



THE EFFECT OF ALCOHOLIC BEVERAGE ADVERTISING ON YOUNGSTER'S ATTITUDE TOWARDS DRINKING

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THE EFFECT OF ALCOHOLIC BEVERAGE ADVERTISING ON YOUNGSTER'S ATTITUDE TOWARDS DRINKING

*(A Thesis submitted to Department of Marketing Management for the Partial
Fulfillment of the Required for the Award of Masters of Arts Degree in Marketing
Management)*

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May, 2018

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DECLARATION

I hereby declare that this study entitled “*The Effect of Alcoholic Beverage Advertising on Youngster’s Attitude Towards Drinking*” is my original work prepared under the guidance of my advisor Mesfin Workneh (PhD). This paper is submitted in partial fulfilment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

By: Daniel Teshome

Signature _____

Date _____

LETTER OF CERTIFICATION

This is to certify that Daniel Teshome carried out his study on the topic entitled “*The Effect of Alcoholic Beverage Advertising on Youngster’s Attitude Towards Drinking*”. This work is original in nature and suitable for submission for the award of the Masters Degree in Marketing Management.

Dr. Mesfin Workneh

(The research advisor)

Signature

Date

Addis Ababa University

School of Graduate Studies

Department of Marketing Management

**The Effect of Alcoholic Beverage Advertising on Youngster's Attitude
Towards Drinking**

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LIST OF ACRONYMS/ABBREVIATIONS

Ad(s)	Advertisement(s)
ANOVA	Analysis of Variance
EBA	Ethiopian Broadcast Authority
FNG	Federal Negarit Gazeta
SPSS	Statistical Package for Social Science
WHO	World Health Organization

Abstract

The objective of this research was to studying the effect of televised alcoholic beverage advertising and youngster's attitude towards drinking. A questionnaire, including five-point scale items, was designed based on previous research and distributed to three hundred eighty four (174 males and 210 females) youngsters in the range of 17-26 years of age and who lives in Addis Ababa. The participants were selected using stratified random sampling method. The findings of this study revealed that watching TV alcohol advertisements is related with alcohol use. Gender of the adolescents was also related with alcohol use. Male participants, compared to females, scored high on Entertaining Presentation, informative and credibility scale items; hence they were more likely to use alcohol as compared to their female counterparts. The result also revealed that Entertaining Presentation of alcoholic beverage ads, informative of teenagers with characters of TV alcoholic beverage ads and Credibility of alcoholic beverage message derive youngsters attitude towards drinking. Moreover, Entertaining Presentation of alcoholic beverage TV ads, informative of alcoholic beverage ads to youngsters about alcohol use were found to be significant predictors of attitude towards drinking. In addition, the result from qualitative data also showed that TV alcohol commercials encouraged youngsters to use alcohol by showing, music, dance, humor and youthful lifestyle on TV alcohol ads. Moreover, youngsters perceived drinking alcohol use as healthy lifestyle due to the fact those advertisers sent only positive outcomes of alcohol. Based on the findings of the study it has been recommended that there should be counter-advertising or Brewery-Sponsored counter-advertising which teach youngsters about the hazard of alcohol drinking and abuse. Besides this study strongly suggest that the media houses and the broadcast agency should reduce youngster's exposure of alcoholic ads by setting strict timeslots which alcoholic beverages advertisements are being aired on television. And Policy makers must prohibit alcoholic beverage televised ads, from being air during sporting events and programs that are popular among youngsters.

CHAPTER ONE

1 INTRODUCTION

This chapter consists of background of the study, statement of the problem, research question, research hypotheses, objective of the study, significance of the study, scope of the study, limitation of the study, organization of the paper and definition of terms are explained here under.

1.1 Background of the Study

This Study investigates the Effect of Alcoholic Beverage Advertising on Youngster's Attitude towards Drinking. And its main focus is on the television advertising of alcoholic beverage and its effect on youngster's attitude towards drinking.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Keller, 2009). Studies of advertising exposure have led some public health groups to conclude that there is a link between advertising and youngster's alcohol consumption. Concerning this issue, Wagenaar & Perry (1994) conclude that alcohol advertising and marketing are factors in the environment that help to create problems of underage drinking. The present study, therefore, investigates to what extent youngsters are influenced by television alcohol advertising exposure.

Alcohol advertising can be seen as an expression form of mass media. It plays an important role in sustaining a cultural environment in which drinking is seen as a normal or even a favorable activity and shapes adolescents perception and attitudes towards alcohol consumption (Gerbner, 1995).

Exposure to alcohol advertising increases the likelihood that an adolescent will start with consuming alcohol. Adolescents who already consume alcohol will be more likely to consume

more after exposure to alcohol advertising (Anderson, de Bruijn, Angus, Gordon & Hastings, 2009).

Alcohol advertising is widely criticized on creating a climate in which alcohol consumption is regarded as a normal way of living. Anderson, Bruijn, Angus, Gordon and Hastings (2009:230) state that:for young people who have not started to drink, expectancies are influenced by normative assumptions about teenage drinking as well as through the observations of drinking by parents, peers and models in the mass media.

The society encounters media messages everywhere they go including alcohol advertisements. The massive exposure of advertising is unavoidable. There is growing evidence that, for young people, the cumulative influence of alcohol marketing inculcates pro-drinking attitudes and plays a significant role in their decision to drink, as well as how they drink (Babor, Caetano, Casswell, Edwards, Giesbrecht, Graham, Grube, Gruenewald, Hill, Holder, Homel, Österberg, Rehm, Room & Rossow (2003); Anderson, de Bruijn, Angus, Gordon & Hastings (2009); Hurtz, Henriksen,Wang, Feighery & Fortmann (2007)).

In Ethiopia, alcoholic beverage industry expansion has shown a tremendous progress during the past decade. Multinational beverage companies are continuing to increase their presence in Ethiopia's rapidly growing economy. Ethiopia is attracting more investment as a business and beverage investment has become the lucrative market for the wine and beer industry. The brewery companies are transforming the alcoholic beverage market and having a lion's share in terms of investment and market coverage. In 2016, the country's export revenue from the alcoholic beverage industry hit USD 17 million. Dashen, BGI, Henieken, Meta, Raya, Habesha and Zebidar are the seven beer companies operating in Ethiopia which collectively run 11 factories. And also four giant liquor and two wine factories also make part of Ethiopia's growing beverage industry. (Countryoutlook, 2016)

Besides, here in Ethiopia there are no specific advertising guidelines that direct alcoholic beverage advertisers on how to advertise the product to the teenage audience. According to a report of WHO (2004) beers, and wines could be easily advertised through print and broadcast media. However, in electronic media, advertising alcoholic products above 12% of alcoholic

content is restricted. In addition, TV alcohol ad, for example beer advertising, in sport and youth events is not prohibited in Ethiopia (WHO, 2004).

1.2 Statement of the Problem

Alcoholic drinks were classified as beers, wines and Spirits. Based on this criterion, in Ethiopia spirits were banned from advertising in the electronic media. In addition, no separate license was required to sale alcoholic beverages, a general trade license, which applies to all merchandise, suffices. (WHO, 2011)

Although minimum age for purchasing alcoholic beverages was set at above 18 years, there were no restrictions on advertising and sponsorships in youth and sports events. Consumption of alcohol in health care establishments, educational buildings and government offices were voluntarily restricted, but there were no controls on consumption in other public domains. In addition, no information regarding giving health warning messages on alcohol products and/or their advertisements as well as enforcement procedures for advertising and sponsor ship restrictions existed. The cut-off point for purposes of advertising restriction is set below and/ or above 12% by volume. Thus, drinks with alcohol content above 12% by volume are prohibited from being advertised through the electronic media.(WHO,2004), (Ethiopian Broadcast Authority: Broadcast Services Proclamation , 2010)

The Ethiopian Broadcast Authority: Broadcast Services Proclamation, 2010 Incorporates, advertising drinks in the category above 12% alcohol content by volume via the internet, postal services, in cinemas and videos as well as sponsorships in sports and youth events are prohibited. Both categories are prohibited from advertising within 100 meter radius of schools, health care establishments and places of historical significance. On the other hand advertising for alcoholic beverage must avoid descriptions of the benefits of alcohol for health, individual and social success, and indicating abstention as a sign of weakness and shall not be directed to attract the attention of children. Alcohol advertising must clearly disclose that such products are not to be sold to minors. Advertising for drinks with an alcoholic content above 12% by volume may not bear the image of a person below the age of 25 years. However, no clear information is provided in advertisements in relation to the minimum age of persons for drinks below 12 %. But, there

are only “some controls” on alcohol advertising in Ethiopia to protect the young and vulnerable from unfair influences encouraging drinking alcohol. (WHO, 2004, and 2011), (EBA, 2010), (FNG, 2012)

The whole rationale for governing alcohol advertising revolve around avoiding messages that could be seen as encouraging excessive consumption, claiming health/therapeutic properties, social and sexual success, and remaining conscious at all times, of the age of characters depicted in advertisements and avoiding messages appealing to and aimed at Youngsters.(Drig &Hope, 2001)

The aggressive rise in alcoholic beverage advertising has powerful effects on youth, the effect of alcohol advertising on consumption can be found in the effect of alcohol ads on the alcohol consumption behavior of Youngster’s. Exposure to alcohol advertising increases the likelihood that youngster’s will start with consuming alcohol. Youngsters who already consume alcohol will be more likely to consume more after exposure to alcohol advertising (Anderson et al., 2009).So the chance that youngster’s will start with drinking or drink more if he/she already drinks, will increase with exposure to alcoholic beverage advertising.

Besides, the effect of exposure to advertising on alcohol is a strong predictor of drinking behavior and intention to drink on a later age (Collins, Ellickson, McCaffrey & Hambarsoomians, 2007).

Young people choose to consume alcohol, not just because of personal characteristics, such as personality type or level of social skills, but also due to messages about alcohol they receive from advertisements (Wagenaar & Perry, 1994).

A study done by Snyder, Milici , Slater , Sun and Strizhakova (2006) further suggest that youth who saw more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%. In fact, in most real life contexts, youngsters see television advertisements more than once, and usually many times. Thus, they are inevitably more likely vulnerable to TV alcohol ads presented in television programs.

Therefore, the researcher attempts to determine the effect of alcoholic beverage advertising on youngster’s attitude towards drinking in Ethiopian Context.

1.3 Research Question

Main Question

- What is the effect of alcoholic beverage advertising on youngster's attitude towards drinking?

Sub questions

- Is there a relationship between exposure to televised alcoholic beverage advertising and Youngster's attitude towards drinking?
- What is the strength of relationship between ads Credibility, Informative, Entertaining Presentation, and alcohol use?
- To what extent Credibility of alcoholic beverage advertising positively related to Youngster's attitude towards drinking?
- To what extent Informative alcoholic beverage advertising positively related to Youngster's attitude towards drinking?
- To what extent Entertaining Presentation of alcoholic beverage advertising positively related to youngster's attitude towards drinking?

1.4 Hypothesis

With the help of appropriate empirical data on the effect of alcoholic beverage advertising on youngster's attitude towards drinking, this study was tested the following hypothesis:

H1: Credibility of alcoholic beverage advertising has a significant and positive effect on youngsters' attitude towards drinking

H2: Informative of alcoholic beverage advertising has a significant and positive effect on youngsters' attitude towards drinking

H3: Entertaining presentation of alcoholic beverage advertising has a significant and positive effect on youngsters' attitude towards drinking

1.5 Aim and Objectives

1.5.1 Aim

The aim of the study is to investigate the effect of alcoholic beverage advertising on youngster's attitude towards drinking.

1.5.2 Objective

It is necessary to outline the objectives of the study in order to remain focused. Therefore, the following are the specific objectives of this study:-

- To identify the effects of alcoholic beverage advertising on youngsters attitude towards drinking
- Studying the correlation between exposure to alcoholic beverage TV ads and youngsters attitude towards drinking.
- Examine the role of alcoholic beverage ads, credibility, informative and Entertaining Presentation and youngsters attitude towards drinking
- To examine the influence of Entertaining Presentation alcoholic beverage advertising message on youngster's attitude towards drinking
- To analyze the influence of Informative alcoholic beverage advertising message on youngster's attitude towards drinking
- To analyze the influence of credibility of alcoholic beverage advertising message on youngsters' attitude towards drinking

1.6 Significance of the Study

This study therefore seeks to look at the effect of alcoholic beverage advertising on youngster's attitude towards drinking. And it is important since youngsters form a fundamental part of any nation's populace and the base of tomorrow's work force.

Therefore, this study seeks to make a sound contribution towards productive arguments in justifying how alcoholic beverage advertising leads to alcohol abuse& consumption by youngsters.

Additionally, it contributes greatly to the government and Policy makers as an input in designing related policies.

1.7 Scope of the Study

This study investigates the effect of televised alcoholic beverage advertising on youngster's attitude towards drinking. Though alcoholic beverage advertisements are placed in multitude of Medias, emphasis is given only to television advertisements. According to National Youth Policy, 2004, Youth refers to persons in the age group between 15 to 29 years. However, for the purpose of this study, It is limited to youngsters aged 17 to 26 years and who lives in Addis Ababa City.

1.8 Limitation of the Study

During the past 50 years, researchers, globally, have not able to demonstrate a direct and measurable effect in certain instances of direct response type appeals. (Reginald, 2006). Besides, the alcohol beverage industry argues that advertising encourages brand selection, not increased general consumption. There is evidence of brand-specific effects of advertising on consumption (Ross, Maple, Siegel, DeJong, Naimi, Ostroff and Jernigan, 2014). If multiple competing brands are able to increase brand-specific consumption, this may lead to overall increases in

consumption that are only observable at the brand level. The current study was not designed to test such brand-specific effects, but it focuses on the effect of television alcoholic beverage advertising on youngster attitude towards drinking. And another potential limitation of the study might be associated with the generalizability of the findings to all youth as the research focuses only for those with the age group of 17-26.

1.9 Organization of the Study

The layout of this research study is divided into five chapters, in the following sequential order:

Chapter one: Introduction

This Chapter contains, Background of the Study, Statement of the Problem, Research Question, Aim and Objective, Significance of the Study, Scope of the Study, Limitation of the Study, Plan of the Study, Organization of the Study & Definition of Terms

Chapter two: Literature Review

Literature review and theoretical framework, as well as an overview of advertising fall under this chapter.

Chapter three: Research Methods

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: Findings, Recommendations and Conclusion

This chapter discusses the findings of the study, recommendations and conclusion.

1.10 Definition of Terms

- Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Keller, 2009).
- 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, 2011).
- Youth refers to persons in the age group between 15 to 29 years
(National Youth Policy, 2004, Federal Democratic Republic of Ethiopia)
- Attitude is a learned predisposition of human beings and its part of a learned predisposition of human behavior (Fishbein (1967).
- Attitude towards Advertising is a learned predisposition to react in a consistently favorable or unfavorable manner to advertising. Lutz (1985); Eze and Lee (2011)
- Entertaining Presentation/ Pleasure is an individual's experience of specific consumption and the satisfaction of an individual's desire relates to hedonic expression. Cardoso and Pinto (2010)
- Product information is critical in consumers' attitude towards promotion and advertising serves as a valuable source Product Information about products and services, which affect consumers buying decision. Petrovici and Marinvo (2007)
- Credibility is the believability of the addressor and its perception in the listener's mind (Adler and Rodman, 2000).

CHAPTER TWO

2 REVIEW OF RELATED LITERATURE

2.1 Introduction

The purpose of this chapter is to give an overview of the studies that attempted to establish a relationship between effects of television alcoholic beverage advertisements and attitude of youngsters towards drinking. It also explains the theoretical perspectives that serve as a pillar of the hypothesis of this study

2.2 The History of Advertising

Advertising is one of the forms of the medium that existed for a long time and advertising is a sign of modernity, it actually can be traced back to the earliest history (Kolker, 2009:90).

Branston and Stafford (1999:302) note that flyers were the first form of printed advertising. The first printed advertisements were in 1468 by the British printer called William Caxton when he was promoting one of his books. America experienced the first advertisement in 1704 by John Campbell - the publisher of *Boston News-Letter*. It was in a form of a notice from somebody wishing to sell an estate on Long Island and Colonial newspapers listed cargo arriving from Europe and invited readers to come, look and buy.

Branston and Stafford (1999:302) further point out that the origin of advertising can be traced from when Johannes Gutenberg developed the first printing press in Germany in 1456. This type of the printing press was equipped with movable types cast which permitted mass production of the printed word, made mass-produced advertising possible.

British and American newspapers had published paid advertisements since the seventeenth century. These were short and printing factual notices similar to classified advertisements (Gorman & McLean, 2009:69). But, classified advertising was introduced in 1729 by Benjamin Franklin in his newspaper called *Pennsylvanian Gazette*. Classified advertisements have been the bedrock of a major source of income for newspapers since

then (Kolker, 2009:90). Since 1758, classified advertisements were intended to provide information of availability of goods and services such as jobs and houses to potential customers till today (Gorman & McLean, 2009:69).

The rise of advertising was closely intertwined with the development of consumer culture. In recent years, historians have shown that the origins of consumer culture can be found before the 1880s. The final triumph of these values in the United States occurred only after the World War II. There can be no doubt that the forty years from 1880 saw a major change in American patterns of consumption, and a shift toward the values of consumer culture (Gorman & McLean, 2009:72-73).

In addition, from the late 1920s advertisers increasingly supplemented their use of the printed press by exploiting the new medium of radio. It was the era wherein radio was introduced and advertisers had other avenues to use. Radio provided a new way to try to grab the consumer's attention. More than print advertising, radio allowed the commercial to be blended easily with Entertaining Presentation. In 1900 to 1930, advertising was already providing revenue for both printing media and electronic media (Gorman & McLean, 2009:72-76).

Today, we see the overwhelming use of new media and social media by advertisers. This reflects an increasing trend of interactive advertisements whereby viewer can respond to become part of the advertising message.

2.2.1 Advertising in Ethiopia

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 advertisings in the media, without developing socially responsible practices.Ethiopian Broadcast Authority: Broadcast Services Proclamation (Description), 2010

The main deterrents of progress were lack of distinct government authority fully responsible for advertising, absence of a comprehensive advertising regulation and underdevelopment of the sector itself. However, it could be boldly argued, that since the mid-1990s, no clear forms of advertising regulation seemed to exist in Ethiopia. Perhaps not surprisingly, this in turn has resulted in the various media taking liberties with advertising. Fortunately, the need for regulation was recognized in the year 2010. The Ethiopian Broadcast Authority (EBA) took the initiative to restructure advertising for general merchandise including regulations governing alcohol advertising and sponsorship in the media. Ethiopian Broadcast Authority: Broadcasting Services Proclamation, 2010

Table 1: **Description of General Code for product advertising in Ethiopia, 2010**

Protecting the Well-being of Children

- Radio or television transmission programs that may corrupt the outlook of children or harm their feelings and thinking or encourage them to undesirable behavior shall not be transmitted at hours during which children normally watch or listen to such programs.
- Children are presumed not to listen to or watch radio or television transmissions from 11:00 O'clock in the evenings up to 5:00 o'clock in the morning.

Advertisements

- Any advertisement shall be transmitted in a manner that clearly differentiates it from other programs. It shall not also affect the contents of other programs.
- Commercial advertisement shall be truthful, not misleading and publicize lawful trade activities.
- The transmission of malicious or undermining advertisement on the products or services of others shall be prohibited.
- Broadcasting advertisement by interrupting any program, the transmission time of which is not more than 20 minutes or children's program, shall be prohibited.

Prohibited Advertisements

Broadcasting the following advertisements shall be prohibited;

- Any advertisement that violates gender equality and disregards the dignity and human rights of women;
- Cigarette and cigarette related advertisements;
- Advertisements related to narcotic drugs;
- Advertisements of liquors with more than 12% alcoholic contents;
- Advertisements that encourage users to buy medicine that cannot be administered without medical prescription;
- Other advertisements prohibited by law.

Source: The Ethiopian Broadcast Authority: Broadcast Services Proclamation (BSP,) FDRE, Addis Ababa, Ethiopia, 2010.

The whole rationale for regulations governing alcohol advertising revolve around avoiding messages that could be seen as encouraging excessive consumption, claiming health/therapeutic properties, social and sexual success, and remaining conscious at all times, of the age of characters depicted in advertisements and avoiding messages appealing to and aimed at youngsters. Drig & Hope, 2001

Federal Negarit Gazeta of the Federal Democratic Republic of Ethiopia levied a proclamation on Advertisement on 27 August 2012 by the proclamation No. 759/2012 and the following are the issuance of the restricted Advertisement accordingly

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. Federal Negarit Gazeta, Pro.N.759/2012 p.6538 (26/1)

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. Federal Negarit Gazeta, Pro.N.759/2012 p. 6538 (26/2)

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.

Federal Negarit Gazeta, Pro.N.759/2012 p. 6538 (26/3)

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. Federal Negarit Gazeta, Pro.N.759/2012 p. 6538 (26/4)

However, there are only “some controls” on alcohol advertising in Ethiopia (WHO, 2004, 2011), to protect the young and vulnerable from unfair influences encouraging drinking alcohol.

2.3 Purpose of Advertising

Advertisers create advertisements with a variety of objectives in mind from getting people to sample a product, to persuading them to donate money for an environmental cause or vote for a political candidate. Jones and Slater (2003:231) provide six categories of advertising purpose, arranged from most direct to most indirect, namely.

- *To prompt action*
- *To encourage information search:*
- *To relate product to needs*
- *To encourage recall of past product satisfaction and prompt a repurchase*
- *To modify attitudes*

- *To reinforce attitudes*

2.4 Models of Advertising

The approach that the advertisers select will determine the success or failure of their advertisements. The approach is the most vital tool in marketing the services or goods. Welbacher (2001:19) confirms that advertising is seen as a means of communicating persuasively with consumers. This communication process - if it is successful - ultimately results in the sale of the product or service advertised to at least some of the consumers that have been exposed to the advertising. If such sales do not happen, the advertising is judged not to have been effective.

There are many tools available to communicate a brand message to potential consumers, including advertisements on television and radio, print advertisements in newspapers and magazines, on the World Wide Web, outdoors on billboards and bus shelters, as well as in

store promotions, coupons, direct mail, and many others (Glowa, 2002:4). Advertisers use promotion as one of the marketing tools to ensure that the audience gets information about a particular product or service. Advertisers use different channels for promotion such as radio, magazines, billboards and television.

Therefore, the role of advertising is to make consumers, whatever their current state of attitudes toward, information about, or images of a brand, more informed about the brand and more generally favorable to it. Advertising must, that is, produce some sort of mental change in the consumer: he or she must think differently about the brand after being exposed to successful advertising (Welbacher, 2001).

2.5 Development of Hierarchy Effects Models

Communication advocates suggest that there is a series of stages between the point of unawareness of a product and or brand and the ultimate purchase or sale of a particular brand. The body of work in the marketing and advertising literature that relates to this advertising effectiveness controversy is called the hierarchy of effects and has been accorded theoretical status by many advertising and marketing practitioners and academics (Barry, 1987:251).

2.5.1 Types of Hierarchy of Effects Models

De Beer (1998:337-338) outlines two main models of hierarchy effects of advertising, named *modus operandi*, that is AIDA and DAGMAR. 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, 2002:8).

A hierarchy of effects models is based on the assumption that people first *learn* something from advertising, then form *feelings* about the product in question, and finally take *action* (for example, purchasing a product). This order of stages is often called the learn-feel-do sequence. A final possible sequence which is the most common is the do-feel-do sequence.

In these circumstances, no learning is going on; the customer is aware of the product and has probably used it before. A customer buys a product, likes the way it works or is satisfied with the purchase, and advertising reinforces those feelings prompting the customer to purchase the product again and again (Glowa, 2002:8-9).

2.5.2 AIDA Model

According to AIDA model, for an advertisement to be successful, it must have the following elements: attention, interest, desire, and action. 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. (De Beer,1998:337-338).

One of the techniques that are used in advertising to grab the attention of the audience is the placement and attractiveness of the advertisement. 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. De Beer, 1998

Glowa (2003:14) explains that the AIDA model suggests consumers move from an Awareness –Interest –Desire - Action or that the consumers acquired a Learn-Feel-Do 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* from the *Dry* advertisement on television, and then wish to taste the beer, and finally make a purchase. Glowa (2003:14)

When advertisers grab the attention of the audience, it means that they are now aware of the availability product's in the market place. Awareness is one of the marketing tools that the advertisers usually use. Jones and Slater (2003:231-235) argue that awareness introduces new brand information, reminds the consumer to buy the brand, and encourage the consumer to use more of the brand.

2.5.3 DAGMAR Model

One of the earliest influential models is called DAGMAR, an acronym for Defining Advertising Goals for Measured Results. The model was built around four stages of communication results, namely: ***awareness, comprehension, conviction, and action***. Since its first inception, there have been numerous variations published. Each variation has shown several phases of communication such as awareness phase up to the decision phase to make a purchase (Jones & Slater, 2003: 235).

In addition, De Beer (1998:337-338) explains that Dagmar model assumes that advertising operates through a hierarchy of communication effects which can be presented as: ***unawareness, awareness, comprehension, conviction, and action***.

According to this theory, an audience is unaware that a particular product or service exists. The advertisers inform the audience by placing an advertisement on any media. The audience sees the product or service being advertised. For instance, on television, and become aware of its existence. In order for the viewer to understand the product, more information is needed, which means that the audience will attentively watch the advertisement so that he or she understands the product or service. If he or she understands the advertisements clearly, it means that they will be persuaded enough to reach the verdict of buying or using the product. That can help the advertiser to fulfill his or her purpose which is to sell the product to the audience. De Beer (1998:337-338)

The discussion also applies to the effects of television advertisements of alcohol in a sense that most audiences get attracted easily by the advertising that they see on television as

compared to other media. Television is stimulus and the pictures can be printed permanently in his or her mind. The viewer can remember each and every element in an advertisement, especially alcohol advertisements because most of them are attractive.(Jones & Slater, 2003: 235); De Beer (1998:337-338)

2.6 Theoretical Framework

There is almost a general consensus that the media may have direct effect on most people's behavior in the case of media content which intentionally designed to have a specific kind of effect, for example, advertisements (Fourie, 2007:232).

Recently, reviews of longitudinal studies confirm a strong association between alcohol advertising exposure and the drinking behavior of the youth (Anderson et al., 2009; and Smith & Geller 2009). Exposure to alcohol advertising is associated with initiation of drinking, intention to drink (Pasch et al., 2007), maintenance of drinking (Collins et al., 2007), and increased drinking (Snyder et al., 2006). In addition to that, Agostinelli and Grube (2002) suggested that attention to and the liking of alcohol advertising is closely related to positive views on drinking, increased intentions to drink as an adult and increased drinking behavior among youth.

Advertising is the sole determinant of the alcohol consumption by the youth (Anderson et al., 2009).

2.7 Previous Empirical Findings on Alcoholic Beverage TV Advertising

The primary of goal this section is to document and assess empirical findings of previous research that are directly related with the effect of alcoholic beverages TV advertising and its exposure on Youngster's attitude towards drinking. Therefore, hereunder, previous empirical findings which are related with the effect of alcoholic beverage TV advertising and its exposure on youngster's attitude towards drinking will be presented.

2.7.1 TV Alcoholic Beverage Advertising Exposure

Youngsters are heavy users of television. Extrapolating from recent data obtained from a nationally representative survey, 11- to 13-year-olds watch 27.7 hours and 14- to 18-year-olds watch 20.2 hours of broadcast and taped television programming each week (Roberts, Foehr, Rideout & Brodie, 1999a). Youngsters are heavy users of television and have been spoiled for choice with an expansion of programming during their life time. In a substantial survey of Youngsters'leisure time activities in various countries worldwide, Larson and Verma in Giles (2003) found that viewing times are remarkably consistent across cultures, mostly averaging between 1 and 3 hours a night. Similarly, Cooke (2002), also indicate that young people, more than any other social groups in a particular society may, on average, spend between four and five hours a day, outside school time, watching some form of electronic media. In the course of that time, therefore, young people are exposed to a very large number of alcohol advertisements (Giles, 2003; Cooke, 2002).

Correlation studies have found small, but statistically significant, relations between television viewing and alcohol-related beliefs and behaviors. Thus, Tucker (1985) found that high school 13 boys who were heavier television viewers drank more than lighter viewers. Heavier viewers were more likely than lighter viewers to agree that people who drink are happy and you have to drink to have fun at a sporting event

Similarly, Neuendorf (1985) reported that television viewing was related to beliefs about drinking among 10- to 14-year-old youngsters. Stacy and colleagues (2004) explained that exposure to advertising increased the risk of subsequent beer consumption. A study done by Snyder , Milici , Slater , Sun and Strizhakova (2006) further suggest that youngsters who saw more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%. In fact, in most real life contexts, adolescents see television advertisements more than once, and usually many times. Thus, they are inevitably more likely vulnerable to TV alcohol ads presented in television programs.

2.7.2 Effects of Alcoholic Beverage Advertising on Youngster's Attitude

A number of research findings have suggested that advertising has an indirect effect on drinking behavior, through attitudes, beliefs, and intentions to drink (Strasburger, 1995). The main goal of alcohol advertising, in common with all advertising, is to influence consumers or future consumers. Youngsters are exposed to a significant amount of alcohol advertising. Alcohol ads appear in virtually all types of media. Such ads are common on television and often are presented in ways that appeal to youngsters and are shown at times when many youth are likely to see them. Half of televised beer ads, for example, air during sporting events—programs that are popular among youth (Snyder, Milici, Mitchell & Proctor, 2000). Beer is the beverage of choice for many youth.

Teenagers with high exposure to alcohol advertisements are more likely to think it is okay for teens to drink. Atkin and Block (1981) found this relationship as a result of a seven phase research project. In this project, Atkin and Block surveyed a non-probability sample of 1,227 people 12 to 22 years old about their exposure to alcohol ads, attitudes, and behaviors concerning alcohol. Thirty-two percent of youth with high exposure to alcohol advertising believe it is okay for teenagers to get drunk while only 20 percent of the low exposure group holds this belief. Supporting this finding, Wallack et al. (1990) discovered the most frequent 14 viewers of televised sporting events, which broadcast several beer commercials during an event, are 56 percent more likely than non-viewers to have a stronger expectation to drink as an adult. Adolescents heavily exposed to alcohol commercials show a positive attitude toward drinking. Neuendorf (1985) surveyed 100 adolescents (aged 10 to 14) and found that youth who are heavy television viewers are more likely to think that "all people who drink are happy" and "you have to drink to have fun at a sporting event."

2.8 Practice of Alcoholic Beverage Advertising

Alcohol drinking is one of the most commonly used substances in most western societies. It has become a normal phenomenon and socially acceptable, especially within the younger generation than the older generation (Essau & Hutchinson, 2008).

Snyder et al., (2006:18) state that drinking among the youth can result in a variety of negative consequences, including poor grades, risky sex, alcohol addiction and car crashes.

2.9 Alcohol Exposure

Despite the conflicting claims as to whether there is a direct link between alcohol exposure and the alcohol abuse among the youth, scholars such as Ringel et al., (2006); and Smith and Foxcroft (2009) underpin that excessive alcohol exposure contributes to the abuse of alcohol among theyouth.

2.10 The Causal Link between Alcohol Exposure and Alcohol Use

There are few studies (Atkin and Block, 1983; Kohn and Smart, 1984; Connolly, Casswell, Jia-Zhang and Silva, 1994; Unger, Schuster, Zogg, Dent & Stacy, 2003; Stacy, Zogg, Unger & Dent, 2004; Ellickson et al., 2005) that have indicated that alcohol consumption among young people can be linked directly to advertising exposure. Furthermore, Grube and 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 youngsters.

In addition to that, some of the longitudinal and cross sectional studies have clearly demonstrated the causal link between the effects of exposure of alcohol advertising and alcohol consumption among teenagers. For instance, Aitken, Eadie, Leathar, McNeil and Scott (1988) study found out that alcohol advertising is more familiar and attracted to young people who are currently drinking alcohol than their counterparts. It has been found that elements such as humour, animation, music and others make the advertisement to be interesting to adolescents.

2.11 Consumers' Attitude towards Alcoholic Beverage Advertising

Attitude is a learned predisposition of human beings and it's part of a learned predisposition of human behavior (Fishbein (1967, p.53). Kotler (2000) further elaborates attitude as an individual personal evaluation, emotional feeling attached and action tendency toward some objects or ideas.

Bauer and Greyser (1968) take the view of attitude towards advertising as the audience behavior towards the advertising. Audience behavior towards the advertising can be indicated through consumers' favorable or unfavorable response towards a particular advertisement (MacKenzie and Lutz, 1989).

According to Mehta (2000), consumers' attitude towards advertising is one of the influential indicators of advertising effectiveness because consumer's cognitive ability towards the advertising are reflected in their thoughts and feelings and subsequently will influence their attitude towards advertising (Mackenzie and Lutz, 1989)

Based on extant literature, determinants such as hedonic, good for economy, product information, values corruption, materialism and consumer benefits consistently indicate strong relationship with consumers' attitude towards advertising (Yang, 2000; Ramaprasad & Thurwanger, 1998; Pollay & Mittal, 1993; Bauer & Greyser, 1968).

Hedonic/pleasure, informative and Credibility will be tested in this research. All of these factors are adopted from Ramaprasad and Thurwanger (1998) and Bracket and Carr (2001).

Table 1 provides the summary of key determinants of consumers' attitude towards advertising that appeared in the extant literature.

Table 1: Summary of the key determinants of consumers' attitude towards advertising

Author	Key dimensions
Wang, Sun, Lei, and Toncar (2009)	Five factors: Entertaining Presentation, information, credibility, economy, value corruption.
Petrovici, Marinova, Marinov, and Lee (2007)	Seven factors: product information, social integration/ image, hedonic/ pleasure, good for economy, promotes undesirable values, alienation/ value incongruence, falsity/ misleading.
Zhang and Wang (2005)	Five factors: Entertaining Presentation, informative, irritation, credibility, interactivity.
Wang, Zhang, Choi, and D' Eredita (2002)	Six factors: Entertaining Presentation, informative, irritation, credibility, interactivity, demographic.
Korgaonkar, Silverblan and O'Leary (2001)	Seven factors: product information, social role and image, hedonic/ pleasure, value corruption, falsity/ no sense, good for the economy, materialism.

Source: Developed for this study

2.11.1 Entertaining Presentation

Entertaining Presentation is one of the experiences of advertisements, and the advertisement can touch on consumers' sentiment as well as nice to look at. Bauer and Greyser's (1968). Hedonic can serve as an evaluation of Entertaining Presentation value of an advertisement while the interest is viewed as an evaluation of curiosity. Raman and Leekenby (1998)

The research conducted by Bauer and Greyser (1968) indicates that hedonic value of advertisements can command and condition consumers' reaction towards the advertisement. Similarly Alwitt & Prabhaker (1992) and Pollay & Mittal (1993) found that the hedonic factor

will create significant favorable attitude towards advertising. In other words, the more positive the belief in Hedonic/ Pleasure is, the more positive is the audience's attitude towards advertising.

Advertisement can be considered as a source of pleasure and Entertaining Presentation and consumers alike and prefer to see advertisements that have more Entertaining Presentation and pleasurable elements, the more the pleasure the better it is (Alwitt and Prabhaker 1992; Pollay and Mittal 1993). Advertisement can be enjoyable and entertaining in attracting and maintaining attention given to customers' needs and wants. Abd Aziz, Mohd Yasin, and Syed A. Kadir (2008). Consumers' responses to the advertisements are provisioned by their hedonic value. Bauer and Greyser, (1968)

Therefore, Entertaining Presentation/Likeability is positively related to consumers' attitude towards advertising. Ramaprasad and Thurwanger (1998), Munusamy and Wong (2007), Pollay and Mittal (1993), Petrovici et al. (2007)

2.11.2 Informative

Advertising plays an important and legitimate role in delivering information (Rotzoll, Haefner and Sandage, 1986).

The factor of information relates to the content of the advertisement and the primary objective is to create awareness and to show the uniqueness of the advertised product (Soberman, 2004).

Advertisement should be a good source of relevant product information to supply complete product information and to contribute to the fact that information about products is immediately accessible. (Brackett and Carr, (2001); and Ducoffe (1996))

Media users may think that advertising has the ability to provide information to the audience and hence the basic reason for accepting the advertising itself (Bauer and Greyser, 1968). Consumers' always want to have quick access to information that they are looking for their

current content of use, and it is possible that the information is automatically delivered to the consumers' (Kaasinen, 2003).

Previous researches have shown that there are strong and positive relationships between the level of information and consumers' attitude towards advertising conducted. (Ramaprasad and Thurwanger (1998); Haghirian and Madlberger (2005); and Ducoffe (1996),

2.11.3 Credibility

Credibility is the believability of the addressor and its perception in the listener's mind (Adler and Rodman, 2000). Credibility of an advertisement is affected by various factors, particularly by the company's credibility and the person who brings a message (Goldsmith, Lafferty and Newell, 2000).

Advertising credibility is a key factor that affects the formation of attitude and behavior. (Lafferty and Goldsmith, 1999). In the context of advertising industry, MacKenzie and Lutz (1989) identify advertising credibility as consumers' general perception towards the truthfulness, reliability, trustworthiness and believability of an advertisement.

Advertisement in television is perceived as much more credible if compared to advertisement that appears in the printed advertisement (Newhagen & Nass, 1989).

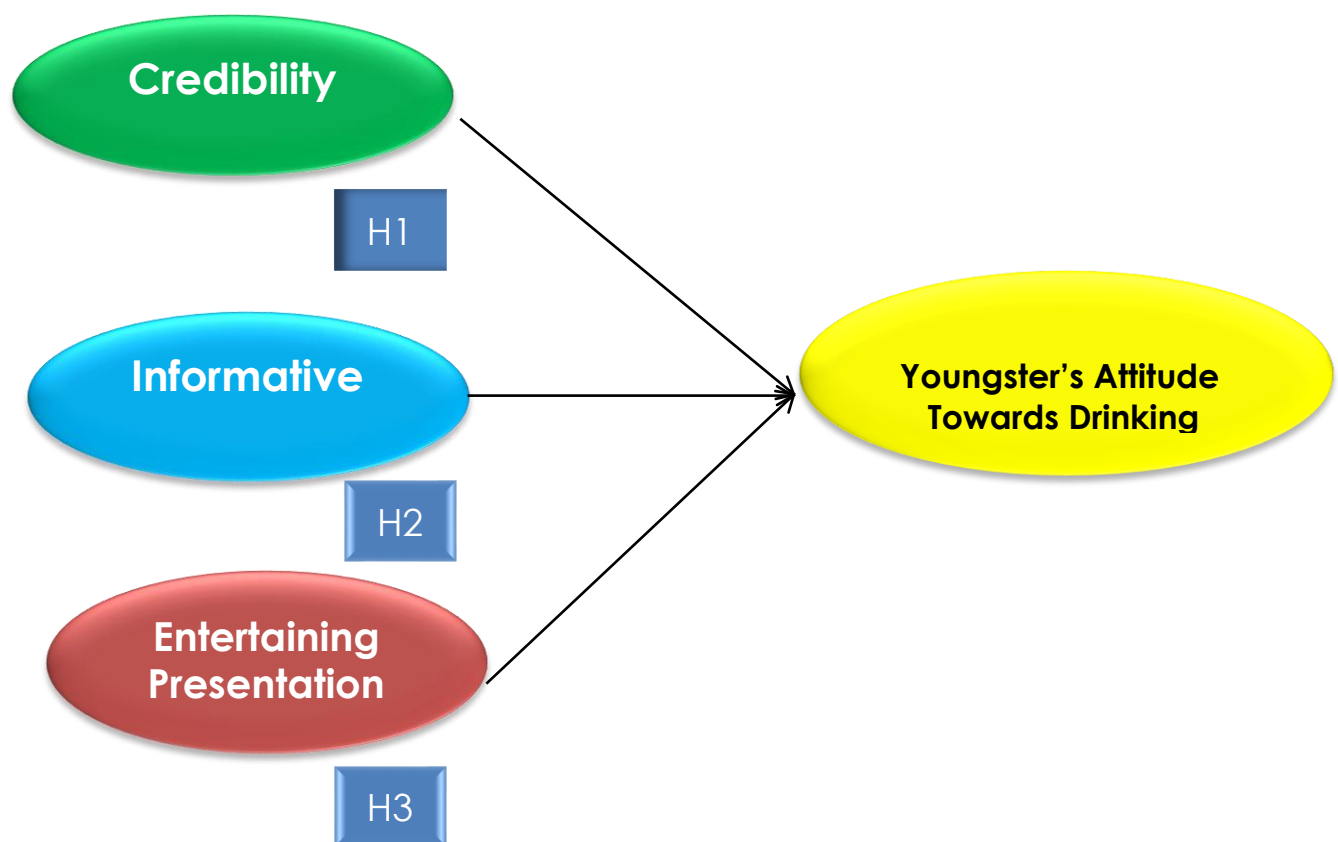
Previous studies have concluded that credibility of the advertising message has positive influence on consumers' attitude towards advertising (Tsang, Ho, and Liang, 2004; Haghirian and Madlberger, 2005; Brackett and Carr, 2001).

2.12 Conceptual Framework

Credibility, Informative and Entertaining Presentation will be tested in this research. All of these factors are adopted from Ramaprasad and Thurwanger (1998) and Brackett and Carr

(2001).Based on the conceptual framework, three independent variables were developed, and presented in the subsequent section.

The conceptual framework was designed with the dependent variable – Youngsters attitude towards drinking –being influenced positively or negatively by the independent variables, based on these conjectures and the arguments to support the conjectures. The independent variables include Credibility, Informative and Entertaining Presentation /likeability. (See Figure1) These were developed based on the review of relevant literature.



Source: Developed for this study

Fig. 1: Proposed key determinants of consumers' attitude towards alcoholic Beverage advertising adopted from **Ramaprasad and Thurwanger (1998) and Bracket and Carr (2001)**.

2.12.1 Hypotheses

A brief examination of the extant literature and the resultant research gaps led to the development of the hypotheses in this research. The three hypotheses are:

H1: Credibility of alcoholic beverage advertising has a significant and positive effect on Youngsters' attitude towards drinking

H2: Informative of alcoholic beverage advertising has a significant and positive effect on Youngsters' attitude towards drinking

H3: Entertaining Presentation of alcoholic beverage advertising has a significant and positive effect on Youngsters' attitude towards drinking

2.13 Alcoholic Beverage Advertising and Pro-Drinking Attitudes

Research shows that young people are regularly exposed to alcohol advertising (Fielder, Donovan & Ouschan, 2009:1157-1158). Babor et al., (2003); Anderson (2009); and Hurtz, Henriksen, Wang, Feighery and Fortmann (2007) underpin that for young people, the cumulative influence of alcohol marketing inculcates pro-drinking attitudes and plays a significant role in their decision to drink, and their drinking behavior.

Societal norms and portrayals of drinking and drug use in films and advertisements encourage drinking and other drug use, and alcohol advertisements often target young people (Snyder et al., 2006). Recent studies have pointed out that alcohol advertisements are linked to earlier onset of alcohol consumption as well as to greater quantities of consumption among those who have already initiated use (Smith & Foxcroft, 2009: 98-99). According to Brown and Bobkowski (2011:190) alcohol is the substance most often featured on television. Alcohol portrayals are also displayed in Entertaining Presentations such as movies, situation comedies, music videos and so forth.

Smith and Foxcroft (2009) examined the effect of alcohol advertising, marketing and portrayal on drinking behavior in young people in October 2006 by using seven cohort studies that followed up more than 13,000 young people aged ten to twenty-six years of ages. Those studies evaluated young people's exposure to alcohol advertising or attitudes to alcohol advertising and alcohol drinking behavior at baseline and alcohol drinking outcomes after a given period of time. Data from prospective cohort studies suggest that there is an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people.

There is an enormous wealth of evidence that alcohol advertisements are related to positive attitudes and beliefs about alcohol amongst young people. In addition, Anderson (2007:10-11) states that the content of advertisements is related to expectancies about the use of alcohol amongst young people and the role of alcohol in their lives. Young people are particularly drawn to elements of music, characters, story and humor.

Gordon et al., (2011) also conducted a study called Assessing the Cumulative Impact of Alcohol Marketing on Youth Drinking. The baseline was conducted from October 2006 to March 2007 and the follow-up was conducted 2 years later, from October 2008 to March 2009. The findings show a slight association between awareness of and involvement with alcohol marketing, and youth drinking behavior. They also show a significant association between appreciation of alcohol advertising and youth drinking behavior.

Marketing is only one of a number of variables that can influence youth towards drinking often to a greater degree as compared to other factors such as family drinking and peer influence. This is emphasized by the study conducted by Gentile, Walsh, Bloomgren, Attie and Noorman (2001) which shows that media and advertisements are the most significant predictors of Youngsters' knowledge about alcohol brands, current drinking behaviors, alcohol brand loyalty, and intentions to drink.

CHAPTER THREE

3 Research Methodology

3.1 Introduction

This chapter deals with the research methodology that will be used in this study. It further describes and explains the procedures that will be used for the collection and analysis of data and composed of the following sections; Research Design; Data Types and Source; Population of the Study; Sampling Procedures (Sample Size, Sampling Techniques); Data Collection Instrument; and Data Analysis on the effects of television alcoholic beverage advertising on youngster's attitude towards drinking.

Research methodology is a vehicle that takes the researcher from one point to another through various specific steps in order to achieve the aim of the study itself. It is a systematic analysis of methods to be applied to the study. A research methodology is like a recipe book that provides instructions and guides the researcher how to assemble and deploy specific methods in research. There are two main categories of research methodologies, namely, qualitative and quantitative (Neuman, 2000:7).

Qualitative research strives to understand the traditions, contexts, usages and meanings of words, concepts and ideas. Its methods will be used to address research questions that require explanation or understanding of social phenomena and their contexts. Qualitative research involves several methods of data collection, such as focus groups, field observation, in-depth interviews, and case studies. In this study, self-administered questionnaires will be used to gather the views of the respondents. The main aim of using a qualitative approach in this study was to enable the researcher to explain graphs, charts and tables that present the data. Brennen, (2013:14); Ritchie and Lewis (2003: 5-22); Wimmer and Dominick (2006:113)

Quantitative research attempts to explain a phenomenon by collecting data that is quantifiable and analyzed by using mathematically based methods, in particular statistics. (Aliaga and Gunderson, 2002)

Therefore, in this study, both a qualitative and quantitative research methods were employed to tackle the effects of television alcoholic beverage advertising on youngster's attitude towards drinking.

3.2 Research Design

A research design is a comprehensive data collection plan whose purpose is to answer research questions and test research hypotheses. And it's also a plan of how the research is going to be conducted, indicating who or what is involved, and where and when the study will take place. Du Plooy (2009:85); Smith (1998:179)

The research strategy that will be used for this study is **Co relational /explanatory study** which tries to explain the relationship between and among the research variables.

3.3 Data Types and Source

There are two types of data, namely, secondary and primary data. Secondary data is 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 which involves the re-use of pre-existing qualitative data derived from previous research studies. These data include material such as semi-structured interviews, responses to open-ended questions in questionnaires, field notes and research diaries. In this regard, the researcher has reviewed literature (Chapter 2) on the effects of television alcoholic beverage advertising on youngster's attitude towards drinking. Church (2001:33); Heaton (2008:34)

Primary data is first-hand data that the researcher gathers for the problem under investigation. This implies that, a primary data for this study is the exact responses the researcher got from the respondents when filling in the questionnaire. Hair, Bush and Ortinau (2000:661)

3.4 Population of the Study

Population is the term used to describe the main group of people from which a sample is drawn. Currie (2005:94)

For this study, the target population from which the researcher will draw conclusion comprise of Youngsters aged 17 to 26 years and who lives in Addis Ababa. Both males and females will involve in the study.

3.5 Sampling Procedure

3.5.1 Sample Size

It is necessary to evaluate the sampling strategies so that the sample size should not be too be nor too small. The researcher was guided by a table for determining sample size from a given population adopted from Krejcie and Morgan (1970:608), which is presented below as Table 3.

<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	220	140	1200	291
14	230	144	1300	297
19	240	148	1400	302
24	250	152	1500	306
28	260	155	1600	310
32	270	159	1700	313
36	280	162	1800	317
40	290	165	1900	320
44	300	169	2000	322
48	320	175	2200	327
52	340	181	2400	331
56	360	186	2600	335
59	380	191	2800	338

63	400	196	3000	341
66	420	201	3500	346
70	440	205	4000	351
73	460	210	4500	354
76	480	214	5000	357
80	500	217	6000	361
86	550	226	7000	364
92	600	234	8000	367
97	650	242	9000	368
103	700	248	10000	370
108	750	254	15000	375
113	800	260	20000	377
118	850	265	30000	379
123	900	269	40000	380
127	950	274	50000	381
132	1000	278	75000	382
136	1100	285	1000000	384

Table 3, N- Population size; S- sample size

Note: *N* is Population Size; *S* is Sample Size

Source: *Krejcie & Morgan, 1970*

According to the statistics from world population review the population of Addis Ababa is estimated 7.178 million in 2018 and from this amount approximately one million is assumed to be youngsters in the range of 17-26 years of age, *Worldpopulationreview (2018)*. Therefore according to Krejcie and Morgan (1970:608) table a sample size of 384 is used for the purpose of this study.

3.5.2 Sampling Technique

Stratified random sampling technique will be served as the basis for selecting samples from the target population. This sampling technique is important to select both males and females equally based on their proportion as compared to others. All youngsters aged 17 to 26 years and who lives in Addis have got equal chance to include in the survey.

3.6 Data Collection Instrument

The data collection instruments that will be employed for collecting primary data include: Questionnaire (open-ended and close-ended) and Interview.

3.7 Data analysis

3.7.1 Quantitative Data Analysis

Regression analysis will be served to check whether independent variables (like, Entertaining Presentation, Informative and Credibility) are predictors of the dependent variable Youngsters attitude towards alcoholic beverage advertising (alcohol use). The above analyses will be done by using SPSS statistical software. The aim of analyzing data through SPSS is for the purpose of gaining more refined information and for validity and reliability of the study.

3.7.2 Qualitative Data Analysis

Data's from Interviews and open-ended questionnaires will be analyzed carefully. The first task will be reading to the written material that will be gathered from open ended questionnaires. The responses of open-ended questions and interview notes will be read repeatedly so that relevant themes and patterns of the issue will be identified. This is so because the more the written material is read again and again; the more essential the ideas are captured. Furthermore, participants and interviews responses will be categorized based on the opinion of participants regarding to the influence of TV alcoholic beverage advertisements on drinking behavior of youngster.

3.8 Ethical Consideration

Confidentiality is one of the standard rules especially when collecting data through questionnaires. Respondents will be recruiting from among universities populations in Addis Ababa. Respondents need to be reassured that their participation is valuable and the information they provide on the questionnaire stays between them and the researcher. Therefore, the researcher will explain to respondents the purpose of the survey and will give clear assurances that all questionnaires will be completed anonymously. This helps respondents to be at ease and gain confident when responding. Respondents will be volunteer's access via class tutors. Most questionnaires will be complete at the end of class sessions.

CHAPTER FOUR

4 Data Analysis and Interpretation

This chapter presents the data analysis and interpretation. A total number of three hundred eighty four respondents in Addis Ababa participated in this study in 2018. A researcher analyzed the data, using the IBM *Statistical Package for Social Sciences* (IBM SPSS) version 20. The presentation of data was in various forms such as frequencies, tables, percentages, bars and charts. The aim of this study was to describe the influence of television alcoholic beverage advertising on youngster's attitude towards drinking.

4.1 Demographic Characteristics of the Participants

Table 4.1.1. Frequency of Participants Based on their Gender

<i>Gender of Participants</i>	<i>n</i>	<i>Percent (%)</i>
Male	174	45.4
Female	210	54.6
Total	384	100.0

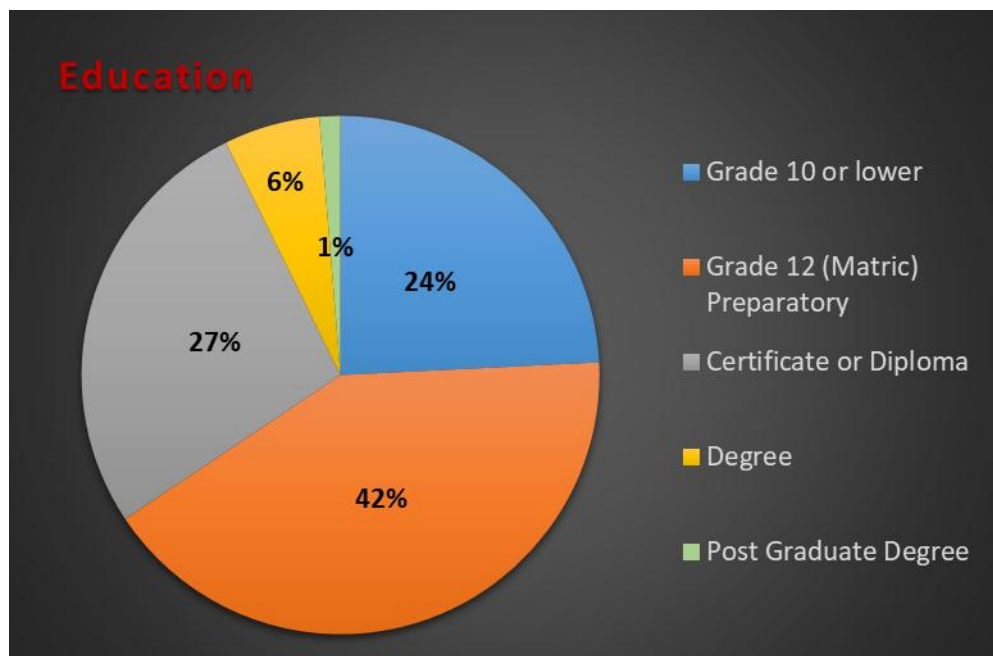
The above table indicates the total number of participants that were included in this study. As the table indicates, 45.4% (174) of the participants were male, whereas the rest 54.6% (210) of participants were female.

Table 4.1.2. Distribution of Participants by Age

Age of participants	n	Percent
17-21	251	65.36
21-26	133	34.64
Total	384	100

Table 4.1.2. Clearly shows the frequency of participants in terms of age. Hence, the ages of the participants were ranged from 17 (minimum age) to 26 (maximum age) years with a mean age of 21.5 years. The age of participants in standard deviation was (SD=2.87). Most of the youngsters (65.4%) age ranged from 17-21 years. On the other hand, 34.6 % of them were in 21-26 years age category.

4.1.3 Respondents Education Level



The above chart of **Education** indicated that 24% (93) of the respondents had Grade 10 and lower; 41% (159) had Grade 12; 27% (104) had post-matric diploma or certificate; 6% (23) had post-matric degree; and 1% (5) had post-graduate degree.

4.2 Reliability Test

The pilot survey has proved the questioners designed to collect the desired data was reliable. Moreover, for the reliability test of the all data Cronbach's alpha was calculated using SPSS and the result is presented in Table 4.2 below. The alpha values for all constructs in the study are greater than the guideline of 0.70, so it can be concluded that the measurements can be applied for analyses with acceptable reliability.

Table 4.2. Measurement Reliability

Constructs	Cronbach's Alpha	Number of Items
Entertaining Presentation	0.712	5
Credibility	0.951	3
Informative	0.891	2
Attitude towards drinking	0.967	3
Reliability of total scale	0.921	13

Source: Computation from survey data (2018)

4.3 Construct Validity Test

Factor analysis was conducted in order to assess the construct validity of the questionnaire. Only factor loadings of 0.4 and higher are considered to validate the items that measure the constructs (Field, 2009).

Before the factor analysis was performed, the data was verified for factor analysis suitability using the KMO measure of sampling adequacy and Bartlett's test of sphericity. Bartlett's test of sphericity should be $P < 0.05$ and the KMO should be greater than 0.6 (Smith, M.J. (1998).

4.4 Frequency of Watching TV

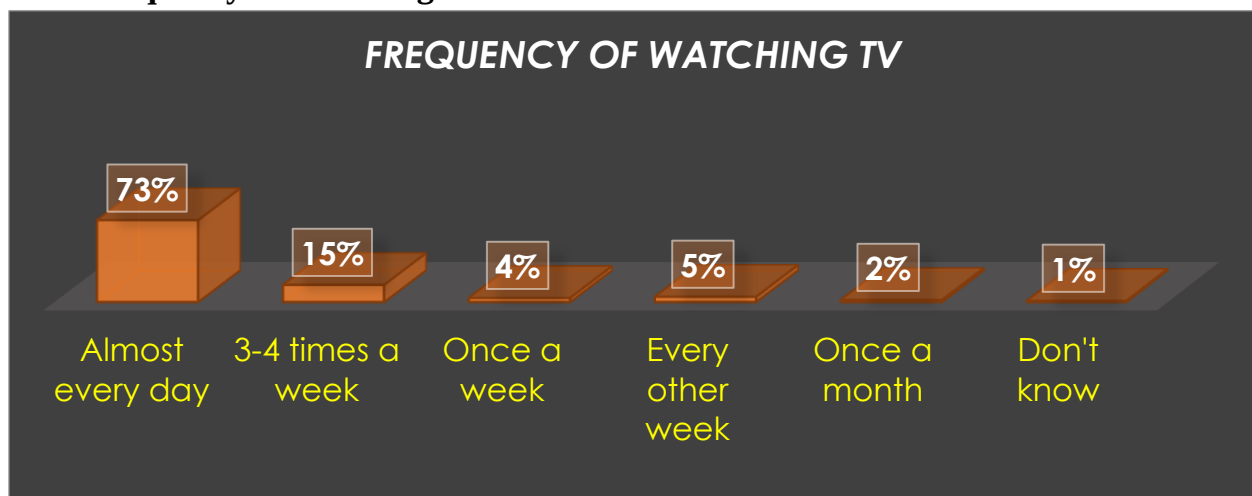
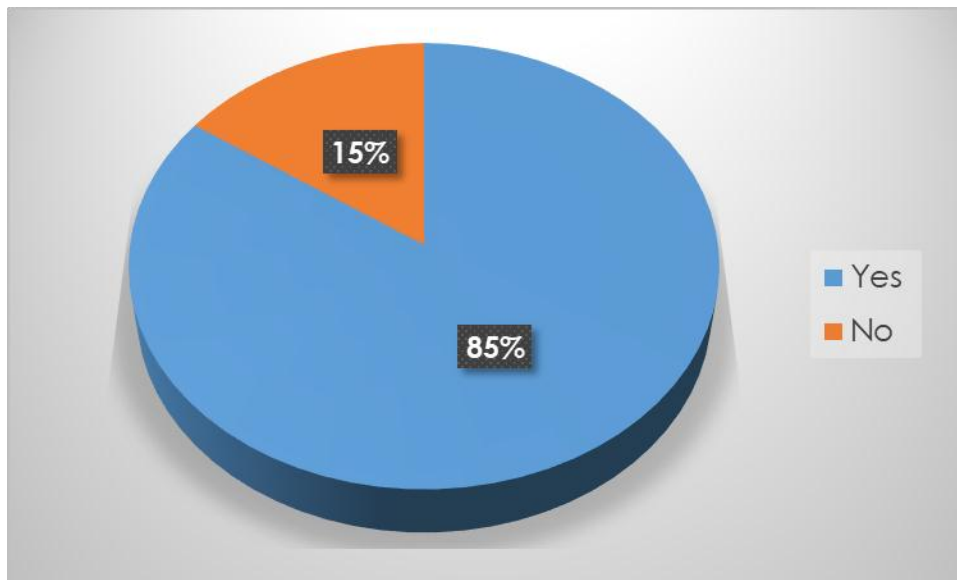


Chart 4.4: Frequency of watching TV

Two hundred eighty two respondents (73%) reported that they watch TV Almost every day, while fifty nine respondents (15%) said that they watch TV three to four times a week and fourteen respondents (4%) said that they watch TV once a week. Furthermore, eighteen respondents (5%) said they watch TV every other week and seven respondents (2%) they watch TV once a moth. Besides, it is noted that four respondents (1%) has said they don't know how often they watch TV. Therefore, as per this data the majority of respondents (73%) watch TV almost every day and they have a big chance of being exposed of watching those alcoholic beverage advertisings.

4.5 Intent of Watching TV advertisements



Pie-Chart 4.5: Intent of watching TV Ads

Three hundred twenty five respondents (85 %) said that they watch TV advertisements while fifty nine respondents (15%) said that they don't watch TV advertisements.

4.6 Intent of Watching Televised Alcoholic Ads

The below Chart shows that of the respondents, 97.7 % (375) of the respondents stated 'yes they see alcohol advertisements' while watching television but 2.3 % (9) respondents stated 'no' they didn't see alcoholic beverage advertising while watching television. Therefore, as per this data the majority of respondents (97.7%) watch televised alcoholic beverage advertisements while watching TV and they have been targeted and exposed to be taken on by those alcoholic beverage ads.

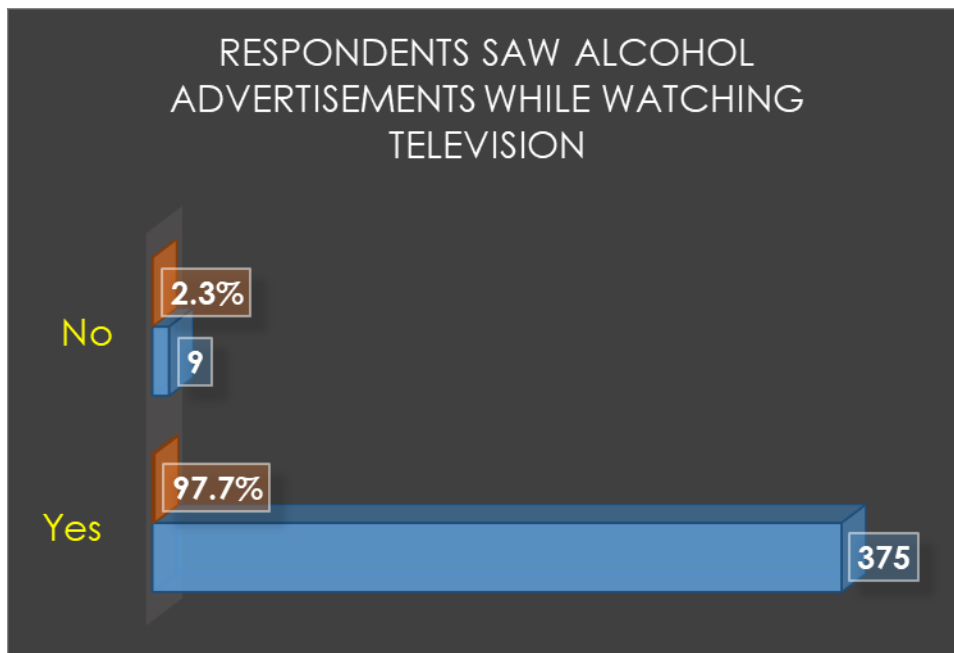


Chart 4.6: Watching Televised Alcoholic Ads

4.7 Frequency of Watching Televised Alcoholic Ads

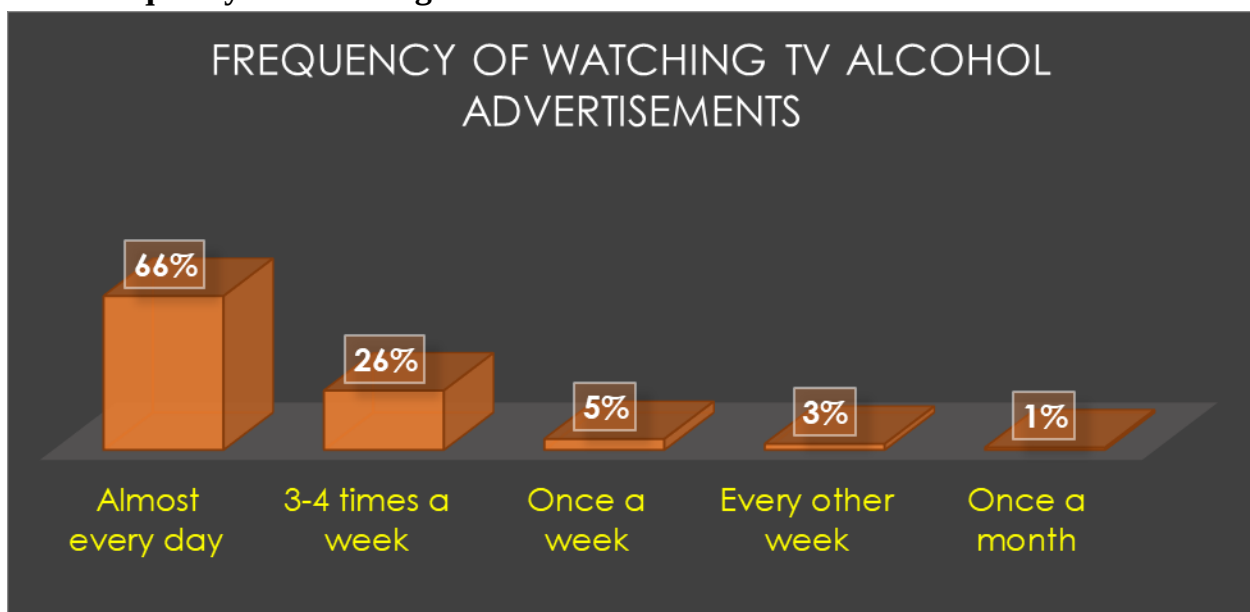


Chart 4.7: Frequency of Watching Televised Alcohol Ads

According to the above Chart 4.5.1, two hundred fifty four respondents (66%) reported that they watch televised alcoholic beverage advertisements almost every day and ninety eight

respondents (26%) of them reported that they watch televised alcoholic advertisings three to four times a week ,while eighteen respondents (5%) of them reported they watch televised alcoholic advertisings once a week ,whereas ten respondents (3%) of them reported that they watch alcoholic beverage advertising every other week .And finally four respondents(1%) of them reported that they watch alcoholic beverage advertising once a month. Therefore, as per this data the majority of respondents (66%) watch alcoholic beverage advertisings almost every day and they are a target of being take on by those alcoholic ads message consistently almost every day.

4.8 Pay Close Attention to Televised Alcoholic Ads

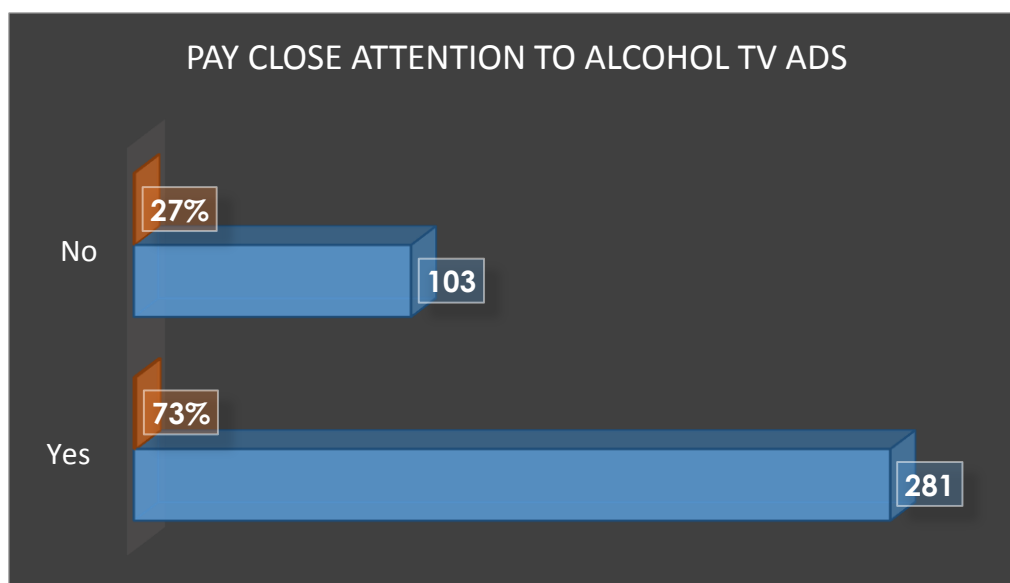
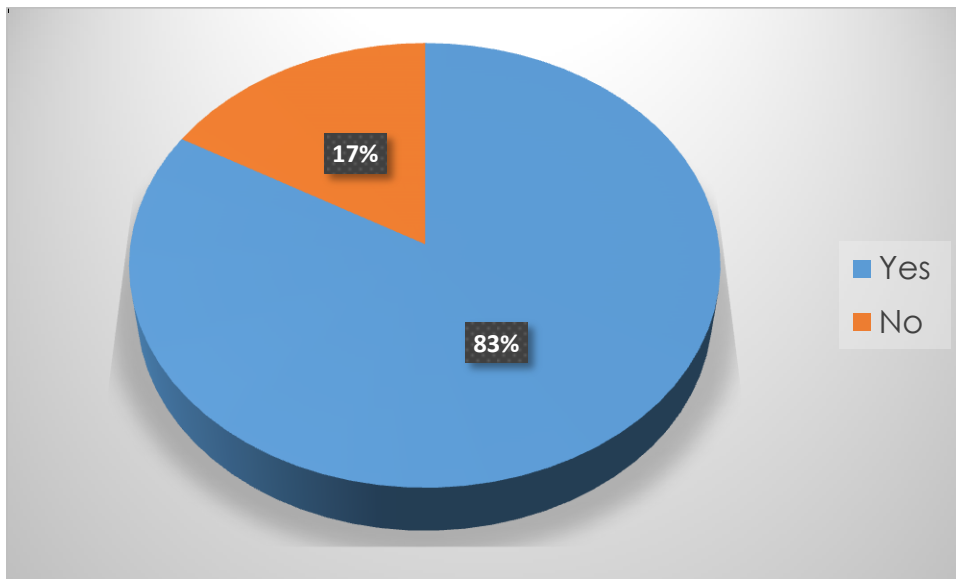


Chart 4.8: Pay Close Attention to Alcoholic Ads

The results of this question as shown in the above Chart indicate that 73 % (281) of the respondents said they pay close attention to alcohol advertisements, while 27 % (103) said they did not pay close attention to the ads on TV. It appears the majority of youngster's (73%) watch and pay close attention to TV ads they watch on television as shown in Chart 4.5.

It was expected that Youngsters would watch alcohol advertisements on TV more frequently than read the ads in print. It was supposed that more teenagers watch television than read newspapers and magazines. Greenberg et al. (1979) believed that youngsters derive information from many sources, but television in particular provides graphic and dramatic exposure to worldly behaviors which go substantially beyond the youngsters immediate experiences. He also believed that television presents attitudes and values which may differ from those of family and peers. Another reason youngsters are attracted to alcohol advertisements on TV is because slogans are used and jingles are sung in almost half of all TV commercials. These slogans and jingles tend to catch the attention of the youngsters (Atkin et al., 1984). Therefore, they are highly exposed and targeted to be take on by those attractive alcoholic beverage advertisings.

4.9 Drink Alcoholic Beverages (Beer & Wine)



Drink alcoholic beverages (beer & wine)

Three hundred twenty respondents (83%) reported that they drink alcoholic beverages (beer & wine), while sixty respondents (17%) said that they don't drink alcoholic beverages (beer & wine).

4.10 Alcohol Consumption and Frequency of Drinking

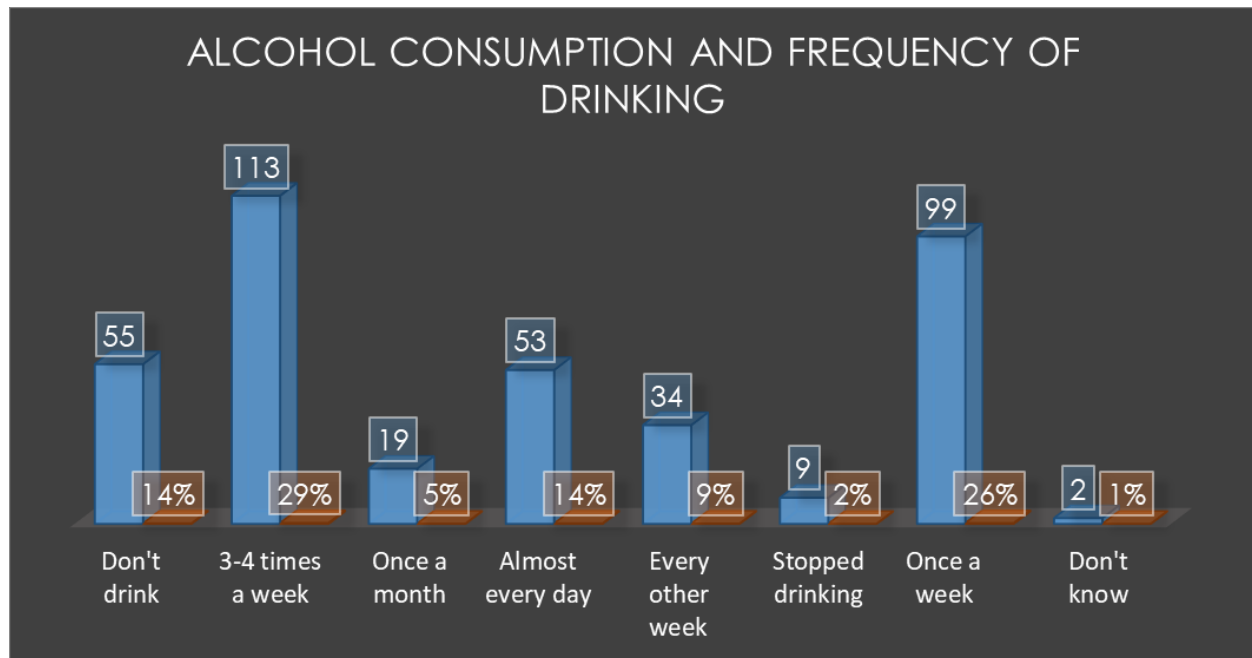


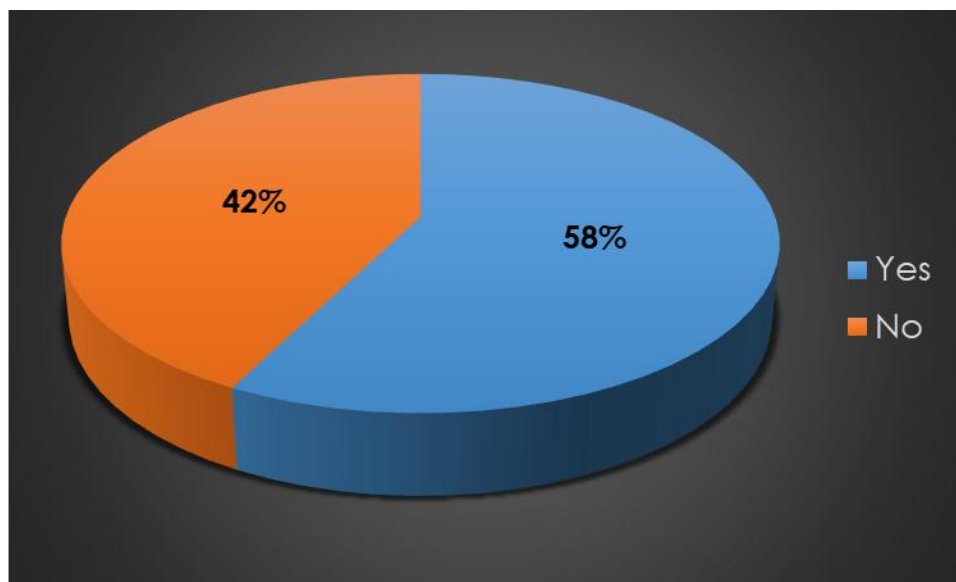
Chart 4.10: **Alcohol Consumption and Frequency of Drinking**

It was found that 29 % (113) of the respondents indicated they drink alcoholic beverages 3-4 times a week and (26%) or ninety nine of the respondent said they drink alcohol once a week, while 53 respondents (14%) said that they drink Almost every day. And also 34 respondents (9%) of them said that they drink every other week, while, 19 respondents (5%) said that they drink once a month. Besides, 55 respondents (14%) reported that they don't drink and 9 respondents (2%) stop drinking. Therefore , as per this data 29% of respondents drink alcoholic beverages three to four times a week and they reported that they will be encouraged to drink more the more they exposed to alcoholic beverage ads .

One respondent commented on the questionnaire that he had at one time been a heavy drinker, but no longer drinks because he is a member of Spiritual groups. He went on to say that his drinking problem was somewhat due to peer pressure, and his parents felt that it was time to come to grips with the problem.

4.11 Likelihood of Purchasing Alcoholic Drinks that Were Advertised

Respondents were asked to indicate the correct response from the list of answers, whether they buy alcohol drinks which were advertised on television. The Pie Chart below shows that 58 % (221) of the respondents indicated 'yes they usually buy alcohol drinks that were advertised on television' and 42 % (163) indicated no. Therefore, as per this data, the majority of respondents 58% are influenced by the alcoholic beverage advertisings and they would be interested to buy and drink the alcoholic beverages that being advertised.



Pie-Chart 4.11: Likelihood of Purchasing Alcoholic Drinks that Were Advertised

4.12 Influence of Alcohol Advertising in Our Society Encouraging Youngsters to Alcoholism

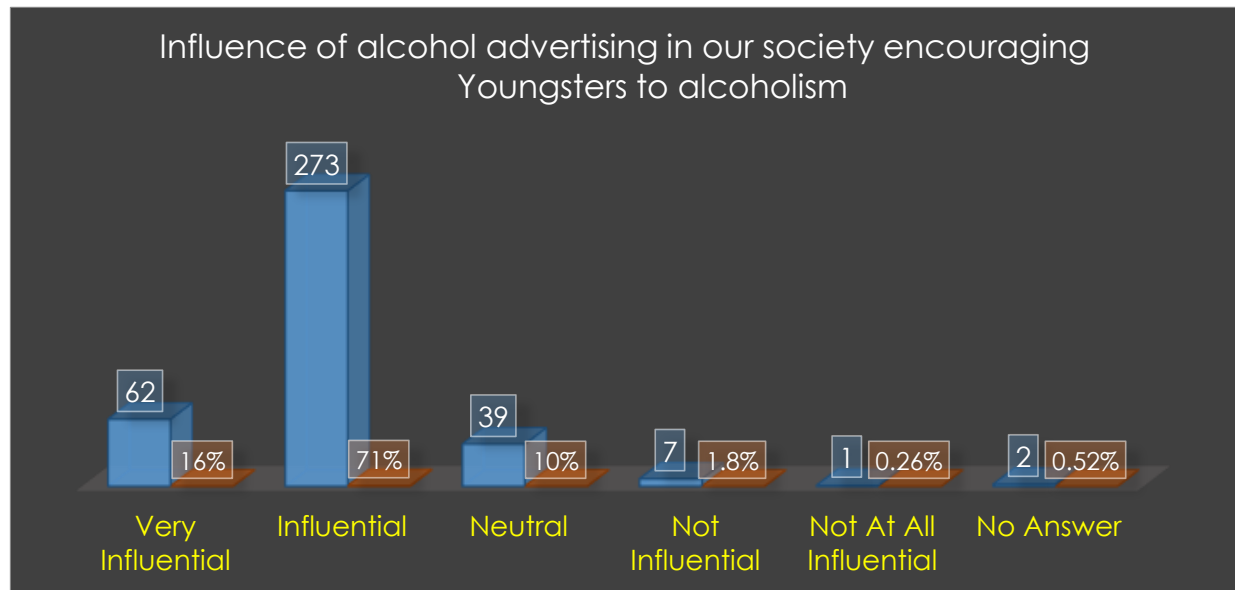


Chart 4.12: Influence of alcohol advertising in our society encouraging youngsters to alcoholism

Two hundred seventy three (71 percent) of the respondents felt that alcohol advertisements are influential on encouraging youngsters to alcoholism. And sixty two (16 percent) of the respondents said that alcohol advertisements are very influential in encouraging youngsters to alcoholism but thirty nine 10(percent) answered neutral to the question, while only one (0.26 percent) of the respondents felt that there was no influence.

A respondent wrote on his questionnaire that alcohol advertisements don't influence alcoholism. He commented further that the drinking problem among Youngsters is serious, and it can't be entirely blamed on alcohol advertisements. He said that people are born with a tendency toward alcoholism, and the only way to avoid alcoholism is to stay out of touch with alcoholic beverages and people who may influence alcoholism.

According to Atkin, John, and Martin (1984), alcohol advertisements do influence people to drink based on the lifestyles portrayed in most alcohol advertisements.

The following lifestyles are present in most alcohol ads: social camaraderie masculinity/femininity, escape, excessive consumption, relaxation, elegance, romance, adventure, social acceptance, sexuality, social esteem, and success. Atkin et al. (1984)

4.13 Televised Alcoholic Ads Contributing to Youngsters Drinking

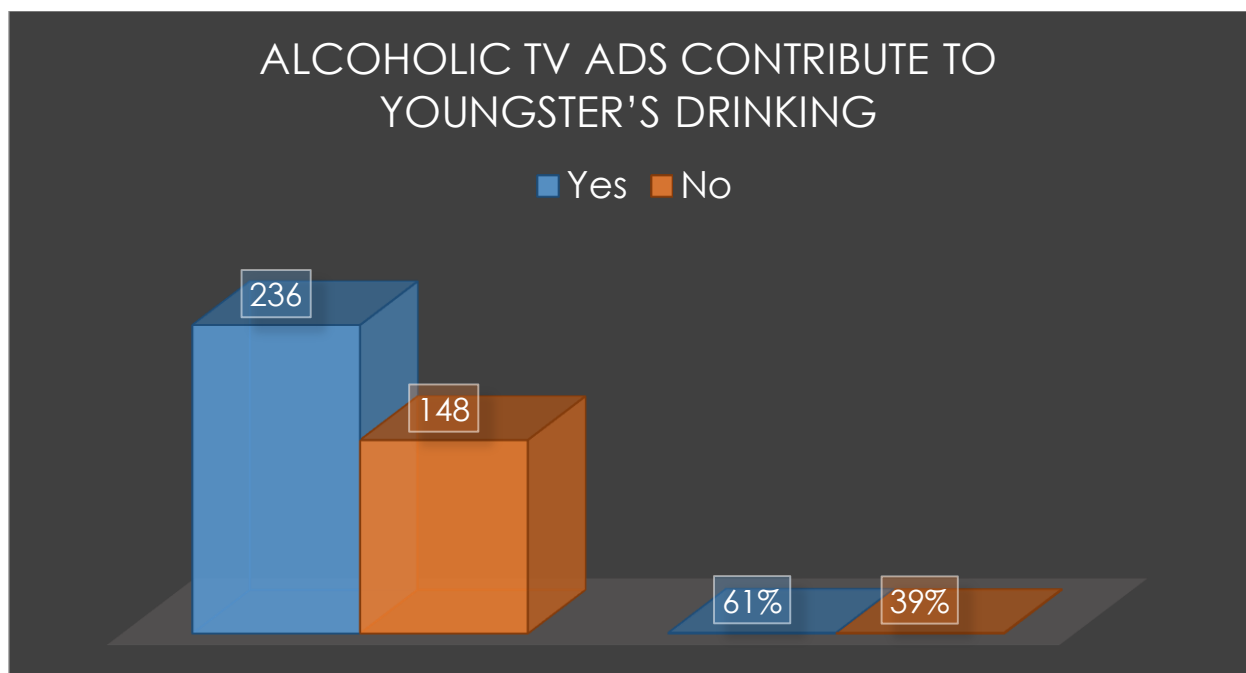
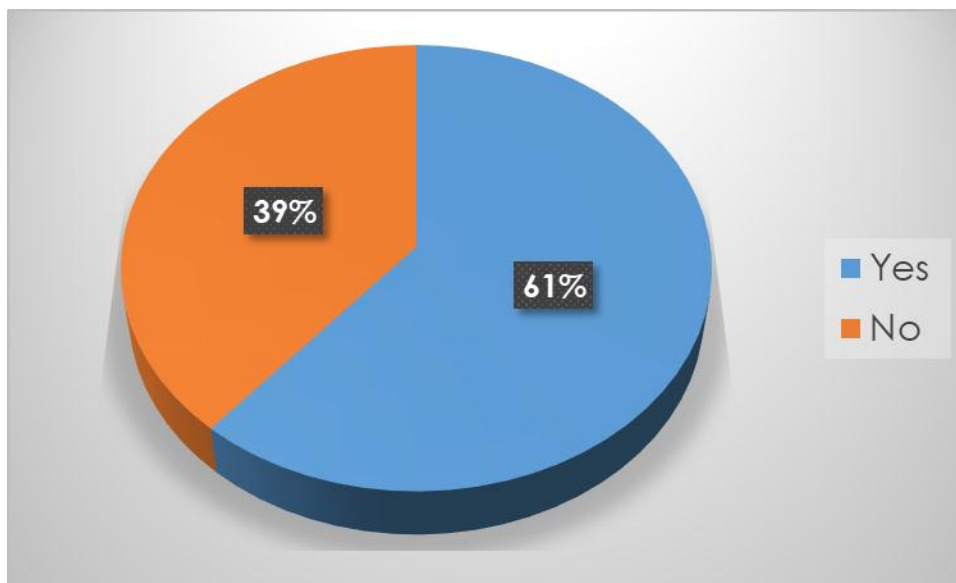


Chart 4.13: Televised Alcoholic Ads Contributing to Youngsters Drinking

Two hundred six (61percent) of the respondents felt that alcohol ads do contribute to youngsters drinking, while one hundred forty eight (39 percent) of the respondents said "no" they do not contribute. There was too much difference in the responses to this question and the question on the influence of alcohol advertisements encouraging alcoholism as shown in above chart. It indicate that the majority of the respondents felt that alcohol advertisements do encourage alcoholism.

Atkin et al. (1983) said that alcohol ads do contribute to positive images of drinkers and to favorable attitudes toward drinking as an acceptable, rewarding and attractive practice, especially among the teenage population.

4.14 Youngsters Would Be Less Inclined To Drink If Alcoholic Ads Were Banned



Pie-Chart 4.14: Youngsters would be less inclined to drink if alcoholic Ads were banned

Two hundred thirty five respondents (61 percent) said youngsters would be less inclined to drink if alcohol advertisements were banned, while one hundred forty nine (39 percent) of the respondents said they wouldn't be less inclined. Based on this question, over half of the respondents felt that alcohol advertisements cause youngsters to drink. Many countries have banned alcohol advertisements because they felt that they are the cause of teenage drinking.

4.15 Frequency of Credibility, Informative, Entertaining Presentation of alcoholic Ads and attitude towards drinking

4.15.1 Most of Televised Alcoholic ads are funny

As presented below by **Table 4.15.1**, of the respondents, 0.8% (3) indicated they strongly disagree that most of televised alcoholic beverage ads are funny/entertaining; 3.1% (12) indicated they disagree that most of televised alcoholic beverage ads are funny/entertaining; 1.3% (5) indicated they are just neutral; 52.3% (201) indicated they agree that Most of televised alcoholic beverage ads are funny/entertaining; and 42.2% (162) indicated they strongly agree that most of televised alcoholic beverage ads are funny/entertaining. Therefore, as per this data most of televise alcoholic ads are funny and likable and youngsters are attracted to funny and entertaining alcohol advertisements on TV because those entertaining slogans are used and jingles are sung in almost half of all TV commercials. These slogans and jingles tend to catch the attention of the youngsters (Atkin et al., 1984). Consequently, they are highly exposed and targeted to be take on by those attractive and entertaining alcoholic beverage advertisings.

Table 4.15.1: Televised Alcoholic ads are funny

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	.8	.8	.8
Disagree	12	3.1	3.1	3.9
Neutral	5	1.3	1.3	5.2
Valid Agree	201	52.3	52.3	57.6
Strongly Agree	162	42.2	42.2	99.7
55.00	1	.3	.3	100.0
Total	384	100.0	100.0	

4.15.2 Persons in Alcoholic beverage advertising are friendly

As presented below by **Table 4.15.2**, of the respondents, 1.8% (7) indicated they disagree that the persons in alcoholic beverage advertisings are friendly/ likeable; 6% (23) indicated they are just neutral; 38% (146) indicated they agree that the persons in alcoholic beverage advertisings are friendly; and 54.2 (208) indicated they strongly agree that the persons in alcoholic beverage advertisings are friendly/ likeable. Therefore, as per this data the majority of respondents like the persons in the alcoholic beverage ads and they develop to imitate and follow those ads and show positive intent to drink.

Table 4.15.2 Persons in Alcoholic beverage advertising are friendly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	1.8	1.8	1.8
	Neutral	23	6.0	6.0	7.8
	Agree	146	38.0	38.0	45.8
	Strongly Agree	208	54.2	54.2	100.0
	Total	384	100.0	100.0	

4.15.3 Likability of Televised alcohol ads involving music and dancing

As presented below by **Table 4.15.3**, of the respondents, 1.8% (7) indicated they strongly disagree that televised alcoholic ads involving music and dancing are likable; 7.8 % (30) indicated they disagree that televised alcoholic ads involving music and dancing are likable; 18.8 % (72) indicated they agree that televised alcoholic ads involving music and dancing are likable; and 71.6% (275) indicated they strongly agree that televised alcoholic ads involving music and dancing are likable. According to Atkin et al., 1984 these slogans and jingles tend to catch the attention of the youngsters. As a result, they are highly exposed and targeted to be take on by those attractive alcoholic beverage advertisings. Therefore, as per this data, youngsters are being attracted by those music and dancing of alcoholic ads and easily catch the alcoholic message and develop attitude towards drinking.

Table 4.15.3 Entertaining Presentation of Televised alcohol ads involving music and dancing

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	1.8	1.8	1.8
Disagree	30	7.8	7.8	9.6
Valid Agree	72	18.8	18.8	28.4
Strongly Agree	275	71.6	71.6	100.0
Total	384	100.0	100.0	

4.15.4 Self-association with persons drinking alcohol in the Ads

As presented below by **Table 4.15.4**, of the respondents, 2.9% (11) indicated they strongly disagree that they would like to associate themselves with the persons drinking alcohol in the ad ; 14.8 % (57) indicated they disagree that they would like to associate themselves with the persons drinking alcohol in the ad; 3.4 % (13) indicated they are just neutral; 36.7 % (141) indicated they agree that they would like to associate themselves with the persons drinking alcohol in the ad; and 42.2% (162) indicated they strongly agree that they would like to associate themselves with the persons drinking alcohol in the ad. Therefore, as per this data, 42 % of respondents associate themselves with the persons in the alcoholic ads and try to be like them and develop a positive attitude towards drinking.

Table 4.15.4 Self association with persons drinking alcohol in the Ads

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	2.9	2.9	2.9
Disagree	57	14.8	14.8	17.7
Valid Neutral	13	3.4	3.4	21.1
Agree	141	36.7	36.7	57.8
Strongly Agree	162	42.2	42.2	100.0
Total	384	100.0	100.0	

4.15.5 Like to be friends with persons drinking beer in alcoholic Ads

As presented below by **Table 4.15.5**, of the respondents, 4.4 % (17) indicated they strongly disagree that they would like to be friends with persons drinking beer in the alcohol ads ; 8.3 % (32) indicated they disagree that they would like to be friends with persons drinking beer in the alcohol ads; 12.2 % (47) indicated they are just neutral; 55.5 % (213) indicated they agree that they would like to be friends with persons drinking beer in the alcohol ads; and 19.5 % (75) indicated they strongly agree that they would like to be friends with persons drinking beer in the alcohol ads. Therefore, as per this data, the majority of respondents are lured by the act of being modern image reflection and lifestyle of those ads and develop a positive attitude towards drinking by considering drinking as a normal trend.

Table 4.15.5 Like to be friends with persons drinking beer in alcoholic Ads.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	17	4.4	4.4	4.4
Disagree	32	8.3	8.3	12.8
Neutral	47	12.2	12.2	25.0
Agree	213	55.5	55.5	80.5
Strongly Agree	75	19.5	19.5	100.0
Total	384	100.0	100.0	

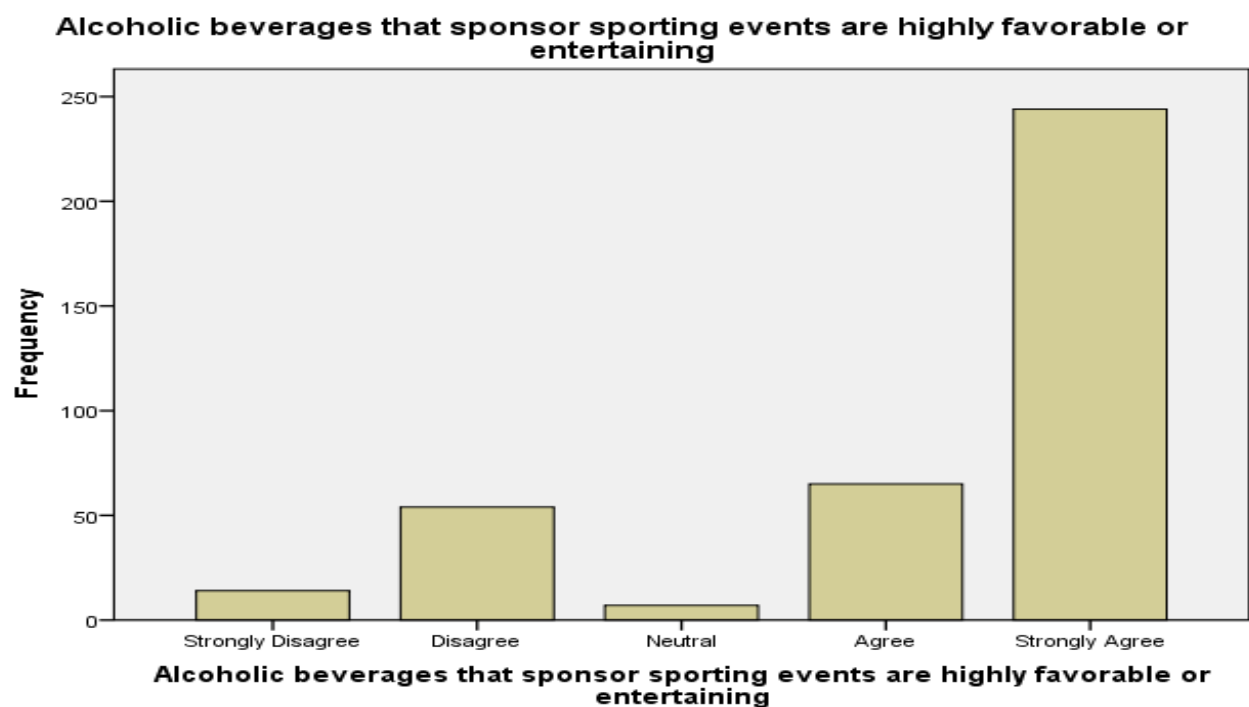
4.15.6 Alcoholic Beverages that Sponsor Sporting Events are Highly Favorable /Entertaining

As presented below by **Table 4.15.6**, of the respondents, 3.6 % (14) indicated they strongly disagree that alcoholic beverages that sponsor sporting events are highly favorable / entertaining; 14.1 % (54) indicated they disagree that alcoholic beverages that sponsor sporting events are highly favorable / entertaining; 1.8% (7) indicated they are just neutral; 16.9 % (65) indicated they agree that alcoholic beverages that sponsor sporting events are highly favorable / entertaining; and 63.5% (244) indicated they strongly agree that alcoholic beverages that sponsor sporting events are highly favorable / entertaining. Therefore, as per this data, the majority of respondents are influenced by alcoholic beverages ads that sponsor sporting events and they are

confronted purposely by the alcoholic ads to develop positive and strong attitude towards drinking.

Table 4.15.6 Alcoholic Beverages that Sponsor Sporting Events are Highly Favorable or Entertaining

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	14	3.6	3.6	3.6
Disagree	54	14.1	14.1	17.7
Neutral	7	1.8	1.8	19.5
Agree	65	16.9	16.9	36.5
Strongly Agree	244	63.5	63.5	100.0
Total	384	100.0	100.0	



Graph 4.15.6 Alcoholic Beverages that Sponsor Sporting Events are Highly Favorable or Entertaining

4.15.7 People who drink beer and wine are sociable

As presented below by **Table 4.15.7**, of the respondents, 1.6 % (6) indicated they strongly disagree that they believe people who drink beer and wine are sociable 18 % (69) indicated they disagree that they believe people who drink beer and wine are sociable; 2.6% (10) indicated they are just neutral; 53.9 % (207) indicated they agree that they believe people who drink beer and wine are sociable; and 24% (92) indicated they strongly agree that they believe people who drink beer and wine are sociable. Therefore, as per this data, the majority of respondents are lured by the alcoholic beverage's ads and develops a positive attitude towards drinking and consider that alcohol drinking is an acceptable norm within the society.

Table 4.15.7 People who drink beer and wine are sociable

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	1.6	1.6	1.6
Disagree	69	18.0	18.0	19.5
Neutral	10	2.6	2.6	22.1
Agree	207	53.9	53.9	76.0
Strongly Agree	92	24.0	24.0	100.0
Total	384	100.0	100.0	

4.15.8 People Who Drink Beer and Wine are Happy

As presented below by **Table 4.15.8**, of the respondents, 6.3 % (24) indicated they strongly disagree that believe people who drink beer and wine are happy; 12 % (47) indicated they disagree that they believe people who drink beer and wine are happy; 0.8% (3) indicated they are just neutral; 29.2 % (112) indicated they agree that they believe people who drink beer and wine are happy; and 51.6% (198) indicated they strongly agree that they believe people who drink

beer and wine are happy. Therefore, as per this data, the majority of respondents are influenced by the alcoholic ads message and develops a positive attitude towards drinking by considering the person who drinks becomes happy.

Table 4.15.8 Believe that people who drink beer and wine are happy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	24	6.3	6.3	6.3
Disagree	47	12.2	12.2	18.5
Neutral	3	.8	.8	19.3
Agree	112	29.2	29.2	48.4
Strongly Agree	198	51.6	51.6	100.0
Total	384	100.0	100.0	

4.15.9 People who drink beer and wine are Self-Confident

As presented below by **Table 4.15.9**, of the respondents, 19% (73) indicated they strongly disagree that believe people who drink beer and wine are Self-Confident; 20 % (78) indicated they disagree that they believe people who drink beer and wine are Self-Confident; 8.3% (32) indicated they are just neutral; 43 % (165) indicated they agree that they believe people who drink beer and wine are Self-Confident; and 9.4% (36) indicated they strongly agree that they believe people who drink beer and wine are Self-Confident. Therefore, as per this data, the majority of respondents are lured by the alcoholic beverage ads message and develops a positive attitude towards drinking by considering the person who drinks are self-confident.

Table 4.15.9, Believe that People Who Drink Beer and Wine Are Self-Confident.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	73	19.0	19.0	19.0
Disagree	78	20.3	20.3	39.3
Neutral	32	8.3	8.3	47.7
Agree	165	43.0	43.0	90.6
Strongly Agree	36	9.4	9.4	100.0
Total	384	100.0	100.0	

4.15.10 The More Exposed to Alcoholic Ads Will be More Interested to Drink

As presented below by **Table 4.15.10**, of the respondents, 1.8 % (7) indicated they strongly disagree that the more they exposed to alcoholic ads the more they will be interested to drink ; 19 % (73) indicated they disagree that the more they exposed to alcoholic ads the more they will be interested to drink; 4.9 % (19) indicated they are just neutral; 47.4 % (182) indicated they agree that that the more they exposed to alcoholic ads the more they will be interested to drink; and 26.8 % (103) indicated they strongly agree that the more they exposed to alcoholic ads the more they will be interested to drink. Therefore, as per this data, the majority of respondents are lured by the alcoholic beverage ads and develops a positive attitude towards drinking and the more they exposed to alcoholic beverage ads the more they would be interested to drink

Table 4.15.10 The More Exposed to Alcoholic Ads Will be More Interested to Drink

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	1.8	1.8	1.8
Disagree	73	19.0	19.0	20.8
Neutral	19	4.9	4.9	25.8
Agree	182	47.4	47.4	73.2
Strongly Agree	103	26.8	26.8	100.0
Total	384	100.0	100.0	

4.16 Descriptive statistics

In this section, the respondents answer present in the form of table. The tables contain mean and standard deviation of their response. Mean value provides the idea about the central tendency of the values of a variable. Standard deviation is to give the idea about the dispersion of the values of a variable from its mean value.

All of the variables were measured using five point Likert scale ("1" Strongly disagree; to "5" Strongly agree). The interpretations of the Likert scale results are: scores of 1 to 2.32 indicate low level, scores of 2.33 to 3.65 indicate medium level, and scores of 3.66 to 5 indicate high level (Alhakimi and Alhariry, 2014).

4.17 Youngster's perception on Entertaining Presentation of alcoholic ads

This section of the questionnaire tested the views of youngsters about Entrainment of alcoholic ads and their intention to drink. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.16 indicates the mean and standard deviation for each item.

The means for the Entertaining Presentation of alcoholic ads items construct ranged between 3.77 and 4.50 (1= strongly disagree and 5= strongly agree) and the standard deviation for the Entertaining Presentation of alcoholic ads perception construct ranged between 0.691 and 2.586 which show some level of variance. The statement which respondents agree with most was “I like TV alcohol ads involving music and dancing” (mean=4.50 and standard deviation= 0.969). The statement indicating the least level of agreement was “I would like to be friends with persons drinking beer in alcohol ads” (mean= 3.77 and standard deviation= 1.003). The overall mean for the perception of Entertaining Presentation of alcoholic ads is 4.28, indicating that the majority of respondents are towards Strong level of agreement with the statements specified in the study.

Table 4.16: Descriptive statistics of youngster's perception about Entertaining Presentation of alcoholic ads

Entertaining Presentation	Mean	Std. Deviation
Most of televised alcoholic beverage ads are funny	4.45	2.586
Persons in beer advertising are friendly	4.44	0.691
I like TV alcohol ads involving music and dancing.	4.50	0.969
I would like to be friends with persons drinking beer in alcohol ads	3.77	1.003
Alcoholic beverages that sponsor sporting events are highly favorable or entertaining	4.22	1.223
Overall level of youngster's perception about Entertaining Presentation of alcoholic ads	4.28	1.294

4.18 Youngster's perception on Credibility of alcoholic ads

This section of the questionnaire tested the views of youngsters about Credibility of alcoholic ads and their intent to drink. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.17 indicates the mean and standard deviation for each item.

Table 4.17: Descriptive statistics of youngster's perception about Credibility of alcoholic ads

Credibility	Mean	Std. Deviation
I believe that people who drink beer and wine are sociable	4.31	1.044
I believe that people who drink beer and wine are happy	4.08	1.254
I believe that people who drink beer and wine are self-confident	3.65	1.102
Overall level of youngster's perception about Credibility of alcoholic ads	4.01	1.133

Source: Computation from survey data (2018)

The means for the Credibility of alcoholic ads items construct ranged between 3.65 and 4.31 (1= strongly disagree and 5= strongly agree) and the standard deviation for Credibility of alcoholic ads perception construct ranged between 1.044 and 1.254 which show some level of variance. The statement which respondents agree with most was "I believe that people who drink beer and wine are sociable" (mean=4.31 and standard deviation= 1.044). The statement indicating the least level of agreement was "I believe that people who drink beer and wine are self-confident" (mean= 3.65 and standard deviation= 1.102). The overall mean for the perception of youngster's about credibility of alcoholic ads is 4.01, indicating that the majority of respondents towards Strong level of agreement with the statements specified in the study.

4.19 Youngster's perception on Informative of alcoholic ads

This section of the questionnaire tested the views of youngsters about Informative of alcoholic ads and their intention to drink. A series of two statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.16 indicates the mean and standard deviation for each item.

Table 4.18: Descriptive statistics of youngster's perception about Informative of alcoholic ads

Informative	Mean	Std. Deviation
I refer to alcoholic beverage advertising because it allows me to enjoy the best one out of the competing products advertised	3.98	1.019
I support alcoholic beverage advertising because it plays an important part in my decision to drink	4.25	1.054
Overall level of youngster's perception about Informative of alcoholic ads	4.12	1.04

Source: Computation from survey data (2018)

The means for the Informative of alcoholic ads construct ranged between 3.98 and 4.25 (1= strongly disagree and 5= strongly agree) and the standard deviation for the Informative perception construct ranged between 1.019 and 1.054 which show some level of variance. The statement which respondents agree with most was “I support alcoholic beverage advertising because it plays an important part in my decision to drink” (mean=4.25 and standard deviation= 1.054). The statement indicating the least level of agreement was “I refer to alcoholic beverage advertising because it allows me to enjoy the best one out of the competing products advertised” (mean= 3.98 and standard deviation= 1.019). The overall mean for the youngsters perception about informative of alcoholic ads is 4.12, indicating that the majority of respondents towards Strong level of agreement with the statements specified in the study.

4.20 Comparison of Entertaining Presentation, Credibility and Informative on Youngsters Attitude towards drinking

Table 4.20 below show overall means of Entertaining Presentation, Credibility and Informative on Youngsters Attitude towards drinking .According to the findings of the means Entertaining Presentation represented the highest overall mean score (mean= 4.28),meaning that Youngsters have a tendency towards agree with statements relating the Entertaining Presentation construct (1= strongly disagree and 5= strongly agree) compare to other constructs. Informative followed with overall score of (mean 4.12). The lowest level of agreement was with the Credibility construct (mean= 4.01).

Table 4.20: Overall mean and standard deviation scores for the of Entertaining Presentation, Credibility and Informative on Youngsters Attitude towards drinking

Variables	N	Mean	Std. Deviation
Entertaining Presentation	384	4.28	1.294
Credibility	384	4.01	1.133
Informative	384	4.12	1.04

4.21 Youngster's attitude towards drinking

This section of the questionnaire tested the views of youngsters about their attitude and intention towards drinking. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.19 indicates the mean and standard deviation for each item.

Table 4.19: Descriptive statistics of youngster's about their attitude and intention towards drinking

Attitude towards drinking	Mean	Std. Deviation
The more I view alcoholic beverage ads, the more I will be interested to drink	4.25	1.012
I would like to associate myself with the persons drinking alcohol in the ad	3.97	1.045
I would have a really good time if I drank beer.	3.99	1.106
Overall level of youngster's about their attitude and intention towards drinking	4.07	1.054

Source: Computation from survey data (2018)

The means for the Attitude towards drinking items construct ranged between 3.97 and 4.25 (1= strongly disagree and 5= strongly agree) and the standard deviation for Attitude towards drinking construct ranged between 1.012 and 1.106 which show some level of variance. The statement which respondents agree with most was “The more I view alcoholic beverage ads, the more I will be interested to drink” (mean=4.25 and standard deviation= 1.012). The statement indicating the least level of agreement was “I would like to associate myself with the persons drinking alcohol in the ad.” (Mean= 3.97 and standard deviation= 1.045). The overall mean for Attitude towards drinking is 4.07, indicating that the majority of respondents towards Strong level of agreement with the statements specified in the study.

4.22 Linear Relationship

Attitude towards drinking is assumed to be linearly related with Credibility, Informative and Entertaining Presentation of Alcoholic beverages ads; meaning the dependent variable Attitude towards drinking is assumed to be impacted with changes in Credibility, Informative and Entertaining Presentation of Alcoholic beverages ads (the independent variables). The relationship between the two variables should be linear. This means that at a scatter plot of scores should be a straight line (roughly), not a curve (Kothari, 2004). The scatter plots of this study show that there is almost linear relationship between the variables. The plots do not show any evidence of non-linearity; therefore, the assumption of linearity is satisfied.

Please see appendix II the scatter plot diagram.

4.23 No or Little Multicollinearity

Multicollinearity is used to describe correlation among independent variables. If there is high correlation between two or more predictor variables, may cause problems when trying to draw inferences about the relative contribution of each predictor variable to the success of the model (Kothari, 2004).

Multicollinearity in this study was tested using Variance Inflation Factor (VIF) value and tolerance value. If tolerance value closed to 1 and VIF value is around 1 and not more than 10, it can be concluded that there is not multicollinearity between independent variable in the regression model (Kothari C.R, 2004). Below Table 4.20 shows there is no multicollinearity exist.

Table 4.21: Multicollinearity of Credibility, Informative& Entertaining Presentation

	Collinearity Statistics	
Model	Tolerance	VIF
Credibility	.966	1.035
Informative	.972	1.029
Entertaining Presentation	.972	1.029

Source: *Computation from survey data (2018)*

4.24 Normality Test

The study used two methods of assessing normality; graphically (Normal Probability Plot) and numerically (Skewness and Kurtosis). In the Normal Probability Plot it will be hoped that points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. *Appendix three depicted that the scores are normally distributed.*

Numerically, the evaluation of normality in the data analysis began with exploring the skewness and kurtosis values of the elements of internal marketing mix and customer orientation. Skewness and kurtosis values greater than 1 and less than -1 are considered being abnormally distributed (Gamst et al., 2008). Table 4.18 below summarizes the skewness and kurtosis values of the constructs.

The skewness and kurtosis values for the Credibility, Informative and Entertaining Presentation, were all below 1 and greater than -1 indicating that the data is normally

distributed for these elements. The Attitude towards Drinking also showed skewness and kurtosis value of less than 1, and is therefore normally distributed.

Table 4.22: Summary of skewness and kurtosis statistic

Constructs	Skewness statistic	Kurtosis statistic
Credibility	.014	-.596
Informative	.925	.106
Entertaining Presentation	.336	-.969
Attitude towards Drinking	.131	.328

Source: Computation from survey data (2018)

4.25 Correlation

4.25.1 Correlation between Credibility of Alcoholic Ads and Youngster's Attitude towards Drinking

The correlation results between Attitude towards Drinking and Credibility of alcoholic beverage ads show a strong positive correlation of 0.852 and a P-value 0.000, this means that it's significant with 1% error or at 99% confident level, the P-value of 0.000 less than 0.01, therefore, there is strong positive correlation between Attitude towards Drinking and Credibility of alcoholic beverage ads.

Table 4.23.1: Correlation between Credibility of Alcoholic Ads and Youngster's Attitude towards Drinking

		Attitude towards Drinking	Credibility
Spearman's rho	Correlation Coefficient	1.000	.852**
	Attitude towards Drinking Sig. (2-tailed)	.	.000
	N	384	384
	Correlation Coefficient	.852**	1.000
	Credibility Sig. (2-tailed)	.000	.
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

4.25.2 Correlation between Informative of Alcoholic Ads and Youngster's Attitude towards Drinking

The correlation results between Attitude towards Drinking and Informative of alcoholic beverage ads show a strong positive correlation of 0.767 and a P-value 0.000, this means that it's significant with 1% error or at 99% confident level, the P-value of 0.000 less than 0.01, therefore, there is strong positive correlation between Attitude towards Drinking and Informative of alcoholic beverage ads.

Table 4.23.2: Correlation between Informative of Alcoholic Ads and Youngster's Attitude towards Drinking

		Attitude towards Drinking	Informative
Spearman's rho	Correlation Coefficient	1.000	.767**
	Sig. (2-tailed)	.	.000
	N	384	384
	Correlation Coefficient	.767**	1.000
	Sig. (2-tailed)	.000	.
	N	384	384

**. Correlation is significant at the 0.01 level (2-tailed).

4.25.3 Correlation between Entertaining Presentation /Likeability of Alcoholic Ads and Youngster's Attitude towards Drinking

The correlation results between Attitude towards Drinking and Entertaining Presentation /Likeability of alcoholic beverage ads show a strong positive correlation of 0.847 and a P-value 0.000, this means that it's significant with 1% error or at 99% confident level, the P-value of 0.000 less than 0.01, therefore, there is strong positive correlation between Attitude towards Drinking and Entertaining Presentation /Likeability of ads.

Table 4.23.3 Correlation between Entertaining Presentation /Likeability of Alcoholic Ads and Youngster's Attitude towards Drinking

			Attitude towards Drinking	Entertaining Presentation /Likeability
Spearman's rho	Attitude towards Drinking	Correlation Coefficient	1.000	.847**
		Sig. (2-tailed)	.	.000
		N	384	384
	Entertaining Presentation /Likeability	Correlation Coefficient	.847**	1.000
		Sig. (2-tailed)	.000	.
		N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

4.26 Regression Analysis

The regression model was used to establish the relationship between the dependent variable in this and the independent variables.

4.26.1 Regression Analysis between Credibility of Alcoholic Beverage Ads and Youngster's Attitude towards Drinking

The regression analysis performed for testing the effect of Credibility of alcoholic beverage ads and Attitude towards Drinking is shown in table 4.13.1 below. The value of β is 0.837 suggesting a strong positive correlation, T-Value is 29.843 and P-value of 0.000 which is significant with 1% error or at 99% confident level. The results therefore indicate that there is a strong positive relationship between Credibility of alcoholic beverage ads and Attitude towards Drinking

Table 4.24.1: Coefficients Credibility and Attitude towards Drinking

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.664	.045		59.256	.000
Credibility	.351	.012	.837	29.843	.000

a. Dependent Variable: Attitude towards Drinking

4.26.2 Regression Analysis between Informative of Alcoholic Beverage Ads and Youngster's Attitude towards Drinking

The regression analysis performed for testing the effect of Informative of alcoholic beverage ads and Attitude towards Drinking is shown in table 4.13.2 below. The value of β is 0.760 suggesting a strong positive correlation, T-Value is 22.878 and P-value of 0.000 which is significant with 1% error or at 99% confident level. The results therefore indicate that there is a strong positive relationship between Informative of alcoholic beverage ads and Attitude towards Drinking

Table 4.24.2: Coefficients Informative and Attitude towards Drinking

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.781	.063		44.065	.000
Informative	.366	.016	.760	22.878	.000

a. Dependent Variable: Attitude towards Drinking

4.26.3 Regression Analysis between Entertaining Presentations of Alcoholic Beverage Ads and Attitude towards Drinking

The regression analysis performed for testing the effect of Entertaining Presentation /Likeability of alcoholic beverage ads and Attitude towards Drinking is shown in table 4.13.3 below. The value of β is 0.710 suggesting a strong positive correlation, T-Value is 19.718 and P-value of 0.000 which is significant with 1% error or at 99% confident level. The results therefore indicate that there is a strong positive relationship between Entertaining Presentation of alcoholic beverage ads and Attitude towards Drinking.

Table 4.24.3: Coefficients Entertaining Presentation and Attitude towards Drinking

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.848		37.362	.000
	Entertaining Presentation /Likeability	.345	.710	19.718	.000

a. Dependent Variable: Attitude towards Drinking

4.27 Regress Attitude towards drinking (as dependent variable) on the selected variables (as independent variables) using multiple regressions

The Sig. values of Credibility, Informative and Entertaining Presentation are .000. This test shows that the coefficients of the three predictors are statistically significant with 1% error or at 99% confident level. Thus, all three variables were found to be significant predictors of youngster's attitude towards drinking.

The standardized beta coefficient column shows the contribution that an individual variable makes to the model. The beta is the amount that the dependent variable increases or decreases when the independent variable increases by one standard deviation. Thus, the largest influence on youngster's attitude towards drinking is Informative (.366), and the next Credibility (0.351) and Entertaining Presentation (0.345) respectively.

Table 4.27: Regress Attitude towards drinking (as dependent variable) on the selected Variables (as independent variables) using multiple regressions

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	2.305	0.76		37.362	.000
Credibility	0.351	0.12	0.837	29.843	.000
Informative	0.366	0.16	0.760	22.878	.000
Entertaining Presentation	0.345	0.018	0.710	19.718	.000

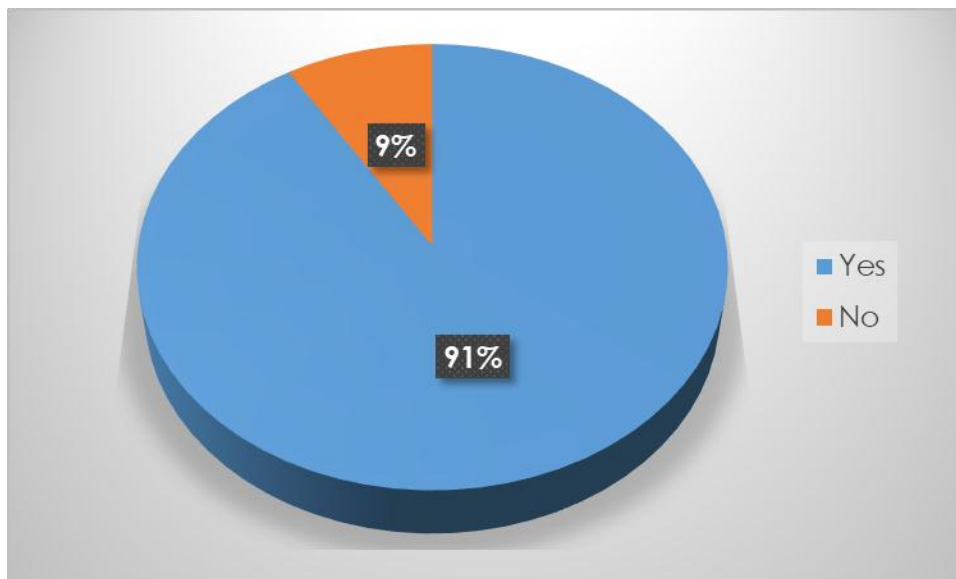
Source: Computation from survey data (2018)

a. Predictors: (Constant), Credibility, Informative, Entertaining Presentation

b. Dependent Variable: Attitude towards drinking

4.28 Watching TV Ads and Encouragement to Drink Alcohol

The participants of this study were asked to respond —Are you encouraged to drink beer after seeing or hearing beer ads?



Pie- Chart 4.28 Watching TV Ads and Encouragement to Drink Alcohol

Therefore, a variety of feelings voiced towards alcohol advertisements and encouragement to drink. Most of the participants 91 % (350) thought the advertisements would encourage them to try the particular drink presented to them through the ads. On the other hand, only few participants 9% (34) have undermined the influence of television alcohol advertisements on encouraging them to drink alcohol. The majority of participants who believed that alcohol advertisements encourage them to drink alcohol reasoned out alcohol ads encouraged them to drink alcohol, because most of TV alcohol ads are showing dancing, lively music and wild activities which are identical with their social activity.

Moreover, the adolescents did not deny the fact that teenagers are encouraged to drink mainly by observing TV alcohol ads because alcohol ads are associated with values, such as pleasure, outgoing and sociable. Such values are commonly accepted among the youngsters.

Besides, the analysis gave an idea that, youngster's liked alcohol advertisements and felt the advertisements would encourage them to drink it. This result is consistent with some researches indicating that when youngsters like alcoholic beverage ads, their drinking habits and associated problems may increase because of the exposure (Wylie et al., 1998) and likable alcoholic beverage advertisements are more effective and persuasive, and that liking of alcoholic beverage advertisements is one factor that affects attitudes toward drinking (Walker & Dubitisky, 1994).

CHAPTER FIVE

5 Summary of Findings, Conclusions and Recommendations

5.1 Introduction

This chapter provides a summary of finding, conclusions and recommendations of the research undertaken in the study. For clarity purpose the conclusions are based on the research objectives of the study. The general explanations of the findings were discussed and recommendations drawn from the conclusions of the research. By studying the effect of Alcoholic Beverage Television Advertising on Youngster's Attitude towards drinking, this study has demonstrated Credibility, Informative and Entertaining Presentation of alcoholic beverage ads are important as media exposure and youngsters attitude towards drinking.

5.2 Findings

By studying the effect of Alcoholic Beverage Television Advertising on Youngster's Attitude towards drinking, this study has demonstrated Credibility, Informative and Entertaining Presentation of alcoholic beverage ads are important as media exposure and youngsters attitude towards drinking.

The analysis of this study indicated that there was statistically significant relationship between youngsters' frequency of watching alcoholic beverage TV ads and attitude towards drinking. As the frequency of watching alcohol ads increase, the likelihood of alcohol use among the youngsters increases moderately. Similarly, youngsters who saw more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%) (Snyder, et al., 2006). Moreover, Youngster's viewing alcohol TV ads more frequently used alcohol more likely than adolescents viewing TV alcohol ads less frequently. Although the analysis indicated that youths who drank alcohol more frequently reported they view more alcoholic TV ads than those who reported they viewed less alcohol TV ads and drank less alcohol, this finding resulted from cross-sectional data and must be interpreted with some

caution. It is possible that alcohol advertising influence young people's drinking beliefs and behaviors, but the opposite may be true. That is, young people who are predisposed to drinking may be more attentive to and hold more favorable attitudes toward alcohol advertising.

Moreover, from the regression analysis performed it was observed that there is a strong positive relationship between Credibility of alcoholic beverage ads and Attitude towards Drinking.

In addition to that results from the regression analysis indicate that there is a strong positive relationship between Informative of alcoholic beverage ads and Attitude towards Drinking.

As well, the results from the regression analysis indicate also that there is a strong positive relationship between Entertainment of alcoholic beverage ads and Attitude towards Drinking.

This finding, in part, suggests that alcoholic ads involving music and dancing may be more appealing to youngsters. In this study, statistically association was observed between advertising Entertainment and its influence. It is to mean, youngsters scored high on likability scale items were also used alcohol more frequently than adolescents score low on likability scale items. The frequency of alcohol use increase as the Entertainment or likability of alcohol TV ads increase. This finding is consistent with other researches indicating that when adolescents like certain ads, their drinking habits and associated problems may increase because of the exposure (Wylie et al., 1998) and Entertainment /likability advertisements are more effective and persuasive, and that liking of advertisements is one factor that affects attitudes towards drinking (Walker & Dubitisky, 1994). In the same fashion, statistically significant relationship was observed between Informative and alcohol use. In accordance to this finding another researchers found that youngsters are affected by the attractiveness of drinkers in ads through Informative with the model in terms of lifestyle (Mazis, Ringold, Perry & Denman, 1992). It is possible to say that Informative of alcohol ads is expected to increase viewers acceptance of the values portrayed in alcoholic beverage ads.

Credibility of alcoholic beverage ads was also moderately related with youngsters alcohol use. Alcoholic beverage ads found to increase the susceptibility of youngster's attitude towards drinking when it is credible. Supporting this finding, Austin et al. (2000) found that media influence beliefs about the appeal and desirability of alcohol which, in turn, influence drinking behavior of youngsters. Accordingly, the result from this study also showed that alcohol advertising presents positive outcomes (leaving negative sides) of alcohol use, then influence drinking behavior of youngsters by increasing positive beliefs about alcohol. It is possible to say

that, alcohol TV advertising has a function to reduce the perceived costs of alcohol use by promoting the beliefs that drinking is healthy behavior and that alcohol is harmless.

It has been argued that the simple presence of beer and wine advertising carries the implicit belief that use of these products is normal and acceptable (Atkin, 1993). Youngsters received an entirely positive image of alcohol use, and it could present an unbalanced source of influence on them. This finding strongly suggest that positive images of alcohol use can help youngsters to develop positive attitude toward drinking and then influence actual drinking behavior. In this study, Entertainment of televised alcoholic beverages ads, informative of alcoholic beverages ads and credibility of alcoholic beverages ads found significant conjecturers of attitude towards drinking and alcohol use. Entertaining or Liking of Advertising portrayals of alcohol use predicted the desire to imitate those portrayals. Furthermore, entertaining of alcohol ads, Informative of alcoholic ads and credibility of the alcoholic ads messages encourage viewers with characters portrayed in alcohol ads.

It was observed that gender of youngsters has a statistical significant effect on Entertainment of TV alcohol ads. Boys were score high on likability/entertainment scale items of TV alcohol ads as compared to girls. Similarly, gender of the youngsters played a significant role in a positive attitude towards drinking. Males, compared to females, were expected more positive out comes from alcohol use. Accordingly, a study in-depth interviews of college students found that female students associated more negative consequences with drinking, such as getting drunk, becoming ill, and being vulnerable as compared to male students (Parker, 1998). On the other hand, Austin and Johnson (1997a) found that boys had more positive attitude of drinking than girls and were more likely to desire products with beer logos.

In addition to that, the results of this study emphasized that boys and girls differ in the ways in which they identify with portrayals involving in alcohol ads. Boys' inclined to be like the characters and experience an Active need to imitate the role of the character in televised alcoholic beverage ads; this is so because boys recorded high on the scale items of measuring Informative. This may be due to the fact that, compared to females, many alcohol advertisements presented by males. Accordingly, Wyllie *et al.* (1998) suggest that many alcohol advertisements utilize imagery relating to sex roles, especially male sex roles and masculinity.

This study also identifies some elements of TV alcohol advertising that influence youngsters to drink alcohol. Specifically, beer advertisements featured with music, dance and humor evoked high desire to drink the product among youth compared with other product-focused advertisements. Supporting this finding, Grube (1993) suggests that entertaining specific elements of alcohol ads (characters, humor, and story line) predicted liking the advertisements, and that liking the advertising directly predicted current drinking levels and had significant indirect effects on drinking and future intentions to drink. Image-focused beer advertisements, especially ads featured with celebration of attractive peoples, were appears to influence youngsters to drink alcohol. This finding is consistent with previous findings that alcohol advertisements focus on the product itself are generally less appealing to youth than are those advertisements that focus on the lifestyle of the users (Kelly & Edwards, 1998). Possibly because Youngsters like to have fun and party, as a response most TV beer ads appeared with the portrayal of party scene, common social activity of adolescents; hence many youngsters want to act same.

The qualitative result of this study showed that alcoholic advertisements showed youthful lifestyle perceived as entertaining and healthy lifestyle. In response, youngsters are appearing to perceive alcohol advertisements as promoting a desirable lifestyle, hence found to be encouraged when alcohol ads portrayed common activities of youngsters (e.g. Party scene and social gathering). This result is consistent with previous findings indicating that the students responded positively to ads with humor, and youthful lifestyle appeal and negatively to the product focus of the ads (Waiters, Treno & Gurbe, 2001).

Moreover, the presentation of Televised alcoholic beverage advertising was supposed as a way to increase confidence and become happiness and to develop social interaction across both boy and girl discussants. . In the light of this result, exposure to alcoholic beverage advertising has a positive and strong relationship in youngsters' attitude towards drinking and it positively influences their subsequent drinking behavior.

5.3 Summary Of Findings

- As the frequency of watching alcohol ads increase, the likelihood of alcohol use among the youngsters increases moderately. (Mean= 3.07).
- Similarly, youngsters who saw more alcohol advertisements on average drank more
- Although the analysis indicated that youths who drank alcohol more frequently reported they view more alcoholic TV ads, the finding must be interpreted with some caution.
- It is possible that alcohol advertising influence young people's drinking beliefs and behaviors, but the opposite may be true. That is, young people who are predisposed to drinking may be more attentive to and hold more favorable attitudes toward alcohol advertising.

Moreover, from the regression analysis performed it was observed that

- There is a strong positive relationship between Credibility of alcoholic beverage ads and Attitude towards Drinking. The value of β is 0.837 suggesting a strong positive correlation, T-Value is 29.843 and P-value of 0.000 which is significant with 1% error or at 99% confident level.
- There is a strong positive relationship between Informative of alcoholic beverage ads and Attitude towards Drinking. The value of β is 0.760 suggesting a strong positive correlation, T-Value is 22.878 and P-value of 0.000 which is significant with 1% error or at 99% confident level.
- There is a strong positive relationship between Entertainment of alcoholic beverage ads and Attitude towards Drinking. The value of β is 0.710 suggesting a strong positive correlation, T-Value is 19.718 and P-value of 0.000 which is significant with 1% error or at 99% confident level.
- This finding, in part, suggests that alcoholic ads involving music and dancing may be more appealing to youngsters. Youngsters scored high on likability scale items were also used alcohol more frequently than adolescents score low on likability scale items.

- This finding is consistent with other researches indicating that when youngsters like certain ads, their drinking habits and associated problems may increase because of the exposure (Wylie et al., 1998) and Entertainment /likability advertisements are more effective and persuasive, and that liking of advertisements is one factor that affects attitudes towards drinking (Walker & Dubitisky, 1994).
- In the same fashion, statistically significant relationship was observed between Informative and alcohol use(correlation of 0.767 and a P-value 0.000).
- In accordance to this finding another researchers found that youngsters are affected by the attractiveness of drinkers in ads through Informative with the model in terms of lifestyle (Mazis, Ringold, Perry & Denman, 1992). It is possible to say that Informative of alcohol ads is expected to increase viewers acceptance of the values portrayed in alcoholic beverage ads.
- Credibility of alcoholic beverage ads was also significantly related with youngsters alcohol use (correlation of 0.852 and a P-value 0.000,). Alcoholic beverage ads found to increase the susceptibility of youngster's attitude towards dinking when it is credible.
- Supporting this finding, Austin et al. (2000) found that media influence beliefs about the appeal and desirability of alcohol which, in turn, influence drinking behavior of youngsters.

HYPOTHESES TESTS

In this study, Entertainment of televised alcoholic beverages ads, informative of alcoholic beverages ads and credibility of alcoholic beverages ads found significant conjecturers of attitude towards drinking and alcohol use.

- **H1:** Credibility of alcoholic beverage advertising has a significant and positive effect on Youngsters' attitude towards drinking

The value of β is **0.837** suggesting a strong positive correlation, T-Value is 29.843 and P-value of 0.000

Therefore H1 is Confirmed .

- **H2:** Informative of alcoholic beverage advertising has a significant and positive effect on Youngsters' attitude towards drinking

The value of β is **0.760** suggesting a strong positive correlation, T-Value is 22.878 and P-value of 0.000 which is significant with 1% error or at 99% confident level

Therefore H2 is Confirmed.

- **H3:** Entertainment of alcoholic beverage advertising has a significant and positive effect on youngsters' attitude towards drinking

The value of β is **0.710** suggesting a strong positive correlation, T-Value is 19.718 and P-value of 0.000 which is significant with 1% error or at 99% confident level.

Therefore H3 is Confirmed .

- This study also identifies TV alcohol advertisements featured with music, dance and humor evoked high desire to drink the product among youth compared with other product-focused advertisements. (Overall M= 4.28, STD=1.29)
- Supporting this finding, Grube (1993) suggests that Entertaining Presentation of alcohol ads (characters, humor, and story line) had significant effects on drinking and future intentions to drink.
- The Qualitative result of this study showed that alcoholic advertisements showed youthful lifestyle perceived as entertaining and healthy lifestyle. hence found to be encouraged when alcohol ads portrayed common activities of youngsters (e.g. Party scene and social gathering).
- This result is consistent with previous findings indicating that the students responded positively to ads with humor, and youthful lifestyle appeal and negatively to the product focus of the ads (Waiters, Treno & Gurbe, 2001).
- Moreover, the presentation of Televised alcoholic beverage advertising was supposed as a way to increase confidence and become happiness and to develop social interaction across both boy and girl discussants.

- In the light of this result, exposure to alcoholic beverage advertising has a positive and strong relationship in youngsters' attitude towards drinking and it positively influences their subsequent drinking behavior.

5.4 Conclusion

- It is found that Credibility of alcohol advertisements, entertainment and informative of alcohol use played a big role in drawing youngsters attitude towards alcohol use.
- It is observed that, the frequency of watching televised alcoholic beverage advertisements significantly related with the frequency of alcohol use.
- Moreover, male participants scored high on entertainment, informative and credibility scale items, therefore, they are found to be more vulnerable to alcohol use as compared to females.
- It is found that alcohol advertising presents positive outcomes (hiding negative sides) of alcohol use, then influence drinking behavior of youngsters by increasing positive attitude about alcohol.
- It was also observed that, alcohol advertisements featured with music, dance and humor aroused high desire to drink alcoholic beverages' among youngsters.
- Alcoholic beverage advertisements showed youngsters lifestyle perceived as fun and healthy lifestyle. Furthermore, the presentation of TV alcohol advertising was perceived as a way to get happiness, increase confidence and enhance social interaction across both boy and girl participants which generate youngsters to use alcohol more frequently.

- Therefore, the conclusion is that, televised alcoholic beverage advertisements have a significant impact on youngster's attitude towards drinking.

5.5 Recommendation

Based on the findings from the study the following major recommendations have been forwarded:

- This study strongly suggests that the media houses and the broadcast agency should reduce youngster's exposure of alcoholic ads by setting strict timeslots which alcoholic beverages advertisements are being aired on television.
- This study strongly suggest that Policy makers must prohibit alcoholic beverage televised ads, from being air during sporting events and programs that are popular among youngsters.
- In light of these findings policy makers should ban alcohol advertisers from using alcoholic ads message which is more appealing to youth.
- This study strongly recommends that there should be counter-advertising or Brewery-Sponsored counter-advertising in our country. The campaigns should be able to train and teach youngsters about the hazard of alcohol drinking and abuse.
- This study strongly suggests that scheming product-focused alcohol advertisements which solely describes the quality of the product may rate less favorably, and then arouse less desire to youngsters to drink.

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Appendix I Questionnaires

Addis Ababa University School of Commerce Department of Marketing Management

I am conducting a research for the completion of my master degree in marketing management. The purpose of this study to understand the effect of alcoholic beverage advertising on youngster's attitude towards drinking. Therefore kindly request you a few minutes to full fill the questionnaire. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality.

Thank you in advance!

Instruction: Please mark your answer with tick (✓) the space provided.

Instruction

- No need of writing your name
- Your response will not pose any threat to you

Note

In this questionnaire, the word “**Alcohol**” refers to only “beer” and “wine” products.

Thank you

Part I

Please Answer The Following Questions In the Relevant Block Or Write Down Your Answer In The Space Provided.

1. Sex: Male ☐ Female ☐

2. Age: 17-21 ☐ 21-26 ☐

3. Education level: Grade 10 and lower ☐ Grade 12 ☐ Certificate ☐ Diploma ☐
Degree ☐ Masters ☐

4. How often do you watch TV?

Almost every day ☐ 3-4 times a week ☐ Once a week ☐ Every other week ☐

Once a month ☐ Don't know ☐

5. Do you watch TV advertisements?

Yes ☐ No ☐

6. Do you ever see alcohol advertisements while watching television?

Yes ☐ No ☐

7. If your answer for question number 6, is yes, how many times have you seen TV ads for beer (wine)?

Almost every day ☐ 3-4 times a week ☐ Once a week ☐ Every other week ☐

Once a month ☐

8. Do you generally pay attention to alcohol ads on TV?

Yes ☐ No ☐

9. Did you drink alcoholic beverages (beer or wine)?

Yes ☐ No ☐

10. If you consume alcoholic beverages, about how often do you drink them?

(Check one answer)

3-4 times a week ☐ Once a month ☐ Almost every day ☐

Every other week ☐ Stopped drinking ☐ Once a week ☐ Don't know ☐

11. Do you buy alcohol drink that is being advertised on television?

Yes ☐ No ☐

12. How persuasive would you believe the alcohol advertising in encouraging Youngsters to alcoholism?

Very influential ☐ Influential ☐ Neutral ☐ Not influential ☐

Not at all influential ☐

13. Do you consider that alcohol advertising is one of the many contributing factors of

Youngsters drinking? (Circle One) Yes ☐ No ☐

14. Do you feel that Youngsters would be less inclined to drink if alcohol advertising

Were banned?

Yes ☐ No ☐

Part II

Below are statements concerning to Entertaining Presentation/ Likeability, Credibility and Informative to examine the effect of alcoholic beverages advertizing on youngster's attitude towards drinking. Therefore, you are kindly requested to indicate the level of your agreement with the following statements by ticking (putting X mark) inside each box in front of the statements.

		Level of Your Agreement				
		Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
EN1	Most of televised alcoholic beverage ads are funny					
EN2	Persons in beer advertising are friendly					
EN3	I like TV alcohol ads involving music and dancing					
EN4	I would like to be friends with persons drinking beer in alcohol ads.					
EN5	Alcoholic beverages that sponsor sporting events are highly entertaining					
CR1	I believe that people who drink Alcoholic drinks are sociable					
CR2	I believe that people who drink Alcoholic drinks are happy					
CR3	I believe that people who drink Alcoholic drinks are self-confident.					
IN1	I refer to alcoholic beverage advertising because it allows me to enjoy the best one out of the competing products advertised					
IN2	I support alcoholic beverage advertising because it plays an important part in my decision to drink					
AT1	I would like to associate myself with the persons drinking alcohol in the ad					
AT2	I would have a really good time if I drank beer.					
AT3	The more I view alcoholic beverage ads, the more I will be interested to drink					

Part III

Questions to assess general opinions of youngsters to desirability of alcohol TV ads and its influence on alcohol use

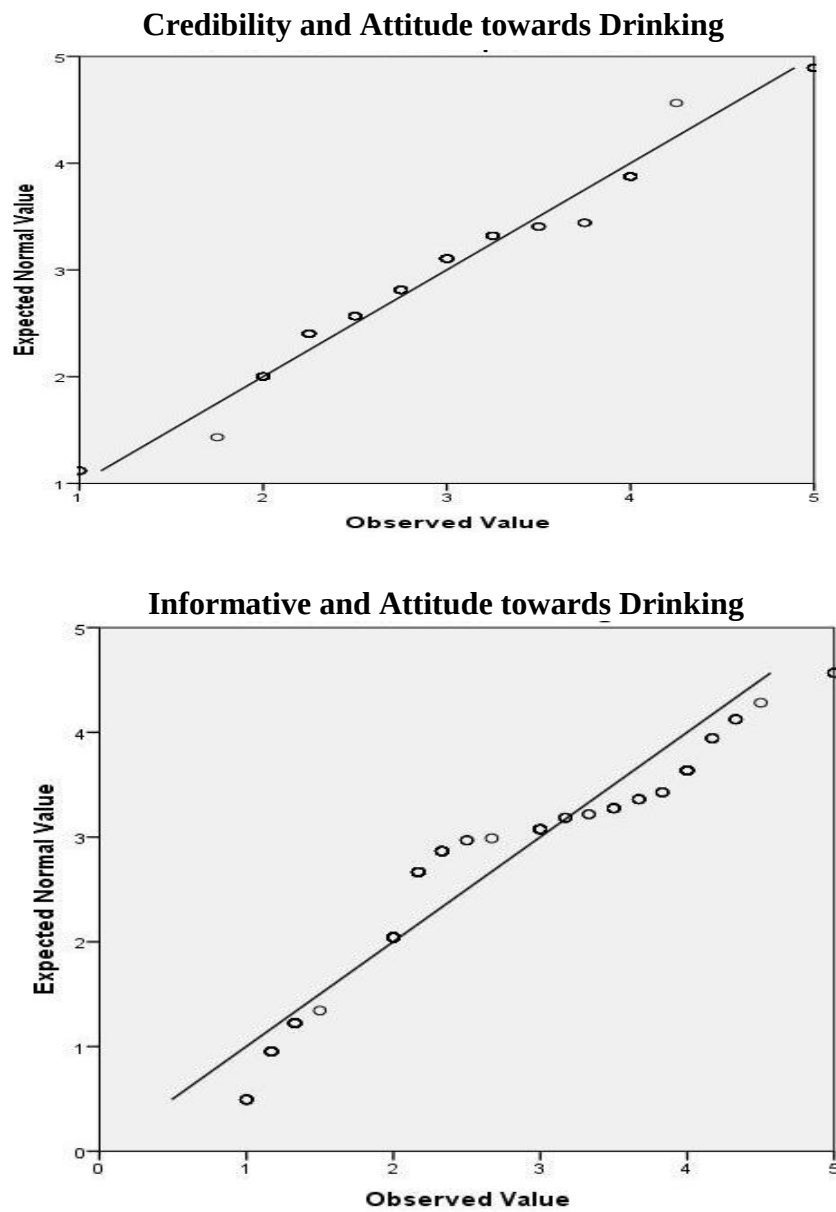
1, Are you encouraged to drink beer after seeing beer ads?

Yes ☐ No ☐

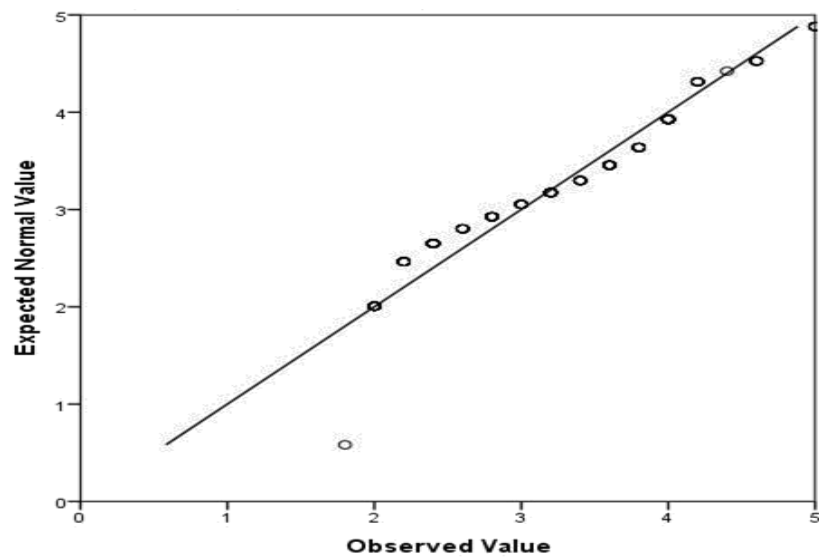
Why

Appendix II

Scatter plot linearity test for Credibility, Informative and Entertaining Presentation of Alcoholic beverage ads with Attitude towards Drinking



Entertaining Presentation and Attitude towards Drinking



Appendix III

