factors for diseases, injury and death including high risk of contracting HIV by affecting the behavior of the individual (Getachew, et al., 2017).

The reports from Center on Alcohol Marketing and Youth report (2006) concur with the statement above claiming that the earlier young people start to drink, the worse the consequences of drinking are likely to be and seven times more likely to be involved in an alcohol-related motor vehicle crash. They tend to suffer poorer mental health, poorer education outcome and increased risk of crime in early adulthood.

Additionally, (LaBrie&Earleywine 2000) elaborate that alcohol consumption and sexual behavior often correlate. Researchers interested in HIV/AIDS and other STDs believe that alcohol consumption contributes to risky sexual behavior. It has been said that alcohol also fuels deaths and disabilities amongst the youth. In 2002, the global burden of alcohol in terms of deaths and disabilities in developing countries was lower than developed countries with 1.6% and 9.2% respectively.

Fielder, Donovan and Ouschan (2009:1157) maintain that alcohol accounts for 1.8 million deaths every year, in which, it causes 3.2% of all deaths and 40% of disease burden globally. They further state that young people are susceptible to short-term social harms such as suicides and risky sexual behavior, and long-term physiological effects such as loss of memory and chronic disease, resulting from alcohol consumption.

These death tolls and disability burdens do not only affect developed countries. Ethiopia is also one of the high mortality developing countries. Alcohol is the third contributor to homicide, infections and interpersonal violence (Mapulane, 2014).

Excessive use and abuse of alcohol amongst the youth is common. Some start drinking alcohol at an early age, for instance, at the age of fifteen years. (Mapulane, 2014) state that some of the researchers of alcohol consumption and youth have indicated that many teenagers experiment with alcohol on a regular basis, while others drink excessively to the point of drunkenness. As a result, they become vulnerable to alcohol-attributed problems such as car-traffic accidents and injuries, disabilities, health conditions, infections and others. (Harrison, 2009) noted that, in 2000, the global burden of alcohol-related deaths and disability were estimated to 1.6% in developing countries and 9.2% in developed countries.

This widespread of abusive drinking behaviors among the youth poses a serious public health threat. The findings of the study by (Grant, Dawson, Stinson, Chou, DuFour and Pickering, 2004) show that alcohol abuse has increased with 4.6% between 1991-1992 and 2001-2002. This averages almost half within twelve months annually. Hence, the efforts by governments and policy makers through anti-alcohol campaigns, there is still a sizeable number of drinkers in the country. Although there might be slight changes in alcohol patterns and habits, the majority of youth still find alcohol drinking enjoyable and something “cool” to engage in. In most cases, drinking is associated with socialization, fun, excitement and relaxation.

There are various social problems that the society is encountering on a daily basis, namely, crime, divorce, deaths, suicide, human trafficking, human abuse, substance abuse and alcoholism. The media depict these social problems through their news reporting, documentaries, dramas, and others. Therefore, the media are a true reflection of the society. The true colour or reflection of the society is seen through the media. In spite of the efforts made by the media to mirror the reality of the society, they are criticized for condoning delinquent behavior, particularly amongst the youth (Mapulane, 2014).

The youth faces challenges such as suicide, murder, theft, drunkenness, fighting and risky sexual behaviours. The main challenge is the high rate of unemployment that breeds poverty, crime, and substance abuse. The youth is characterized by poor performance at school and drop out.

All these kinds of behaviour are usually tied up with substance use and alcohol abuse. Simultaneously, the media are often linked with the spreading of delinquent behavior among the youth. Therefore, the researcher attempts to determine the effect of alcohol advertisements on drinking behavior of the youth in Addis Ababa.

1.3 Research Questions

Main Question

What is the effect of alcohol advertisement on the drinking behavior of the youth in Addis Ababa?

Sub-questions

1. What is the effect of Media Exposure on the drinking behavior of the youth in Addis Ababa?
2. What is the effect of Message Content on the drinking behavior of the youth in Addis Ababa?

1.4 Research Objective

General Objective

The primary objective of this study is to investigate the way in which advertisements of alcohol affect alcohol consumption of the youth in Addis Ababa.

Specific Objectives

1. To investigate the effect of media exposure on the drinking behavior of the youth?
2. To investigate the influence of advertising message content on the drinking behavior of the youth?

1.5 Significance of the Study

This study provides insight into the alcohol industry's move to ramp up their advertising efforts in Ethiopia, and how this will affect youth drinking behavior. It builds on work done by social scientists who have long sought to prove what the impact of alcohol marketing is particularly among youth, although most research has been restricted to developed countries.

This will help Ethiopian society get a better understanding of the issue and work to advocate for the government to develop alcohol control policies and legislation that do more to protect the health of the youth.

The finding will help other researchers by giving relevant information on the bases of the influence of alcohol advertising on the drinking behavior of the youth

Eventually, conducting this research also requires referring different relevant materials on the subject matter under study and needs ups and downs to come up with full and condensed final paper. As a result, this study benefits the researcher itself in equipping Skill, knowledge and experience of conducting such kind of research by going through all ups and downs for the study.

1.6 Scope of the Study

The study was about the effects of alcohol advertisements on the drinking behavior of the youth in Addis Ababa.

There may be many variables that can affect the drinking behavior of the youth but the focus of this study was on 2 variables which were media exposure and message content on the drinking behavior of the youth.

The research design is quantitative and the level of analysis is descriptive and inferential.

Conceptually, the scope of this study confined to evaluate overall advertisement on behavior based on Bandura, 1971 well-known theory (Social Learning theory) and AIDA MODEL by using a structured questionnaire containing question items that have been used in previous similar studies. Moreover, it would not possible to include all variables or cover all aspects of this study that have effect on the practice of drinking behavior in one study. The scope of this study has limited to Addis Ababa area geographically. This study measured the effects of Alcohol advertising in the drinking behavior of the youth. The results of this research, therefore, has limited to only to the Media Exposure and Message content if advertising on the drinking behavior of the youth. In addition, the student researcher has applied both descriptive and inferential statistics to analyze the data by using SPSS version 21.

1.7 Definition of Terms

- **Alcohol Advertising**-This is the promotion of alcoholic beverages by alcohol producers, distributors or manufacturers through a variety of media.
- **Alcohol Industry** or Alcohol Companies or Alcohol Producers-This refers to global and local producers, distributors and manufacturers of alcoholic beverages.
- **Addiction** is a chronic, relapsing disease characterized by compulsive drug seeking and use, despite serious adverse consequences, and by long-lasting changes in the brain (National Institute on Drug Abuse, 2011).
- **Alcohol** is a large group of organic compounds derived from hydrocarbons and containing one or more hydroxyl (National Institute on Drug Abuse, 2011).
- **Alcohol abuse** is a pattern of problem drinking that result in health consequences, social, problems or both (National Institute on Drug Abuse, 2004)
- **Appeal** refers to the underlying idea that captures the attention of a message receiver.
- **Substance abuse** refers to the improper, excessive, irresponsible, or self-damaging use of addictive substances (Reber&Reber, 2001).
- **Youth** refers to persons in the age group between 14 to 35 years (National Youth Commission Act of 1996).
- **Message Content** communication the media and advertising are sending to young people about the consumption of alcohol.

1.8 Organization of the Study

The organization of this research study will be divided into five chapters, in the following sequential order:

Chapter one: This chapter contains the background to the study the Statement of the problem, the research question, the aim and objectives of the study, Significance of the study, the scope of the study, the definition of concepts used in the discussion, the limitation of the study , the plane of the study and the organization of the study.

Chapter two: Review of the Related Literature and theoretical framework, as well as an overview of advertising fall under this chapter.

Chapter three: Research Methodology The chapter elaborates on the research design the study used, an outline of participants and data collection methods, as well as the ethical considerations for the study.

Chapter four: Data Analysis and Interpretation The analysis of data and the interpretation of the results are discussed in this chapter.

Chapter five: Summery, Conclusion and Recommendations

1.9 Limitation of the Study

The researcher will be following a quantitative research method which involves structured questionnaire with close ended questions. It leads to limited outcomes outlined in the research proposal. So the results cannot represent the actual occurring, in a generalized form. Also, the respondents will have limited options of responses, based on the selection made by the researcher.

CHAPTER 2

REVIEW OF IMPORTANT LITERATURES

2. INTRODUCTION

This chapter gives an overview of the studies which were made to show effects of alcohol advertisements on the drinking behavior of the youth. It also explains the theoretical perspectives that serve as a base of hypothesis of the study, the empirical review and conceptual framework.

2.1 Theoretical Review

There is almost a general consensus that the media may have direct effect on most people's behavior only under extreme circumstances, which include, war, disaster, social upheaval or in the case of media content which intentionally designed to have a specific kind of effect, for example, advertisements (Fourie, 2007). However, these effects do not occur immediately, but after a long exposure to certain media content.

Researchers interested in the effects of adolescents' use of media have developed theoretical models to help explain how the process works and why some adolescents may be more positively or negatively influenced by the media they consume than others. (Mapulane, 2014). One of the most notable theories is Social Learning Theory.

2.1.1 Social Learning Theory

The conceptual structure of psychodynamic theories was further criticized for disregarding tremendous complexity of human responsiveness. An internal motivator cannot possibly account for the marked variation in the incidence and strength of a given behavior in different situation, toward different persons, at different times, and in different social roles. When diverse social influences produce correspondingly diverse behaviors, the inner cause implicated in the relationship cannot be less complex than its effects. (Bandura, 1971).

This theory emphasizes on the importance of observing and modeling the behaviors, attitudes and emotional reactions of others. It also underpins that learning in a social context can occur solely through observation. Thus, it focuses on learning by observing and modeling. Initially, the theory evolved from behaviorism but today it can also include ideas that cognitivists also hold. It is therefore, sometimes referred to as Social Cognitive learning theory (Mapulane, 2011). This theory was developed by Albert Bandura and his colleagues in 1960s through experiments. One of the popular experiments is called Bobo doll (Bandura & Huston, 1961). In a nutshell, the Bobo doll experiment was a collective experiment for studying the behavior of children after observing a depiction by a model acting aggressively to the doll. The experiments demonstrated that children imitated aggressive behaviors they saw portrayed by the model to the same doll in the presence of the model (Bandura, Ross & Ross, 1961).

The imitation of aggressive behaviours by children after they have observed from the model clearly state that people can learn by just observing others without being instructed to do so. Furthermore, people can further learn from the imitations of others or from the model. In addition, (Blake, 1958) states that a mere observation response of a model has a facilitating effect on subjects' reactions in the immediate social influence setting. This implies that environmental and cognitive factors can influence the human learning and behavior. Therefore, people can learn from one another by pure observations, imitations and modeling.

For the purposes of this chapter, as stated above, the researcher has employed one of the well-known long-term media effects theories called the Modeling theory. This theory complements Social Learning theory in a sense that they both have the same underpinnings that people learn from observing others, although in social learning emphasizes on social context, whereas the Modeling theory basis its argument from media perspectives.

Generally, the Modeling theory takes that media users can adopt behaviors that were depicted from the media products or media content. In this study, alcohol advertisements are used as one of the forms of the mass media whereby alcohol behaviors are portrayed. This theory is utilized as a supportive instrument to proof the hypothesized idea that by viewing a certain alcohol advertisement can encourage young people to start or drink more if they have already drinking alcohol.

2.1.2 Modeling theory

Environments are loaded with potentially lethal consequences that befall those who are unfortunate enough to perform dangerous errors. The Modeling theory argues that not in all circumstances, but some media users can adopt the media's depictions of human behavior. (DeFluer and Dennis, 1994) reflect that the term Modelling theory has come into use to indicate the application of more general Social Learning theory in the case where people acquire behavioral forms that they find portrayed in the media products. It heavily focuses on how the presentation of people, social interactions and social problems in the media affect people's expectations and motivate their behavior. Norms provide the basis by which people draw their social expectations.

Therefore, the normative behavior they observe around them impacts on the way they perceive the world. Thus, people tend to adopt social norms and human behaviors because they are expected to behave in a certain way when interacting with other people.

Bandura suggests that learning is conducted through observing and modeling the behaviors, attitudes, and emotional reactions of others. He also states that "...from observing others one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action". (Ormond, 1999) adds that social learning considers that people learn from one another, including such concepts as observational learning, imitation and modeling. Meanwhile, (Schunk, 1987) states that social learning theory is a theory based on the ideas that people learn by watching what others do.

The notion here is that people adopt human behavior through observation of other people and use learned behaviors as a frame of references in social contexts. By so doing, they either imitate or model their behavior based on others' behavior. (Rosenthal and Zimmerman, 1978) say modeling is an important means of acquiring skills, beliefs, and novel behaviors. In addition, (Schunk, 1987) maintains that modeled actions can serve as social prompts, such as when one emulates the behaviors of high-status models to obtain approval from others.

People imitate and adopt behaviors that they have experienced them by themselves and their rewards that punishment. Mostly if the results of such experience are positive, the likelihood is that they will be adopted and imitated over and over again. (Bandura, 1977) states that generally, learning phenomena resulting from direct experience can occur on a vicarious basis through observation of other people's behavior and its consequences from them. Furthermore, (Schunk, 1980) states that modeled behaviors are more likely to be performed if they have previously led to rewarding outcomes than if they have resulted in punishment, regardless of whether individuals have experienced the consequences directly or vicariously.

When one observes a depicted behavior and its consequences, people have a belief or expect the outcome to be the same as the action. If young people see an alcohol advertisement portraying drinking alcohol and some rewards after drinking alcohol, they expect to have the same rewards when they imitate the behaviour in real-life situations.

For instance, one of the popular slogans of Hunter's Dry is "Refreshes like nothing on earth." In most cases, alcohol advertisements have a storyline that goes hand in hand with the slogan. Therefore, the advertisements will be portrayed in a way that the viewer will believe that indeed drinking Hunter's Dry is refreshing than other drinks. The advertisement or the slogan emphasizes that there is nothing and nothing at all on earth that can make one feel refreshed that a bottle of Hunter's Dry. Observing competent models perform actions that result in success conveys information to observers about the sequence of actions one should use to succeed.

Despite the fact that learning can be achieved through observation, it is a process. The stages are discussed below. By learning through observation and its consequences, one can acquire new integrated 82, without testing if they are good or bad. (Anderson, 2000) attests to that by saying that "If imitation were the sole means by which new behaviors are acquired, then learning would be haphazard at best, because it would rely on trial-and-error performances."

This kind of learning is termed observational learning which comprises four sub processes, namely, attention, retention, production and motivation (Bandura, 1986). (Schunk 1987) explains the sub-processes of observational learning as follows:

- ✓ Attention - the observer pays attention to relevant depicted behaviors for them to be meaningfully perceived and rewarding;
- ✓ Retention - the observer needs to preserve modeled behaviors in order to apply them in real-life situation;
- ✓ Production - involves translating visual and symbolic conceptions of modeled events into overt behaviors; and
- ✓ Motivational inducements for action can result from direct, vicarious, and self-produced experiences.

These sub-processes of observational learning can be applicable in the media in the form of alcohol advertisements. The media users pay attention to the advertisement because they have interests in that particular advertisement.

They acquire behaviors portrayed in the advertisement and use them in social contexts, for instance, when they are with their families, friends, colleagues and so forth. But the media imitate the behaviors if they have positive rewards. As a result, they adopt those behaviors as their second nature. Mass media are a tremendous source of information for individuals as well as society. They serve as the vehicle of thought. They also serve as a powerful tool for people to understand and manage their environment and situations they encounter in their lives.

They are used by the advertising industry to inform people about their products and services through advertising. Without advertising, the public will know less about various products and services which are available in the market as well as their prices. Thus mass media help both the industries and consumers.

The modeling process proceeds in stages. The receiver first encounters the model depicting the media depictions help in modeling the behavior of media consumers. The media consumer goes into different stages before adopting the behavior represented in media

content. The audience will firstly identify the person or the model used in the depiction. In other words, the audience should relate to the persons used so that he or she realizes the positive benefit. The importance of adopting the behavior is that he or she can try to use the action or behavior when facing any social setting or situations. If trying that behavior helps the audience, then he or she can repeatedly use it and end up adopting it.

Generally, the Modelling theory assumes that the mass media portray behaviour forms and actions that may be replicated by the audience and adopt them as their habits and lifestyles. One can simply say this theory is based on the popular proverb that says “Monkey see, Monkey do”. The media reflect human behaviour that is learned through observations. The observer can at the later stage use the media portrayed behaviour as frame of reference when facing social problems. (Mapulane, 2014).

The main aim of advertising is to persuade potential buyers to purchase what is been advertised. If the advertisement can influence the buying decision of the buyer, it is considered to be successful. However, the positive response of the buyer is hierarchical. It means certain steps or models need to be considered, like AIDA and DAGMAR is considered in the process of advertising (De Beer, 1998; and Glowa, 2003).

Two main models of hierarchy effects of advertising, named *modus operandi* that is AIDA and DAGMAR were outlined by De Beer(1998). AIDA is an acronym for Attention, Interest, Desire and Action whereas DAGMAR is an acronym for Defining Advertising Goals for Measured Results. Such models present a learning process by which consumers go through to complete the buying process. These models assume that a purchase will only be made when all the steps in the hierarchy of effects have been completed. The model is dynamic in that each single step in the sequence depends upon the preceding step (Glowa, 2003).

2.1.3 AIDA model

According to AIDA model, for an advertisement to be successful, it must have the following elements: attention, interest, desire, and action (De Beer, 1998).

One of the techniques that are used in advertising to grab the attention of the audience is the placement and attractiveness of the advertisement. Placing an advertisement is one of the most important elements that advertisers do not usually ignore.

Advertisement placement is about the type of the medium and time slot used for advertising a product. Television as compared to other media can be suitable for alcohol advertisements because of its visual element. Hence, it gives attractive pictures that complement the advertisement. Then it is easy to grab the attention of the audience. (Mapulane, 2001).

As soon as the advertisement gets attention of audiences, they will develop an interest of acquiring more information about it. Advertisements provide information related to it such as the price and place to find it and benefits of using the product or service. This information is enough to convince an audience to try the product, meaning the desire to find out if it can help to solve their problems. The desire will lead them to buy the product and also recommending it to others if they were satisfied. This will make the advertisement successful. (Mapulane, 2001).

(Glowa 2003) explains that the AIDA model suggests consumers move from an Awareness –Interest – Desire - Action or that the consumers acquired a Learn-FeelDo mentality. This means, consumers learn about the existence of a product, then they develop a feeling of desire to buy or know more about the product and they ultimately buy or use the product. In the case of alcohol advertisement, the youth will learn that there is a beer called Hunter's Dry from the advertisement on television, and then wish to taste the beer, and finally make a purchase.

When advertisers grab the attention of the audience, it means that they are now aware of the product's availability in the marketplace. Awareness is one of the marketing tools that the advertisers usually use. (Jones and Slater, 2003) argue that awareness introduces new brand information, reminds the consumer to buy the brand, and encourage the consumer to use more of the brand.

In order to get the attention of the consumers, advertisers usually use powerful words or slogans and pictures that will catch the viewers' eye and make them to have interest to know more about the advertisement. The visual element of television makes the audience to watch the advertisement until it ends. This makes them to spend time on the advertisement and to understand its messages in more detail. The interest and desire work together and in order to build interest on viewers. Advertisements offer information that can help in a real way. They do this by appealing to personal needs and wants. (Mapulane, 2001)

2.1 Empirical Review

2.2.1 Regulation of Advertising in Ethiopia

Regulation of Alcohol Advertisement in Ethiopia is based on a comparatively new voluntary system of self-regulation.

Regulation of Alcohol Advertisement Proclamation No. 759/2012

1/ Any advertisement of liquor with more than 12% alcoholic content may not be disseminated directly or indirectly through any means of dissemination other than outdoor advertisements and newspapers and magazines which are not published on daily and weekly basis.

2/ Notwithstanding to the provision of sub-article (1) of this Article, the advertisement of any liquor with more than 12% alcoholic content may not be disseminated through the use of electronic screen, microphone, audio cassette, or other audiovisual advertisement disseminated through the use of outdoor advertisement.

3/ Any advertisement of liquor may not:

a) Advertise that consumption of the liquor is good for health, brings about individual or social success, improves psychological or physical strength or provides healing power, or instigate its repeated consumption or over drinking;

b) Undermine or oppose abstention from alcohol addiction;

c) Concentrate on minors, or use a minor as an advertisement actor; or

d) Contain other similar messages.

4. An outdoor advertisement of any liquor may not be placed within 100 meters radius of a children care center, school, medical or historical institution, cinema or theater hall or a stadium.

The editor of the Ethiopian Herald, Solomon Dibaba on an article of ‘some concerns on advertising in Ethiopia’ mentioned, although the advertisement proclamation provides for the protection of the rights of minors and in spite of the fact that the youth comprise 70 percent of the population, the proclamation was keeping silent on the scope of application of advertisements regarding the youth.

He continued, for instance, advertisements on beer specifically were focusing on the youth and seem to urge the youth to drink beer at any point in time. Although nominal notices like "not for sale for persons below 18". The notice does not prevent the youth from excessively drinking beer even if they do not buy, they could be invited by some irregular peer groups. Excessive drinking of beer is no better than drinking liquors.

Although the law had prohibited advertisements of beverages above 12 percent alcohol per volume, the law seems to permit outdoor advertisements on billboards for alcoholic drinks with 40 and above alcohol contents, disallowing it on TV and FM radio channels may not pay off as they can advertise the alcohol drinks on billboards anyway.

The new law was amended and presented to a parliament in 2018, in the meantime it was presented to public criticism as follows:

Alcoholic drink advertising and promotion

Any advertisement of an alcoholic product shall contain a warning, as appropriate in writing or sound, that it is illegal to sell it to a person under the age of 18.

It shall be prohibited to directly or indirectly advertise alcoholic drinks in places of public gathering and sporting; street, condominium and other places by unreasonably decreasing the size of the warning.

Any manufacturer, importer or distributor of alcoholic drinks whose volume is more than 10% shall not directly or indirectly sponsor public and government holiday, exhibition, sports event, school event and other related youth-centered events.

Any television advertisement of an alcoholic product shall contain clear prohibition contained in this proclamation or other laws issued to implement this proclamation.

Any alcoholic drink whose volume is less than 10% may only be advertised through broadcast from 9 PM in the evening to 6 AM in the morning.

Additional restriction regarding the time, place, and manner of alcohol advertisement and promotion may be determined by a regulation issued to implement this proclamation.

Detail implementation of this article shall be determined by a directive.

Finally the Ethiopian Parliament passed a law that bans alcohol commercials on broadcast media.

Primarily the draft law was suggesting transmission of alcohol adverts after the children sleep – after 9:PM. Meanwhile during the later discussions and public hearings, it is decided that alcohol advertisements have to be banned. Finally the 547 members parliament banned the commercials on broadcast media by over 400 majority votes.

According to the Minister of Health of Ethiopia Dr. Amir, the new law aims to protect children and the youth from being seduced by the commercials of liquor and become

addicted and unproductive. It also plans to address the consequences of alcohol consumption on the health of individuals and over economy.

2.2.2 Alcohol advertising and Drinking Behavior of Youth

The influence of alcohol advertising on the drinking behavior of the youth is a matter of substantial debate despite research studies done for decades. The increasing rate of alcohol consumption, especially by young people is growing at faster pace (Mapulane, 2014).

Hound

WHO stated on Global Status Report on Alcohol and Young People that the global burden of disease from alcohol exceeds that of tobacco in large part because acute consequences of alcohol use lead to death and disability in the younger years of life. After a review of available research and statistics on behavioural and physical consequences of alcohol use, the document describes the globalisation of alcohol brands and marketing designed to embed alcohol products and consumption into the lifestyles of young people. Brief profiles of prevalence among young people in Member States in each of the WHO Regions point to the need for standardized monitoring of alcohol use and consequences, and attention is called to WHO's guidelines for doing this. Educational approaches to prevention of alcohol problems among young people have in and of themselves shown little effect, while brief treatment interventions have shown promise. The youth are avid media consumers. Basically, most of them define who they are, how they think, and what they do is informed by what they see and hear in the media. Television alcohol advertisements reflect the real world to the youth. Alcohol advertisements like any other form of mass media carry information with different connotations. Although the conveyed meaning can be understood differently by the youth, slightly they can reproduce the same meaning in their social contexts. In other words, the portrayed behavior and actions in alcohol advertisements may increase the probability of alcohol consumption amongst the youth. To sum up this section, an overview is outlined below. According to Parry (2005:246), over 5 billion litres of alcoholic beverages are consumed in South Africa per year. This complements estimations of WHO (1999) indicating that about 2 billion people drink alcohol across the globe. However, young people are more likely to use and abuse alcohol more than their elders, (Snyder et al., 2006; Anderson et al., 2009; and Clinard & Meier, 2008).

Advertising messages also work in part by reinforcing and supporting widely held beliefs about alcohol (Casswell, 1997). This is supported by research in Glasgow with 10 to 17 year-olds, where the researchers found underage drinkers paid more attention to, and were more appreciative of alcohol advertising than the non-drinkers were (Aitken et al., 1988). The researchers conclude that since underage drinkers are getting something out of watching alcohol advertisements, they are, therefore, reinforced by them.

This is not to dismiss or even take for granted the creative aspects of advertising that are used to help break through the clutter, gain attention and add to the memorability of the advertisements to the viewers. Although the viewers are bombarded by advertisements time and again, only selective attention can be paid to advertising, and only some advertisements can be attended to and remembered even though a consumer may be generally interested in advertising. Thus, creativity remains crucial in determining the effectiveness of any given advertisement including alcohol advertisements.

It is given that advertisements can be stimulus by targeting emotions and mentality of a viewer. The creative aspects in an advertisement such as the storyline, slogans, music, the environment and the actors, can make the viewer to pay more attention to the advertisement. They can change the attitude of the viewer towards certain advertisements. They can make a person to start to compare themselves with the portrayals that he or she sees from the advertisements. It should be born in mind that the primary purpose of advertisers is to sell products to the viewers.

Although, the industry denies the fact that it targets the youth by portraying drinking as fun and enjoyable activity to engage in, Snyder et al., (2006); Smith and Foxcroft, (2009) emphasize that the depictions encourage early alcohol drinking. Various elements such as popular music, animation, slogans and celebrities are used in advertisements as a mechanism to attract young people (Grube & Wallack, 1994; Chen et al., 2005; Miller & Mizerski, 2005; and Austin et al., 2006).

It is not arguable that alcohol industry contributes to the economy of the country despite the negative effects alcohol abuse might have (Fieldgate et al., 2013). It not rocket science that media industry gain its revenues from advertising (Fieldgate et al., 2013). Since alcohol industry injects a huge portion of money into media industry, rules and regulations and policies need to be put into place in order to avoid manipulation of this mutual relationship. Most advertising industries in different countries have adopted self-regulatory systems (Burns, 2001; Haker & Cassim, 2002; and Jones & Donovan, 2002).

Other authors like (Gunter, et al., 2009) argued that there is no significant relationships between exposure to any type of alcohol advertising (cinema, magazine, TV) and general alcohol consumption. Exposure to televised advertising for alcopops and for cider in each case emerged as a significant predictor of consumption of each of those types of alcohol. While there was no evidence that alcohol advertising plays a significant role in shaping general alcohol consumption among young people, it does seem to play a part in driving consumption of certain types of alcoholic beverage.

Alcohol is associated with the likelihood that adolescents will start to drink alcohol with increased drinking amongst baseline drinkers. Again, alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol and drink more if they are already using alcohol. Therefore, the exposure to alcohol advertising and awareness of alcohol messages amongst the youth might lead to earlier drinking, higher consumption for those who are already drinking alcohol and increase in alcohol-related harms.

It is evident that the youth is more vulnerable to alcohol-related problems and alcohol-induced risks such as violence, road traffic accidents, pedestrian accidents, drowning, falls, fire, homicides, suicides, unprotected sexual interactions (Grant et al., 2009). The youth are likely to engage in heavy drinking to an extent of drunkenness which can lead to permanent physical and medical conditions like psychological disorder, memory loss and various cancers (Rehm et al., 2003; Schneider et al., 2007; and Fieldgate et al., 2013).

2.2.3 Media exposure and alcohol consumption behavior

Alcohol advertising in the broadcast media is just one aspect of a marketing mix that includes radio, print media, billboards, sponsorships and alcohol-branded products. Young people have high exposure to these recurring positive messages about alcohol, which, over time, helps to create or reinforce their attitudes and beliefs and in turn can influence their intention and subsequent drinking patterns ((Dring& Hope, 2001).

To date, research on the connection between alcohol advertising and youth drinking behaviors suffers from two important limitations. First, earlier studies often examined advertising effects either with a focus on traditional marketing channels (e.g., television or movie) or with a pooled measure (Chang et al., 2014; Snyder et al., 2006).The prospective evidence pertaining to certain emerging marketing channels awaits accumulation (McClure et al., 2016). Second, with few exception (Chang et al., 2014), existing research on the longitudinal associations linking ads exposure and alcohol drinking has been mostly limited in the high-income countries with mature alcohol markets.

Television is seen as one of the most preferred vehicles of communicating messages because of its visual nature that shows and expose actions in details, as it sometimes referred to ‘a hot medium’. (DeFluer and Dennis 1994) emphasize that television and movies present many depictions of people acting out patterns of behavior in various ways. But because of its pictorial nature and stimulus, messages communicated through television can last longer in the mind of the media user. Advertisements are fleeting naturally but the way they are portrayed on television, can be remembered by media consumers after a long period.

It is because it has a strong influential element because it gives the audience a picture of various social groups, social behaviour and social settings in action. Influential people like celebrities are usually used to portray a particular behaviour or actions. This makes depictions believable and ultimately makes the imitation or adoption of those actions and behaviour easy. (Austin, Roberts and Nass, 1990) emphasize that television can influence people because it contains a wealth of distorted depictions.

In life, people prefer to think and talk about events that make them happy than those that make them sad. One of the techniques used in advertising is humor and fun to make advertisements attractive, interesting and easy to remember and attractive. It is this kind of elements that help media users to get influenced and ultimately adopt what they saw. (DeFluer and Dennis, 1994) state that these depictions can serve as models of behavior that can be imitated, and people who see an action depicted may adopt it as part of their own behavioral repertoire.

The visual images of behavior portrayals provided by television can become one of the factors that influence behavior of individuals. The way behaviors such as fun, happiness and others, portrayed in the alcohol advertisement can encourage young people's drinking pattern. Most alcohol advertisements include a phrase 'enjoy responsibly'. Despite the message behind the phrase, it simply means that alcohol is meant to be enjoyed.

This means that the Modeling theory is about the media portrayals that members of the audience can imitate or adopt. The media show many aspects of human life in the form of dramas, movies and so forth. These media portray various actions and behavior by displaying them on different media products. Generally, this theory states that people can reproduce behaviors or actions that are depicted in media content. The depictions can be imitated by any media consumer to an extent that they adopt them as their lifestyle or habits.

Following the preceding discussion, the implication is that the media (advertising) have power to influence viewers towards a particular phenomenon. This is usually called effects of the media, whether in a short or long terms. There is a general belief that media has an impact on how people shape their ideas and attitudes towards a particular aspect. These effects are the foundation of the hypothesis of this study. By employing the Modeling theory, it assists in understanding the effects of the media and support the hypothesis of the study.

Young people pay attention to alcohol sponsorship, and associate brand labels on football shirts with alcohol. So alcohol brands' sponsorship of football is regarded as reflecting a

longstanding cultural association between alcohol – particularly beer consumption – and football, and as such is felt to provide a way of targeting fans with alcohol advertising. Thus, cultural association, rather than direct advertising, might be an important means by which young people are exposed to, and influenced by, alcohol advertising (Ogott, 2015).

He also indicated that studies have shown that youth continue to be exposed to alcohol advertising through television, print media with high youth readership, like magazines, and product placement in film, music, videos, comics and dramas. Alongside these various forms of alcohol advertising, there is accumulating evidence that young people are encountering alcohol messages, associations and products in a multitude of everyday settings and interactions. For example, alcohol-sponsored sport and music events, free gift promotions, alcohol-branded merchandised and competitions ((Mapulane, 2014).

H1: Media exposure and alcohol consumption behavior of Youth have positive relationship.

2.2.4 Message Content of advertisement and Alcohol Consumption

Movies and TV entertainment programs commonly portray alcohol consumption as a normal part of life, usually depicting alcohol as a mood – altering substance as an aid to socializing and as a stress reducer Jones & Donovan (2001).

According to Jones and Donovan (2001) advertising tells us what products and brands are associated with that life styles, with socio-economic status what attitudes to life, and therefore how we can adopt and maintain a particular self-image.

It is therefore important to monitor what messages the media advertising in particular, are sending to young people about consumption of alcohol.

Binge drinking among youth may be explained and predicted by their engagement in positive expectancies from what is depicted in the advertisements. The construct of PAEs is derived from expectancy outcome theory, a cognitive learning theory in which individuals have learned an association between performing a certain behavior and receiving a positive outcome. The association is then stored in one's memory and positive expectations are

formed about the behavior. Naturally, these behaviors are more likely to be repeated due to these positive expectancies. Positive alcohol expectancies and expectancy outcome theory provide a well-structured and articulated framework for research into both student drinking and abstention behavior. Research has shown that there is a significant association between PAEs and how much and often individuals consume alcohol, especially among college-aged populations.

Much of the research to date has suggested that alcohol advertising has an indirect effect on drinking behavior, through attitudes, beliefs, and intentions to drink. Alcohol advertising appeals to young people through humour, animation, bright colours and music. Alcohol advertising tends to reinforce the link between drinking and socialization and being accepted by peers, which are important concerns for adolescents. The use of sexual imagery and celebrity endorsers are thought to be particularly effective techniques for young audiences as one of the main challenges of adolescence is to define what it means to be a man or a woman. Alcohol advertising portrays an entirely positive image of alcohol use and when taken cumulatively, this presents an unbalanced source of information for the developing young person (Dring & Hope, 2001).

Alcohol marketing frequently deploys images, messages and elements that appeal to young people. Empirical studies have shown young people are drawn to music, characters, story and humour, and find the quirky, playful, and subversive elements of alcohol advertising appealing (AMA, 2012).

The use of music in alcohol advertisements has particular appeal for youth not only as a way of providing entertainment as part of the advertisement but also as a way of remembering the advertisements.

H2: Message Content and alcohol consumption behavior of Youth have positive relationship.

Most adolescents are concerned with having fun, and the belief that alcohol contributes to having fun appears to be prevalent (Hibell et al., 2000). Wyllie et al., (1997) demonstrated

that young people perceived alcohol advertisements to link alcohol use with having a good time. Grube & Wallack (1994) also found that children associated the messages in beer commercials with having a good time, rather than health consequences. Those children who paid more attention to the advertisements were found to be less skeptical about the messages. Also, the more exposure to the advertisements, the greater the expectancy to drink as an adult.

For many, adolescence is a vulnerable stage, where independence from family and acceptance by peers, especially same-sex peers, is important. Advertising that reinforces the link between drinking and being accepted by peers is likely to have a strong appeal (Wyllie et al., 1998). Wyllie et al., (1997) found that young people do perceive televised alcohol advertisements to be portraying that very message, and they responded positively to them. Atkin (1993) uses what he terms a 'personal cost-benefit maximisation framework' to conceptualise the role of television in adolescents' drinking decisions. The benefit side of the ledger includes various anticipated short-term rewards of drinking, such as escape or peer acceptance. These are weighed against the costs, such as monetary expense or hangovers. The long-term costs, such as cirrhosis or dependence, lack salience for adolescents, who are more concerned with the immediate effects. Advertising may also serve to reduce the perceived costs by promoting the beliefs that drinking is the norm and that alcohol is harmless.

While adolescents and others may readily express opinions and perceptions about advertisements, many people deny that they themselves are influenced by them. When asked if they believe acquaintances or peers would be influenced, however, they are more likely to say that they would. This perceptual bias is known as the "third person effect" and is defined by Davison (1983) as the differential in perceived influence that individuals assume when comparing message influence on themselves and others. This differential is even greater when the source of the message is considered to be socially unacceptable or suspect, such as product advertisements (Gunther & Thorson, 1992).

It has been argued that the mere presence of beer, wine, and liqueur advertising carries with it the implicit belief that use of these products is normal, acceptable, and relatively benign (Atkin,1993). This is understandable when taken in the context of the total ban on tobacco advertising, and the ban, voluntary or otherwise, on the advertising of spirits. Also, these messages present an entirely positive image of alcohol use, and when taken cumulatively, could present an unbalanced source of influence on the developing young person.

According to (ANPHA, 2014) report, there is evidence that certain biological and psychosocial attributes make children and adolescents more vulnerable to advertising strategies than are adults. For example, the Australian Medical Association notes that the neurological changes during adolescence increase young people's susceptibility to marketing, and that adolescence is characterized by novelty seeking, impulsivity, social adaptation, emotionality (self-consciousness and self-doubt during the transition into adulthood) and risky behavior.

According to (Leslie et al, 2014) adolescents are more receptive to some forms of advertising than adults or children, as they look for adult-only products and activities that help them project a mature and positive self-image to boost their self-esteem. The authors argue that adolescents are prone to making poor decisions, overweighing benefits versus costs when emotionally aroused and note that digital marketing techniques, in particular, take place in circumstances that produce high emotional arousal among adolescents: namely, social or peer-to-peer interactions.

Concerns about alcohol advertising stem at least in part from its pervasiveness. The alcohol industry spent \$1.03 billion on alcohol advertising in 1996, with the expenditures concentrated on television commercials and beer advertising (Besen 1997). Thus alcohol advertising, especially for beer, appears relatively frequently on television. Moreover, this advertising tends to appear most often during sports programming. While about one alcohol commercial appears in every 4 hours of prime-time fictional programming, one appears for every 25 minutes of programming for major professional sports (football, baseball, and basketball) and one for every 50 minutes of college sports programming (Grube 1993, 1995;

Madden and Grube 1994). Overall, alcohol commercials make up 1.5 percent of all advertisements on prime-time television and 7.0 percent of all advertisements in sports programming.

Standard commercials, however, are not the only way in which alcohol is marketed on television. Alcohol advertisers use other types of promotions embedded in sports programming to place their product names, slogans, and symbols before the television viewing audience. Stadium signs, brief sponsorships (such as “This half-time report is brought to you by...”), and on-site promotions (such as product symbols and names on race cars) are broadcast to the television viewing audience at a rate of 3.3 per hour in major professional sports programming, 3.0 per hour in other professional sports programming, and 0.3 per hour in college sports programming (Grube 1993, 1995; Madden and Grube 1994).

The engaging images and messages in alcohol commercials may add to the perception, among critics, that advertisements contribute to increased drinking and drinking problems. What is engaging about the advertisements? Although no recent research has investigated this question, older content analysis studies of alcohol advertisements show that alcohol ads link drinking with highly valued personal attributes, such as sociability, elegance, and physical attractiveness, as well as with desirable outcomes, such as success, relaxation, romance, and adventure (see, for example, Atkin and Block 1980; Strickland et al. 1982).

Researchers have been particularly interested in the degree to which children and adolescents pay attention to these commercials. In one survey of fifth- and sixth-grade children, 59 percent of the children could correctly identify the brand of beer being promoted from an edited, still photograph taken from a television commercial featuring Spuds McKenzie (Grube, 1995).

Alcohol advertising with celebrity endorsers, humor, animation, and rock music has been shown to be especially appealing to adolescents (Atkin and Block, 1983). In addition, a study of adolescent boys confirmed that they were particularly attracted to alcohol advertisements depicting sports (Slater et al. 1996c, 1997). In one recent study, adolescents perceived that a significant number of alcohol advertisements portray people under 21 years

of age (Slater et al. 1996). Other research has indicated, however, that adolescents' identification with the actors in the ads, or their desire to be like the actors, is relatively low (Austin and Meili, 1994). **Lifestyle-** or **image-oriented** alcohol advertising has been shown to be more appealing to both adults and adolescents than is alcohol advertising that promotes only product quality (Covell et al. 1994).

Besides the frequency of advertisements and their appeal to minors, concerns have also stemmed from advertising content that raises safety questions. One study found that 33 percent of television beer advertisements (16 of 49) contained scenes of people drinking and either driving or engaging in water activities such as swimming or boating (Grube 1995). Moreover, messages to drink safely and moderately (such as "Know when to say when") appear in less than 1 percent of alcohol advertisements and have been criticized for not clearly defining responsible drinking (DeJong et al. 1992).

Value Proposition – The advertising message often contains a reason for customers to be interested in the product which often means the advertisement will emphasize the benefits obtained from using the product.

Several studies have concluded that alcohol advertising encourages young people to drink or reinforces drinking habits. Similarly, positive social and other expectations of alcohol consumption have been found to be related to consumption. Young people, at the time they are beginning to experiment with alcohol, are in the process of learning to establish relationships with peers and with the opposite sex. Hence, they could be especially vulnerable to inferences that consuming alcohol will enhance their social and sexual attractiveness (Jones and Donovan, 2001).

Slogan – To help position the product in a customer's mind and distinguish it from competitors' offerings, advertisements will contain a consistent phrase or group of words marketers include within their promotional message that is repeated across several different messages and different media outlets.

Although, the industry denies the fact that it targets the youth by portraying drinking as fun and enjoyable activity to engage in, (Snyder et al., 2006); (Smith and Foxcroft, 2009) emphasize that the depictions encourage early alcohol drinking. Various elements such as popular music, animation, slogans and celebrities are used in advertisements as a mechanism to attract young people (Grube&Wallack, 1994; Chen et al., 2005; Miller &Mizerski, 2005; and Austin et al., 2006).

Advertising messages also work in part by reinforcing and supporting widely held beliefs about alcohol (Casswell, 1997). This is supported by research in Glasgow with 10 to 17 year-olds, where the researchers found underage drinkers paid more attention to, and were more appreciative of alcohol advertising than the non-drinkers were (Aitken et al., 1988). The researchers conclude that since underage drinkers are getting something out of watching alcohol advertisements, they are, therefore, reinforced by them.

Much of the research to date has suggested that alcohol advertising has an indirect effect on drinking behavior, through attitudes, beliefs, and intentions to drink. Alcohol advertising appeals to young people through humour, animation, bright colours and music. Alcohol advertising tends to reinforce the link between drinking and socialization and being accepted by peers, which are important concerns for adolescents. The use of sexual imagery and celebrity endorsers are thought to be particularly effective techniques for young audiences as one of the main challenges of adolescence is to define what it means to be a man or a woman. Alcohol advertising portrays an entirely positive image of alcohol use and when taken cumulatively, this presents an unbalanced source of information for the developing young person (Dring & Hope, 2001).

Alcohol advertising in magazines and TV commercial breaks not only directly advertised alcoholic beverages, but also depicted alcohol in the promotion of non-alcoholic consumer items and the sponsorship of leisure activities such as football and music festivals. Alcohol brands are both officially and unofficially represented on social networking sites (SNS).

Young people pay attention to alcohol sponsorship, and associate brand labels on football shirts with alcohol. so alcohol brands' sponsorship of football is regarded as reflecting a longstanding cultural association between alcohol – particularly beer consumption – and

football, and as such is felt to provide a way of targeting fans with alcohol advertising. Thus, cultural association, rather than direct advertising, might be an important means by which young people are exposed to, and influenced by, alcohol advertising.

H2 : Advertising message content affects the alcohol Consumption behavior of the youth.

2.3 Conceptual Framework

The conceptual framework shows the relationship and interaction between the independent and dependent variables.

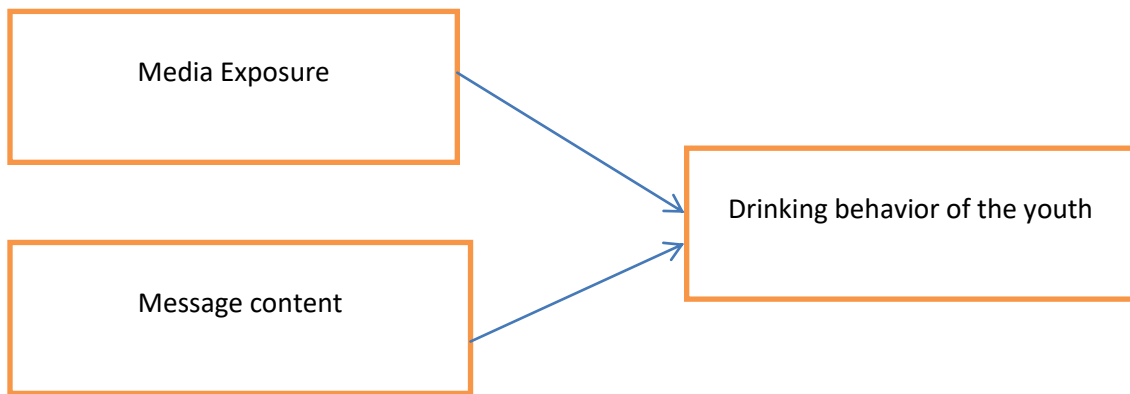


Figure 1: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

3. INTRODUCTION

This chapter consists of the procedures which are going to be used in this study to collect and analyze data. It is organized under the following sub-headings: research design, data type and data source, population of the study, sampling procedure, sample size, sampling technique, data gathering instruments, data analysis technique and ethical consideration.

3.1. Research Design

This study adopted a descriptive survey design which is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables. Survey research seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitudes, behavior or values. It is therefore a type of descriptive research (Mugenda&Mugenda, 2003). This study have independent variables i.e. Media exposure and message content of advertising that influence youth drinking behavior (dependent variable). The descriptive survey design is necessary to gauge opinions, attitudes and habits of youth on alcohol as it relates to alcohol marketing.

3.2. Data Types and Data Sources

There are two types of data, namely, secondary and primary data. According to Church (2001) secondary data as a data that derive from information that is available in the statistical information in the published articles, the data available in the text, tables, graphs, and appendices of the published articles, or upon the original data. In addition, (Heaton, 2008) states that secondary analysis involves the re-use of pre-existing qualitative data

derived from previous research studies. In this regard, the researcher has reviewed literature (Chapter 2) on the impact of alcohol advertisements on alcohol use by the youth.

According to Hair et al. (2000), primary data as first-hand data that the researcher gathers for the problem under investigation. This implies that, researcher used a primary data for this study.

3.3. Pilot study

A pilot study or pre-testing of a questionnaire is vital before the final version of the questionnaire is adopted for use in the study. It helps the researcher to make necessary changes in the main questionnaire. It also assists the researcher to see if the questionnaire is understandable to respondents and can also be completed within a given time frame. The pilot study was conducted in Lideta sub city in Addis Ababa. A total of forty (40) questionnaires were distributed to the youth in Lideta. The researcher administered the pilot study so that the questionnaires can be collected after they have been completed.

3.4. Population of the Study

Population is the term used to describe the main group of people from which a sample is drawn. A population, therefore, may be an organization's workforce, a management group or a group of customers Currie (2005:94). In this study, population is the youth in Addis Ababa between the ages of fourteen and thirty-five.

3.5. Sampling Procedure

3.5.1 Sampling size

A carefully selected sample can provide data representative of the population from which it is drawn. Determining appropriate sample size is very essential and complex as it depends margins of errors, degree of certainty and statistical technique (Tesfye, 2017).

According to (Israel, 2003), there are different strategies to calculate sample size. These include using census for small population, using a sample size of similar study, using published sample size tables and using sample size of similar study, using published sample size tables and using formula to calculate sample size.

According to (Israel, 2003) and with a maximum variation of $p=0.5$, confidence level of 95% and $\pm 5\%$ precision, the resulting sample size for this study sample size can be determined by using the formula;

$$n = \frac{Z^2 pq}{e^2}$$

Where, n = required sample size
 Z = degree of confidence (i.e. 1.96)²
 P = probability of positive response (0.5)
 q = probability of negative response (0.5)
 e = Tolerable error (0.05)²

$$\text{Thus, } n = (1.96)^2 * 0.5 * 0.5 / (0.05)^2 = 384$$

3.5.2. Sampling Technique

This study aimed at investigating the effects of alcohol advertisements on the drinking behavior of the youth in Addis Ababa. Then, the sample was drawn from young people in Addis Ababa. This study has adopted a non -probability sampling method.

3.6. Data Gathering Instruments

A questionnaire consisting of open and closed-ended questions with the aim of gathering as much information as possible from the respondents will be used. A frequently used questionnaire in organizations is one that is designed to measure people's attitude towards something. There are several techniques for this, one of which is the self-report

questionnaire. It is a questionnaire in which respondents are asked to report their feelings, beliefs and behavior towards the subject of the survey (Mupulane, 2001). But the researcher will be using closed ended questions only. That will help to simplify the analysis.

3.7. Data Analysis Technique

The data was analyzed through descriptive and inferential statistics using the SPSS programme. The aim of analyzing data through SPSS is for the purpose of gaining more refined information and for validity and reliability of the study. (Mapulane, 2014)

3.8. Ethical Consideration

The respondents were adequately informed that the aim of the study is for academic purposes and permission was granted by the university to research about this problem. They will be informed that they are not forced to participate in the study rather they volunteered to do so. They will be well informed about the information they provide in the study will be confidential.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

4 INTRODUCTION

The primary focus of the study is to indicate the Effect of Alcohol Advertisement on the drinking behavior of the youth in Addis Ababa. This chapter focuses on the results of analysis and the findings using descriptive and inferential statistics. Therefore, the chapter presents the responses that were received from the distributed questionnaires.

4.1. Response Rate

During the survey a total of three hundred eighty four (384) questionnaires were distributed to the youth in Addis Ababa, out of this three hundred eighty four (384) giving an 96.61% complete response rate were returned.

Table 1Response Rate

Response rate	Items Response Rate	
	No. of sample	Percentage
Sample size	384	100%
Collected	371	96.61%

Source: Own survey data, 2019

So, the analysis was made based on 371 successfully responded questionnaires and done in line with the research questions and objectives set in the proposal and it is presented in the form of descriptive and inferential statistics.

4.2. Reliability Analysis

The most common measure of the reliability of a measurement scale is Cronbach's alpha which is often considered as the lower bound estimate of reliability (Raykov, 1997). Most researchers consider a Cronbach's alpha value of more than 0.7 and above as an indicator of high internal consistency of the measurement scales (Hair et al., 1998). Other researchers consider a Cronbach's alpha of 0.8 and higher as a signal for internal consistency and urge a low alpha score warns the existence of a measurement item which is unreliable (Ho, 2006).

Reliability is concerned with the consistency of measures, thus, the level of an instrument's reliability is dependent on its ability to produce the same score when used repeatedly (Bryman & Bell, 2003). This research used Cronbach's alpha to test the reliability of the questionnaire on a small sample of respondents. Table 4.2 below shows the reliability of the constructs tested using Cronbach's alpha.

Table 2 Reliability Statistics Test

Cronbach's Alpha	N of Items
.926	25

Source: own Survey (2019)

Variable	Measure	No. of Items in the Scale	Cronbach's Alpha Result
Media Exposure		7	0.788
Message Content		8	0.745
Effect of advertisement		10	0.909

Source: own Survey (2019)

For the purpose of determining the internal consistency or average correlation of items in the survey instrument to measure its reliability and internal consistency (Santos 1999) of the

scales used, therefore the Cronbach's alpha has been used. Cronbach's alpha can be interpreted as a correlation coefficient, it ranges in value from 0 to 1 (Coakes and Steed, 2007). The closer value of reliability coefficient gets near to 1.0 are better and the result of reliabilities that are less than 0.06 is considered being poor.

Reliability test was conducted to make sure the instrument used in the study was reliable. The elements under analysis are the Twenty five. The cronbach's alpha for the general instrument is found to be 0.926 which is internal consistency is in a good range. In addition, cronbach's alpha for individual variable also on average more than acceptable range (Saunders, Lewis and Thornhill 2012).

4.3. Demographic Characteristics of the Respondent's

Table3: Demographic Information

		Frequency	Percentage
Gender	Male	210	56.0
	Female	161	43.0
Total		371	100.0
Age	18-20	138	37.2
	21-25	108	29.1
	26-29	66	17.8
	30-35	59	15.9
Total		371	100%
Education	Secondary and Below	40	10.8
	Diploma	45	12.1
	Degree and Above	286	77.1
Total		371	100%
Occupation	Business Person	37	10.0
	Student	190	51.2
	Employee	138	37.2
	No Occupation	5	1.3
Total		371	100%

Source: Own survey data, 2019

From the data presented in table 3, the (56%) of the respondents were male and the remaining (43%) of the respondents were female.

Likewise as explained in the table above, the majorities (37.2%) of the respondents were between age group of 18-20years old followed by age group of 21-25 years accounted for (29.1%). The remaining (17.8%) were 26-29 years old and (15.9%) were 30-35years old group respectively. The majority of the respondents (66%) were in the age range of 18 to 25.the youth were well represented in the study.

Regarding educational level of the respondents, the above figure portray that the majority (77.1%) of the respondents were Degree and above holders, 12.1% were diploma and 10.1%Secondary and below. Therefore, the educational backgrounds of most respondents were Degree and above that the respondents have in a good position to understand and answer the research questions.

4.4. Descriptive Statistics

As it was revealed in the methodology part, the data was analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. The above listed factors are the most critical parts of the conceptual framework and basic research variables of this paper. Therefore, the discussion of the above conceptual framework components have answered the basic research questions and meet the stated objectives of this study.

For the analysis of all these variables, frequency and percentage is used. Particularly mean value of the respondents has considered as an important indicator to the extent of each factor affect the drinking behavior of the youth and groupmeanwas calculated and used. The mean and group mean statistical values 2.6 and less indicates the poor determining factors in affecting drinking behavior of the youth, 3.0 - 3.5 average/moderate indicator while 3.8 and above indicates higher factor on that particular item and variable respectively.

This implies that message content highly affect the drinking behavior of the youth with a high mean value (3.63) and media exposure has a moderate effect on the drinking behavior of the youth with mean value 2.98.

Table 4 **Descriptive Statistics of the Variables**

Descriptive Statistics			
	N	Mean	Std. Deviation
Media Exposure	371	2.98	.70486
Message Content	371	3.63	.78913
Drinking Behavior	371	2.95	1.06824
Valid N (listwise)	371		

Source: Survey result, 2019

As it can be seen from table 4 above, the message content were taken as independent variables that were assumed to be impacting the drinking behavior of the youth in Addis Ababa. The mean score values of Message content was 3.63 which is the maximum with a standard deviation value 0.79. The mean score values of Media Exposure was 2.98 which is the lower with a standard deviation value of 0.70.

A mean score above 3 (three) showed agreement whereas a value below three represented disagreement with the associated issues. Thus, by considering table 4 above, the mean score of the Media exposure (mean=2.98), scored a value below 3.00. This implies that, the effect of media exposure on the drinking behavior of the youth was low. Message content has high effect on the drinking behavior of the youth it has a mean value of 3.63 and std. dev. = 0.79).

The descriptive analysis of the items under each variable has been discussed below.

Table 5: Descriptive Statistics for Media Exposure

Item	Never		A few times yearly		A few times Monthly		A few times weekly		Daily	
	N	%	N	%	N	%	N	%	N	%
Movies or films	112	30.2	83	22.4	75	20.2	55	14.8	46	12.4
Newspapers	110	29.6	78	21.0	65	17.5	65	17.5	53	14.3
Magazines	85	22.8	83	22.3	51	13.7	83	22.3	69	18.5
outdoor billboards	34	9.1	31	8.3	65	17.5	126	33.9	115	30
point-of-sale	63	16.9	49	13.2	63	16.9	92	24.7	104	28
TV	18	4.8	44	11.8	83	22.3	107	28.8	119	32.0
Discussions on the internet	202	54.3	72	19.4	63	16.9	19	5.1	15	4.0

Source: Questionnaire, 2019

The above table presents research findings of Medias that respondents were exposed the most. In order to identify Medias where alcohol advertisements were watched the most, respondents were asked to choose the correct answer from the list of options provided such as:

- Movies,
- Newspapers,
- Magazines,
- Outdoor billboards,
- Point-of-sale,
- TV
- Internet

And the frequencies they were exposed to the advertisements through those medias

- Never
- A few times yearly
- A few times Monthly
- A few times weekly
- Daily

It shows that 32% of the responded indicated that they are exposed to alcohol ads daily on TV 28.8 % a few times weekly 23.1% a few times monthly 11.8% a few times yearly and 4.8% of the respondents never watched alcohol advertisements on TV. On the other hand 30% of respondents on the exposure of billboard answered that they see advertisements on billboard daily,33.9 % a few times weekly 17.5% a few times monthly 8.3% a few times yearly and 9.1% of the respondents never exposed to alcohol advertisements on Billboards. On the exposure of advertisements on spot-of-sale, 28% of the respondents answered that they see advertisements at point-of sale every day 24.7% a few times weekly 16.9% a few times monthly 13.2% a few times yearly and 16.9 of the respondents never watched alcohol advertisements on at point-of-sale. On the exposure of advertisements on Magazines, 18.5% of the respondents answered that they see advertisements in Magazines every day 22.3% a few times weekly 13.7% a few times monthly 22.3% a few times yearly and 22.8 of the respondents never watched alcohol advertisements on Magazines. On the exposure of alcohol advertisements on Newspaper, 14.3% of the respondents answered that they see advertisements in Newspaper every day 17.5% a few times weekly 17.5% a few times monthly 21.0% a few times yearly and 29.6 of the respondents never see alcohol advertisements on Newspapers. On the exposure of alcohol advertisements on Newspaper, 14.3% of the respondents answered that they see advertisements in Newspaper every day 17.5% a few times weekly 17.5% a few times monthly 21.0% a few times yearly and 29.6 of the respondents never see alcohol advertisements on Newspapers. 12.4% of the respondents answered seeing actors drinking alcohol in movies or films every day 14.8% a few times weekly 20.2% a few times monthly 22.4% a few times yearly and 30.2 of the respondents never see alcohol advertisements in movies.4.0% of the respondents answered seeing discussions of alcohol drinking on the internet every day 5.1% a few times weekly 16.9% a

few times monthly 19.4% a few times yearly and 54.3 of the respondents never see alcohol advertisements on the internet.

The result implies that the majority of the youth were highly exposed to alcohol advertisements on billboard followed by alcohol advertisements on TV and advertisements at point of sale respectively. Much of the respondents are not exposed to discussions of alcohol drinking on the internet, followed by the exposure of respondents to see actors drinking alcohol in movies or films, alcohol advertisements on newspapers and magazines respectively.

Table 6 Descriptive Statistics for the Message Content

Item	Strongly disagree		disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Alcohol advertisements promote a desirable lifestyle and image that people wish to experience.	88	23.7	86	23.1	47	12.6	86	23.1	64	17.2
Alcohol advertisements use humour in a way that has special appeal for Youth.	47	12.0	53	14.2	32	8.6	135	36.3	104	28.0
Having characters dress in a particular way, engage in funny games and activities	28	7.5	72	19.4	48	12.9	134	36.0	89	23.9
The music in alcohol advertisements has an appeal for youth by providing entertainment	16	4.3	23	6.2	28	7.5	128	34.4	176	47.3
Alcohol Advertising helps to increase their circle of friend.	20	5.4	33	8.9	55	14.8	151	40.6	112	30.1
Alcohol advertisements transfer a message as a means of attracting the opposite sex.	20	5.4	51	13.7	77	20.7	143	38.4	80	21.5
Girls and boys dancing together are seen as a means of sexual arousal.	30	8.1	65	17.5	79	21.2	109	29.3	88	23.7
Alcohol advertising portrays an entirely positive image of alcohol use	50	13.4	57	15.3	35	9.4	110	29.6	119	32.0

Source: Questionnaire, 2018

The above depicts that eight essential message content attributes were used to investigate the extent of these items on the effect of message content in advertising on the drinking behavior of the youth. The music in alcohol advertisements has an appeal for youth by providing entertainment has scored a high percent score value which is 47.3, this means from all items on the message content in advertisements the contribution of the background music has a highest effect on the behavior of the youth followed by Alcohol advertising portrays an entirely positive image of alcohol use with 32% strongly agreed. The effect of message that shows drinking can be a means of increasing the circle of friends was the third relevant variable with the 30% of the respondents strongly agreed. The message that which is depicted in ads which affects the youth by creating attraction of opposite sexes has 38.4% of the respondents agreed. 36% of the respondents agreed with the use of alcohol advertisements use humour in a way that has special appeal for youth. 35% agreed with the idea of having characters dress in a particular way appeals to the youth. Finally, 32.0% respondents agreed that alcohol advertisement portrays an entirely positive image of alcohol use.

Table 7 Descriptive Statistics for the Drinking Behaviour

Item	Strongly disagree		disagree		Neutral		Agree		Strongly Agree	
	N	%	N	%	N	%	N	%	N	%
Want to drink	73	19.6	67	18.0	65	17.5	111	29.8	55	14.8
Want to have more friends	78	21.0	87	23.4	64	17.2	95	25.5	46	12.4
Wish to have the same style of life.	87	23.4	100	26.9	45	12.1	78	21.0	61	16.4
Want to date a beautiful woman/man	88	23.7	79	21.2	80	21.5	69	18.5	55	14.8
Seeing advertisement arouses my sexual feeling	124	33.3	96	25.8	80	21.5	34	9.1	37	9.9
Want to dance with a beautiful woman/man	112	30.1	83	22.3	75	20.2	55	14.8	46	12.4
Want to go out to clubs.	110	29.6	78	21.0	65	17.5	65	17.5	53	14.2
Want to drink to forget stress.	85	22.8	83	22.3	51	13.7	83	22.3	69	18.5
I entertain the music in the alcohol advertisings	34	9.1	31	8.3	65	17.5	126	33.9	115	30.9

Source: Questionnaire, 2019

Table 8 depicts that ten essential attributes used to investigate the effect of advertisements which is the drinking behavior of the youth. The extent to which alcohol advertisements affect the drinking behavior of the youth. So it shows that how the message contents of the advertisements, transmitting using different medias affect the behavior of the youth.

In this section questions emanated from message contents were forwarded to the respondents. Following are questions and the behavioral changes:

The first question was saying “When I see Alcohol advertisements, I would want to drink” 44.6% of the respondents agreed 37% disagreed 17.5% were neutral. For the following question was read as “When I see Alcohol advertisements, I would want to have more friends” 40% of the respondents agreed 44.4 % disagreed and 17.2% were neutral. For the question which was saying “When I see Alcohol advertisements, I wish to have the same style of life” 37.4% agreed 50.3% disagreed 21.5% were neutral. For the question which was saying “When I see Alcohol advertising, I would want to date a beautiful woman/man” 33.3% agreed 44.9% disagreed 21.5% were neutral. For the question which was saying “Seeing advertisement arouses my sexual feeling” 19% agreed 59.1% disagreed 21.5% were neutral. For the question which was saying “When I see Alcohol advertising, I would want to dance with a beautiful woman/man” 27.2% agreed 52.4% disagreed 20.2% were neutral. For the question which was saying “When I see Alcohol advertising, I would want to go out to clubs” 31.7% agreed 50.6% disagreed 17.5% were neutral. For the question which was saying “When I see Alcohol advertising, I want to drink to forget stress” 40.8% agreed 45.1% disagreed 13.7% were neutral. For the question which was saying “I entertain the music in the alcohol advertisings” 64.8% agreed 17.4% disagreed 17.5% were neutral.

The data implied that the targeting of the messages were outside the industry guidelines in that they suggest that consumption of alcohol can lead to significant change in mood, can contribute to sexual success and has a therapeutic benefit in aiding relaxation and are perceived by substantial proportion of the sample as targeting youth (Jons & Donovan, 2001). Youth generally entertain alcohol advertisements and some messages transmitted through Medias affected them significantly some were not. For example when respondents see advertisements they want to drink. Alcohol advertisements ignored the potential negative consequences of alcohol use. The youth believed that the majority of the

advertisements viewed were targeted at young people. A message received by the younger age groups was that drinking will help them to make friends

4.5. Correlation Analysis

The table below shows the Pearson's correlation coefficient between the five service quality dimensions and customer satisfaction which is found using the STATA14.2 version. According to (Field, 2009) the classification of the correlation coefficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong. Strong positive value of coefficient of correlation shows that there is correlation between credit service quality and customer satisfaction. Positive values of correlation coefficient indicate that increase in one variable causes increase in other variable and decrease in one variable causes decrease in the other

Table 8 Correlation Matrix

		Media Exposure	Message Content	Effect of Advertisement
Media Exposure	Pearson Correlation Sig. (2-tailed)	1		
Message Content	Pearson Correlation Sig. (2-tailed)	.165** .001	1	
Effect of Advertisement	Pearson Correlation Sig. (2-tailed)	.228** .000	.502** .000	1
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.00 level (2-tailed).				

Own survey, 2019

The results indicated that both of the Advertising effect indicators have positive correlation effect on drinking behavior of the youth but their degree of effect varies. Therefore, when

the advertisement changes the media exposure or content of message there is likely to positively change of consumption. Message content has yielded the highest positive relationship with consumption behavior of the youth coefficient of ($r=0.502$). Media exposure was the second regarding its association with consumption moderate relationship with ($r =0.228$).

4.6. Important Assumptions of Multiple Regression Model

Before directly dealing with the regression model the researcher checked some important assumptions in relating to the Binary regression model.

First, in binary regression, the dependent variable should be measured in dichotomous scale. In this study, the outcome variable (behavior of youth alcohol consumption) is measured with a dichotomous variable in which there are only two possible outcomes, 1 agreed and 0 otherwise. Secondly, the regression model has to contain one or more independent variables, which can be either continuous or categorical. The third assumption is should has an independence of observations.

4.6.1. Multi collinearity Test

Table 9: Multi-collinearity Test

Independent variables		Collinearity Statistics	
		Tolerance	VIF
	Media Exposure	.973	1.028
	Message Content	.973	1.028
	(Constant)		

Two major methods were utilized in order to determine the presence of multi-collinearity among independent variables in this study. These methodologies involved calculation of both a tolerance test and variance inflation factor (VIF), the results of these analyzes are presented in Table 4.9.

According to (Greene, 2000), multicollinearity is a high degree of correlation among several independent variables. This test was performed concerned on two values—Tolerance and VIF. In social sciences research, a VIF value as below 10 and tolerance above 0.02 is considered to be acceptable (Field, 2009).

The first assumption is to check the problem of multicollinearity. The presence of multicollinearity in the model is detected by using Variance Inflation Factor (VIF). As noted by Gujarati (2004), the rule of thumb suggested that if variance inflation factor exactly or exceeds 10 then there is a problem of multicollinearity. As shown in the appendix the output of VIF showed that a value of less than 10 for all the independent variables. Thus, knowing that there is no serious multicollinearity problem among the variables, they can be considered in the model estimation.

4.6.2. Homoscedasticity Test

Homoscedasticity useful to examine whether there is a difference in the residual variance of the observation period to another period of observation. A good regression model is not the case homoscedasticity problem. Many statistical methods that can be used determine whether a model is free form the problem of homoscedasticity.

To check the next assumption we need to look at is the Model Summary box. Here, we can use the Durbin-Watson statistic to test the assumption that our residuals are independent (or uncorrelated).

The Durbin-Watson statistic is a test statistic used to detect the presence of autocorrelation at lag 1 in the residuals (prediction errors) from a regression analysis. It is named after James Durbin and Geoffrey Watson. The small sample distribution of this ration was derived by John von Neumann (von Neumann, 1941) Durbin and Watson (1950, 1951) applied this statistic to the residuals from least squares regressions, and developed bounds tests for the null hypothesis that the error are serially uncorrelated against the alternative that they follow a first order aoutoregressive process.

This statistic can vary from 0 to 4. For this assumption to be met, we want this value to be close to 2. Values below 1 and above 3 are cause for concern and may render your analysis invalid.

In this case, the value of Durbin- Watson is 1.784, so we can say this assumption has been met.

4.6.3. Normality Test

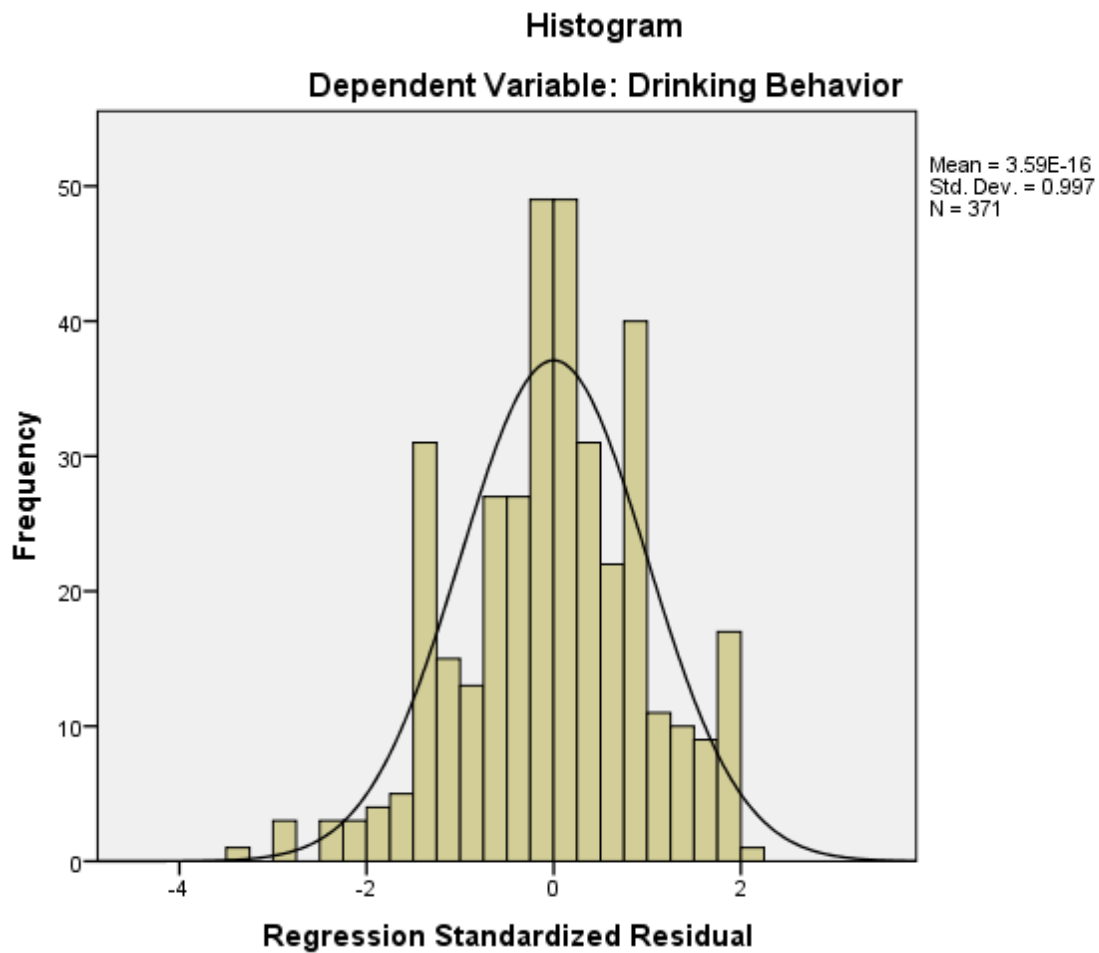
The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic. In order to examine normality one has to measure each variable's skewness, which looks at lack of symmetry of distribution, and kurtosis, which looks at whether data collected, are peak or flat with relation to normal distribution (Marczyk et al., 2005).

Paurav Shukla (2009) stated that skewness and kurtosis test, and the low difference between mean and median is the basic way to check the normality of the data. Accordingly positive skewness values suggest clustering of data on the low value (left hand side of the bell curve) and negative skewness values suggest that clustering of data points on the high values (right hand side of the bell curve). Positive kurtosis values suggest that the data points gathered in center with long thin tails. Kurtosis values below zero suggest the distribution of data point is relatively flat. Table 4.2.2 below describes the level of skewness and kurtosis for the four constructs. The general rule-of-thumb for test of normality varies depending on the nature of the research. The common one mostly suggested mentioned in literature for both kurtosis and Skewness to be between -2 and +2 (George & Mallery, 2010). As indicated in the table below, skewness and kurtosis measures for this study are well within that range between -2 and +2 values. Therefore, the data for this study is normally distributed.

Table 10 Normality Measurement

	Skewness	Kurtosis
Media Exposure	.403	.136
Message Content	.403	.110
Effect of Advertisement	.118	-.655

Source: SPSS data output



4.7. Multiple Regression Results

After ensuring that all of the data sets used in this research are suitable for multiple regressions, the next step was to conduct the multiple regression analysis. Multiple

regression analysis is a statistical tool used to test the relationship between independent variables with a dependent variable (Hair, 2010). This relationship can be simply explained in following equation:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n + e$$

Where Y is dependent variable

a is intercept

b is regression coefficient x

is independent variables e is

an error term

In this research, there are 2 independent variables. The dependent variable in this research is drinking behavior of the youth, which is measured by two indicators: level of youth drinking behavior, by asking respondents about what drives them to drinking which effect is higher from the two variables. This measure was also used by Teo and Pian (2004), Ghobakhloo, Arias-Aranda, and Benitez-Amado (2011), Ghobakhloo and Tang (2013), Ghobakhloo et al. (2011) and Sila (2013). The result of the multiple regression procedure is explained in detail in the following subsection.

4.7.1. Model Summary Table

A Model Summary table is one of the tables produced by the multiple regression procedure. This table contains some important information; R, R square, Adjusted R square and Standar error of the estimate. Table 5-62 below presents the Model Summary table for the multiple regression procedure.

Table 11: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.524 ^a	.274	.270	.91256

a. Predictors: (Constant), Message Content, Media Exposure

R value is the absolute value of the Pearson correlation between the dependent variable and independent variable (Kinnear and Gray, 2010). In this study the R value is 0.524. The R square value provides information about “how much of the variance in dependent variable is explained by the model” (Pallant, 2013: 161). The R square value, known as the multiple correlation coefficient or coefficient of determination ranges from 0 to 1. The closer the value of R square to 1 implies the greater portion of dependent variable variances are explained by the model. In the table above shows that the R square value of this research is 0.274. It means in this research, 27.4% of variances on e-commerce adoption are explained by the independent variable collectively. However, according to Pallant (2013), the R square value has limitation especially if the small sample involved, “the R square value in sample tends to be a rather optimistic overestimation of the true value in the population” (Pallant, 2013). This is because every independent variable added to the model will increase the R value certainly even though the variables added may not have a practical impact.

Hence, several authors (see for example: Pallant, 2013; Tabachnick and Fidell, 2013) suggested the use of Adjusted R square rather than simply R square (especially with a small sample) in assessing the ability of model to explain the variance of dependent variables. It is believed that the Adjusted R square provides a better estimation (Pallant, 2013). In regard to this, the table above shows that the Adjusted R square of this research is 0.27. It means the model of this research explains 27% of the variance of drinking behavior of the youth. This implies that the effect of advertising in the drinking behavior of the youth holds 27% only. So 73% of the drinking behavior is determined by other factors.

4.7.2. ANOVA Table

Another output of the multiple regression procedure is the ANOVA table. Table 5-63 below presents the ANOVA table.

Table 12: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.764	2	57.882	69.506	.000 ^b
	Residual	306.457	368	.883		
	Total	422.221	370			
a. Dependent Variable: Effect of Advertisement						
b. Predictors: (Constant), Message Content, Media Exposure						

The table above presents the F test result. The F test is aimed to ensure whether independent variables involved in the model collectively have significance correlation to the dependent variable or not. The F test also reflects the statistical significance of the whole model (Bryman, 2005). Thus, the F test is used to determine a model fit of the multiple regression model, which is related to its ability to predict the outcome variable. To determine whether the model is a good fit, the value of F changes and the significance value of F changes can be used.

By comparing the value of F changes provided by the regression procedure with the value of F table, the model fit can be identified. If the value of F change is higher than the F table, it means that the model is a fit, in which the independent variables have a significance correlation to the dependent variables, and vice versa. Then, if the significance value of F changes is below 0.05, it also means that the independent variables are significantly correlated with the dependent variable.

In this case, based on the table above it can be seen that the value of F changes produced by multiple regression procedure (which is 18.63) is greater than the value of F table (which is 1.850), and this is also supported by the significance value that less than 0.05, which is 0.000. Hence, it can be concluded that this model is a fit where the independent variables included in this model collectively have a significance correlation to the dependent variable.

4.7.3. The Relationship between Independent Variables with Dependent Variables

In order to know the contribution of each variable involved in this model to predict the dependent variable, a Coefficient table (presented in Table 5-64 below) can be used.

Table 13 Coefficient

Variable	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
(Constant)	-.068	.279		-245	.807
Media Exposure	.226	.068	.149	3.317	.001
Message Content	.647	.061	.478	10.609	.000

Table 13 reveals the result of multiple regression analysis between dependent variable (drinking behavior) and independent variables (media Exposure and message content). As shown in the table, the study revealed that all independent variables have significant level below 0.05 ($p < 0.05$). Also beta values which mean individual independent variables influence on dependent variable. The result indicated that message content has the strong influence on brand preference with beta value 0.478. It explains that 47.8% variation in youth drinking behaviour is cause due to Message content, which is significant at 0.000. Therefore, the study concluded that message content positively and significantly affected drinking behavior of the youth. Different studies also suggests that they positively influence consumers brand preference (Gezachew, Malik, Jainand, and Sharma, 2012); (Ghafoor, et al., 2013).

Based on the result similarly media exposure to advertising have strong influence on drinking behaviour of the youth , with beta value 0.149, which is significant at 0.001. Media exposure have positive and significant effect on drinking behavior of the youth. Results of different literatures also suggests that, source of ad messages positively influence consumers brand preference (Yang et al., 2007; Bearden, and Michael, 2001). Thus, the finding from the

current study is supported by the extant literature. Besides, the result of table 13 revealed that both variables of advertisement had impact or contribution on affecting the drinking behavior of the youth.

From the above regression, an increase in media exposure for advertisement dimension by one unit would result in an increase in drinking behavior of the youth by 0.149 unit of value. As the message content increases by one unit, drinking behavior will increase by 0.478.

4.7.4. Regression Equation

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \dots + b_nX_n + e$$

Where Y is dependent variable

a is intercept

b is regression coefficient x is

independent variables e is an error term

$$DB = .068 + .226ME + .647MC + .279$$

Table 14: Hypothesis Test

Hypotheses	Beta	P<0.05	Result
H ₁ Media Exposure and Drinking behavior of the youth	.149	0.001	Supported
H ₂ Message Content and Drinking behavior of the youth	.478	0.000	Supported

Source: own survey result 2019

4.8 Hypothesis Test

The above table displays the result of the hypothesis test based on the standardized coefficient (beta value) and P-value to see whether the hypothesis is accepted or rejected.

4.8.1 Media Exposure

Hypothesis 1: A high level of media exposure, positively affect the drinking behavior of the youth.

Key Finding: There is positive and significant relationship between media exposure and drinking behavior of youth.

Media Exposure has a positive and significant effect on the drinking behavior of the youth with beta value 0.149, and p-value 0.001 which is greater than 0.05. Therefore, the study supports the hypothesis.

This result implies that a Media Exposure has an impact on drinking behavior of the youth. Most of the respondents were exposed to more than one media per day specially outside billboard and Television followed by at point of sale. Some respondents are not exposed to magazines and newspaper since they don't read otherwise newspapers and magazines are also have contents of alcohol advertisements in their pages

At the data collection time, As they were filling forms, there were informal communication with the respondents while they were filling the questionnaire they and they were teasing one some issues like the frequency of the advertisements run per day and per week.

.....*When I open the television I started feeling as if I am opening the refrigerator*
... *I feel like the actors are part of the family*
... *When they start dancing the children start dancing the way the actors dance*
... *I put on the TV just to see alcohol advertisements*

Respondents are exposed to different medias. Billboards are everywhere, near to schools in the stadium, cinemas, and clubs with no restrictions. The greater youth are exposed to the media, certain behavior will give a positive affect to themselves, the more likely he/she will follow such behavior.

4.8.2 Message Content

Hypothesis 2: message content positively affects the drinking behavior of the youth.

Key Finding: There is a positive and significant relationship between Message content and drinking Behavior of the youth.

As presented in table 15, the questionnaire result, analyzed by using multiple regressions, showed that the regression coefficient for the *Message contentis* positive 0.478 at 0.000 significance.

This result implies that message content is considered by youth in Addis Ababa as a factor that affects their drinking behavior.

This finding can be explained theoretically. Social Learning theory in the case where people acquire behavioral forms that they find portrayed in the media products. It heavily focuses on how the presentation of people, social interactions and social problems in the media affect people's expectations and motivate their behavior. Norms provide the basis by which people draw their social expectations. Therefore, the behavior that the youth observe in the message of the advertisement impacts on the way they perceive the message. Thus, youth tend to adopt social norms and human behaviors because they are expected to behave in a certain way when interacting with other people.

4.8.3 Discussion

4.8.3.1 Media Exposure

This study has shown that youth are exposed to three most common advertising attributes, which are television, outside billboard and in-store displays. They are also exposed to other advertisements like newspaper, magazines and internet but the frequency is low.

The alcohol industry spent in millions in media advertising. Many alcohol advertisements are placed in different types of media that are popular among youth. Youth who were exposed to alcohol advertisements were more likely to say that they had a positive attitude toward alcohol use. This suggests that alcohol advertisements may lead youth to have positive attitudes toward alcohol and to start drinking alcohol.

4.8.3.2. Message Content

This result showed that message content of advertisements of alcohol beverages appeared to encourage different behaviors over the youth in Addis Ababa by promoting a desirable lifestyle and image that people wish to experience, by using humour in a way that has special appeal for youth, by using music that cannot be forgotten easily, by transferring a message as means of attracting the opposite sex.

A content analysis of alcohol advertising by (Finn & Strickland 1982) found that the ads associated alcohol consumption with social camaraderie relaxation, escape romance and elegance. The results of this research are generally consistent with these, with predominant messages of these alcohol ads relating to mood enhancement effects, and primarily by the removal of anxieties/ problems.

Alcohol advertising, according to (Jons & Donovan, 2001) is also in the line with this research results: Contributes to social and sexual success, Contributes to a significant range in mood (stress reduction/relaxation)

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5. INTRODUCTION

This chapter presents the recommendation and conclusions derived from the data analysis carried out in the previous section.

5.1 Summary of Findings

- ✓ The respondents were within the youth age group of fourteen (14) to thirty-five (35) years old in Addis Ababa. The majority of respondents were in the age range of 18 to 25. The researcher strived to reach the balance in terms of gender; the findings showed that the majority of respondents were male (56%) but still reasonable number of female (43%). Most of the respondents educational background was Degree and above (77.1%). 51.2% of the respondents were students.
- ✓ Youth continue to be highly exposed to alcohol advertising through television, billboard and at point of sale. However, most of the respondents were not exposed to discussions on the internet. In this study, it was indicated that the youth in Addis Ababa were not exposed to print medias like newspapers and magazines. Therefore, the likelihood is that an audience can be exposed to alcohol advertisements on television and billboards without limit.
- ✓ The researches have confirmed that message of the advertisement tells us what products and brands are associated with what lifestyles what socio-economic status, what attitude to life, and how we can adopt and maintain a particular self-image.

They also indicated that the depictions in the alcohol advertisements can encourage them to drink alcohol because of the characters, models, slogans and music in them. The advertisements portray drinking as a best way to socialize, party and to chill with friends and family.

- ✓ The result of correlation analysis revealed that both components of advertisement media Exposure and Message contents are positively correlated with drinking behavior of the youth. The result of regression analysis also showed that both of variables have positive and significant effect on drinking behavior of the youth.

5.2 Conclusion

The results demonstrated that the effects of alcohol advertising on drinking behaviors of the youth may differ by medias which people are exposed to and contents of the message transmitted through different medias. Preventive strategies targeting Youth drinking should consider restraining marketing channels (e.g., websites and radio) from certain advertising content and placement.

This research has indicated that a range of factors in the youth environment are linked to their drinking behavior of alcohol. Alcohol advertising on television, billboard and point-of-sale are among the medias which the ads were watched frequently and are key predictors. What this research has also shown, however, is that in identifying possible influences of message content over the drinking behavior of the youth, it is important to differentiate between different attributes of message content.

As the Modeling theory takes that media users can adopt behaviors that were depicted from the media products or message content. In this study, alcohol advertisements are used as one of the forms of the mass media whereby alcohol behaviors are portrayed. This theory is utilized as a supportive instrument to proof the hypothesized idea that by viewing a certain alcohol advertisement can encourage young people to start or drink more if they have already drinking alcohol.

Much of the research to date has suggested that alcohol advertising has an indirect effect on drinking behavior, through attitudes, beliefs, and intentions to drink. Alcohol advertising appeals to young people through humour, animation, bright colours and music. Alcohol advertising tends to reinforce the link between drinking and socialization and being accepted by peers, which are important concerns for youth. The use of sexual imagery and celebrity endorsers are thought to be particularly effective techniques for young audiences as one of the main challenges of adolescence is to define what it means to be a man or a woman. Alcohol advertising portrays an entirely positive image of alcohol use.

The focus of this paper is studying the two attributes of advertisement and their effect on the youth drinking behavior. The assumption of the two attributes positive relationship with the drinking behavior of the youth was tested and proved that both of the hypotheses were supported.

Some also argued that alcohol advertisements do not have a relationship with drinking behavior of the youth. This research has proved that, advertising has a positive effect on the drinking behavior of the youth.

5.3 Recommendations

- ✓ Ethiopia has banned all advertising of alcoholic drinks, as part of efforts to promote healthy living in the country. This study showed the effect of advertising in the drinking behavior of the youth is significant. So this implies that, the government has taken a correct measure.
- ✓ The media industry and alcohol industry should make an effort to provide the society with important information about alcoholic beverages, such as percentages of alcohol contained in a bottle of a particular beverage. They should also incorporate government policies and laws in the campaigns and advertisements, so that people can be aware of legal consequences of illicit alcohol use.
- ✓ The scope of the study was limited in to two variables which were media exposure and

message content which was the focused and interest of the author and the author believes this study has given contribution by studying the two advertising variables and their effect on the drinking behavior of the youth. Future studies may analyze other factors which affect the drinking behavior of the youth.

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APPENDICES

Appendix I Questionnaire

Dear Respondent,

My name is SenaitMekonnen. I am conducting a study on '*Effect of Alcohol Advertising on the Drinking Behavior of the Youth;*' and it is conducted as partial fulfillment of an MA Degree in Marketing Management. You have been identified as one of the respondents in this study, and you are requested to complete the following questionnaire. The information you provide will be kept strictly confidential and the names of individuals will not be included in reporting the findings. Thank you in advance for your involvement in this research. If you have any question on the survey or survey questionnaire, you can contact me with the following address: mobile number 0911 17 28 79, email address seni,bekis@gmail.com.

SECTION I: Respondents' Profile

Directions

Please tick (✓) in the appropriate box

1. **Sex:** Male [] Female

2. **Age:** 18 to 21 [] 22 to 25 [] 26 to 29 [] Above 30 -35 []

3. **Education:** Secondary school and below [] College Diploma []

Degree and above []

4. **Occupation:** Business person [] Student [] Employee [] No occupation []

Section II: Alcohol Advertise and drinking behavior

A. How do you rate your exposure to media on which alcoholic products are being advertised? Please indicate your answer using the following 5 point scale where

1. Never
2. A few times yearly
3. A few times monthly
4. A few times weekly
5. Almost daily

Code		Never	A few times yearly	A few times monthly	A few times weekly	Daily
ME1	actors drinking alcohol in movies or films	1	2	3	4	5
ME2	newspapers	1	2	3	4	5
ME3	magazines	1	2	3	4	5
ME4	outdoor billboards	1	2	3	4	5
ME5	point-of-sale	1	2	3	4	5
ME6	TV	1	2	3	4	5
ME7	discussions of alcohol drinking on the internet	1	2	3	4	5

Indicate your level of agreement on the practice of message content of Alcohol advertisements using the following 5 point scale where

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Code		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
MC8	Alcohol advertisements promote a desirable lifestyle and image that people wish to experience.	1	2	3	4	5
MC9	Alcohol advertisements use humour in a way that has special appeal for Youth.	1	2	3	4	5
MC10	Having characters dress in a particular way, engage in funny games and activities	1	2	3	4	5
MC11	The music in alcohol advertisements has a use in remembering the advertisements	1	2	3	4	5
MC12	Alcohol Advertising helps to increase their circle of friend.	1	2	3	4	5
MC13	Alcohol advertisements transfer a message as a means of attracting the opposite sex.	1	2	3	4	5
MC14	Girls and boys dancing together are seen as a means of sexual arousal.	1	2	3	4	5
MC15	Alcohol advertising portrays an entirely positive image of alcohol use	1	2	3	4	5
DB16	When I see Alcohol advertising, I would want to drink	1	2	3	4	5
DB17	When I see Alcohol advertising, I would want to have more friends	1	2	3	4	5
DB18	When I see Alcohol advertising, I wish to have the same style of life.	1	2	3	4	5
DB19	When I see Alcohol advertising, I would want to date a beautiful woman/man	1	2	3	4	5
DB20	Seeing advertisement arouses my sexual feeling	1	2	3	4	5
DB21	When I see Alcohol advertising, I would want to dance with a beautiful woman/man	1	2	3	4	5

DB22	When I see Alcohol advertising, I would want to go out to clubs.	1	2	3	4	5
DB23	When I see Alcohol advertising, I want to drink to forget stress.	1	2	3	4	5
DB24	I entertain the music used in alcohol advertisings	1	2	3	4	5
DB25	I like alcohol drink advertisements.	1	2	3	4	5

Thank you very much for your participation!

በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት የገበያ ጥናት አመራር ትምህርት ክፍል

ውድ የጥናቱ ተሳታፊ

ስሜ ሰናይት መኮንን ባላል። የአልኮል መጠጥ ማስታወቂያ በአዲስ አበባ ወጣቶች ላይ በማያሳድረው የመጠጣት ፍላጎት ባህሪ ላይ መመሪያ ጽሁፍን በማዘጋጀት ላይ እቅድለሁ። ህ ሁ-አ መመሪያ እችል ዘንድ

ይህ የመጠይቅ ሁለት ክፍሎች ያሉት ሲሆን፡፡ መመሪያ አል ከሰ እርሶ አጠቃላይ መረጃ ለመሰብሰብ የሚጠቅም ሲሆን ቀጣዩ ክፍል ደግሞ አልኮል መጠጥ ማስታወቂያ ላይ ያሉትን አጠቃላይ ግንዛቤ ለማወቅ ይረዳል። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞሉልኝ እየጠየኩ የሚሰጡኝ መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጧለሁ። የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጽኦ እንደሚያደርግ እየገለጸኩ ለሚያደርጉልኝ ትብብር ክልብ አመሰግናለሁ። ለሚኖርት ማንኛውም ጥያቄ ወይም አስተያየት በሞባይል ቁጥሩ 0911172879 ወይም በኢሜል አድራሻዬ seni.bekis@gmail.com ሊጻፉኝ ይችላሉ።

ክፍል አንድ: አጠቃላይ መረጃ

በ ህ አል ሚቶ-ጥያቄዎችን ለመመለስከታች በተቀመጡት ሳጥኖች ውስጥ የሚከተለውን ምልክት ያስቀምጡ (✓) :-

1. ጥታወንድ [] ሴት []
2. እድሜ (ዓመት) 18-20 ዓመት [] 21-25 ዓመት [] 26-29 ዓመት [] ከ30 ዓመት በላይ []
3. የትምህርት ደረጃ ከ12ተኛ አልበታች [] ሌ ቴ ሎም [] ቴፅሪ እና ከዛ በላይ []
4. ባህሪ ርክ የንግድ ስራ [] ተማሪ [] ተቀጥሮ []

ክፍል ሁለት: ስለየአልኮል መጠጥ ማስታወቂያ አና በመጠጣት ፍላጎት ላይ

የሚያሳድረው ተፅዕኖ ላይ ያሉትን አስተያየት የተመለከቱ ጥያቄዎች

የአልኮል መጠጥ ለሚያስተዋውቁ ሚዲያዎች ተጋላጭነቶችን አንዴት ይለኩታል? የአልኮል መጠጥ ማስታወቂያዎችን በሚከተሉት ሚዲያዎች ምን ያህል ጊዜ ይመለከታሉ?

		አይቸ አላውቅም	በአመት የተወሰነ ጊዜ አያላሁ	በግር የተወሰነ ጊዜ አያላሁ	በሳምንት የተወሰነ ጊዜ አያላሁ	በየቀኑ አያላሁ
ሚተ1	የአልኮል መጠጥ ማስታወቂያ በቴሌቪዥን	1	2	3	4	5
ሚተ2	የአልኮል መጠጥ ማስታወቂያ በፉር	1	2	3	4	5
ሚተ3	የአልኮል መጠጥ ማስታወቂያ በመጽሔት	1	2	3	4	5
ሚተ4	<input type="checkbox"/> ላ <input type="checkbox"/> በሚለግኝ ቢልቦርዶች የአልኮል መጠጥ ማስታወቂያ	1	2	3	4	5
ሚተ5	ታዋቂ ተዋናዮችን የአልኮል መጠጥ ማስታወቂያ ላይ የአልኮል መጠጥ ሲጠጡ	1	2	3	4	5
ሚተ6	ፊልሞች ላይ ዋና ገጸባህሪዎች የአልኮል መጠጥ ሲጠጡ	1	2	3	4	5
ሚተ7	ኢንተርኔት ላይ ስለ አልኮል መጠጥ ወይም ሲደረግ	1	2	3	4	5

ከዚህ በታች የተዘረዘሩት ዐረፍተ ነገሮች እርሶ ስለየአልኮል መጠጥ ማስታወቂያ እና በመጠጣት ፍላጎት ላይ የሚያሳድረው ተፅዕኖ ላይ ያሉትን አመለካከት ለመረዳት የተቀመጡ ናቸው።ከእነዚህ አረፍተ ነገሮች ጋር ምን ያክል እንደሚሰማሙ ወይም እንደማይሰማሙ ከአረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች አንዱ ላይ በማክበብ ጸላ።

		በ ም አልስማማም	አልስማማም	ቆይተኛ ነኝ	እስማማለሁ	በ ም እስማ ማለሁ
መ።8	የአልኮል መጠጥ ማስታወቂያ ሰዎች ሊኖሩት የሚመኙትን አይነት የአኗኗር ሁኔታ እና ስዕል ጸላጸል።	1	2	3	4	5
መ።9	የአልኮል መጠጥ ማስታወቂያ ላይ የሚጠቀሙባቸው ቀልዶች ወጣቱን የሚማርኩ ናቸው።	1	2	3	4	5
መ።10	የአልኮል መጠጥ ማስታወቂያ ላይ የሚተውኑ ተዋናዮች በተለየ መልኩ የሚማርኩ ናቸው።	1	2	3	4	5
መ።11	የአልኮል መጠጥ ማስታወቂያ ላይ የሚለቀቁ ሙዚቃዎች ወጣቱ ማስታወቂያውን በቀላሉ እንዳይረሳው ጸርፏል።	1	2	3	4	5
መ።12	የአልኮል መጠጥ ማስታወቂያ ወጣቱ በዙሪያው ያሉትን ጓደኞች ቁጥር ማብዛት እንደሚችል ያሳያል።	1	2	3	4	5
መ።13	የአልኮል መጠጥ ማስታወቂያ የተቀራኒ ቦታ መሳሰብን የሚፈጥር መልዕክትን ያስተላልፋል	1	2	3	4	5
መ።14	የአልኮል መጠጥ ማስታወቂያ ላይ ወንድና ሴት ሆነው አንድ ላይ ሲደንሱ መታታቸው ወሲብን ስሜት የሚቀሰቅስ ተርጉም ሊሰጥ ይችላል።	1	2	3	4	5
መ።15	የአልኮል መጠጥ ማስታወቂያ የሚጸላው በአጠቃላይ አልኮል መጠጥ መጠጣት መልካም መሆኑን ነው።	1	2	3	4	5
ማተ16	የአልኮል መጠጥ ማስታወቂያ ስመለከት ጠጣ ጠጣ/ጠጭ ስላላ።	1	2	3	4	5
ማተ17	የአልኮል መጠጥ ማስታወቂያ ስመለከት ብዙ ጓደኞች እንዲኖሩኝ እመኛለሁ።	1	2	3	4	5
ማተ18	የአልኮል መጠጥ ማስታወቂያ ስመለከት ማስታወቂያ ላይ ማታየውን አይነት አኗኗር እንዲኖረኝ እመኛለሁ።	1	2	3	4	5
ማተ19	የአልኮል መጠጥ ማስታወቂያ ስመለከት ቆንጆ የሴት/የወንድ ፍቅረኛ እንዲኖረኝ እመኛለሁ።	1	2	3	4	5
ማተ20	የአልኮል መጠጥ ማስታወቂያ ስመለከት የወሲብ ስሜቱ ይነቃቃል።	1	2	3	4	5
ማተ21	የአልኮል መጠጥ ማስታወቂያ ስመለከት ከ ቆንጆ ሴት/ወንድ ጋር መደነስ እጠልፋለሁ።	1	2	3	4	5
ማተ22	የአልኮል መጠጥ ማስታወቂያ ስመለከት ወደ ክለብ መውጣት እመኛለሁ።	1	2	3	4	5
ማተ23	የአልኮል መጠጥ ማስታወቂያ ስመለከት ጭንቀትን ለመርሳት መጠጣት እንዳልብኝ አስባልሁ።	1	2	3	4	5
ማተ24	የአልኮል መጠጥ ማስታወቂያ ሙዚቃው ይማርክኛል።	1	2	3	4	5
ማተ25	የአልኮል መጠጥ ማስታወቂያ ስለሌለኝ ስለሌለኝ።	1	2	3	4	5

ስለተሳትፎዎት አመሰግናለሁ።