



SCHOOL OF BRAND LEADERSHIP

**THE POTENTIAL IMPACT OF A BAN ON ALCOHOL ADVERTISEMENT ON THE CONSUMPTION OF ALCOHOLIC BEVERAGES. THE CASE OF BRANDING IN BARS WITHIN THE CBD OF CAPE TOWN, SOUTH AFRICA**

by

**RICHARD FABIAN PARKHOUSE**

**Research Supervisor: Enow Samuel Tabot**

**Research Navigator: Dr Franci Cronje**

**Cape Town**

**Vega Copyright Information**

The research paper may not be published either in part (in scholarly, scientific or technical journals), or as a whole (as a monograph), unless permission has been obtained from Vega.

**DECLARATION**

I, **Richard Fabian Parkhouse**, declare that the contents of this dissertation/thesis represent my own unaided work, and that the dissertation/thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of Vega.

---

**Signed**

---

**Date****ACKNOWLEDGEMENTS**

I would like to take this opportunity to express my sincerest gratitude to everyone who has supported me throughout this course and this research paper. I am very thankful for their guidance, valuable constructive criticism and helpful advice on my journey. I am truly grateful for them sharing their expert opinions and views on this project.

I, hereby, express my sincerest appreciations to Mr. Tabot for his guidance, support and patience as my research supervisor. I also express my warm thanks to Dr Cronje for her advice as my research navigator at Vega.

Thank you,

Richard Fabian Parkhouse

## ABSTRACT

A ban on alcohol advertisement has been under discussion since 2013 in South Africa. Since then there has been bountiful debate surrounding the advantages and disadvantages of the ban in South Africa. This paper outlines a number of arguments in favour of the ban as well as arguments against the ban.

This research study aims to understand how branding within bars influences the choice of drink. Also, the study serves to understand the consumer's perception towards alcohol advertisement and the proposed ban. Furthermore, the study attempts to understand how the choice of alcoholic drinks in bars would be impacted if a ban on alcohol advertising would be implemented in South Africa. The study analysed a number of literature published in South Africa which highlighted the arguments for and against the ban on alcohol advertisement.

The main argument in favour of the ban being the social issues in South Africa that are related to alcohol consumption. These issues include crime, underage drinking, drunken driving and alcoholism in South Africa. The arguments brought forward against the ban focus on the economic impact that the ban will have on South Africa as a whole. These arguments highlight the loss of jobs, the decrease of the country's GDP and the loss of tax revenues. This study conducted a survey based on a positivist paradigm which is of a quantitative nature.

The findings of this study have shown that the general public has a negative perception towards the ban on alcohol advertisement in South Africa. However, depending on the extent of the ban, alcohol consumption in bars would not be affected in terms of a ban of on-site branding in bars around the CBD of Cape Town. Through this study it has become evident that branding in bars, may influence the consumers' choice of drink but not their choice to drink.

This study lends itself useful as further information in the debate about the proposed ban on alcohol advertisement in South Africa in terms of consumption in bars and how this may be influenced through on-site branding. The study has highlighted some strong perspectives of the South African consumers and could therefore aid in the discussion against the ban on alcohol advertisement in South Africa.

## TABLE OF CONTENTS

### CHAPTER 1: INTRODUCTION

<b>1.1 BACKGROUND TO THE STUDY</b> .....	<b>6</b>
<b>1.2 PROBLEM STATEMENT</b> .....	<b>7</b>
<b>1.3 RESEARCH QUESTIONS</b> .....	<b>7</b>
1.3.1 Main Research Question .....	7
1.3.2 Sub-Research Questions.....	7
<b>1.4 OBJECTIVES OF THE STUDY</b> .....	<b>7</b>
<b>1.5 STATEMENT OF PURPOSE</b> .....	<b>7</b>
<b>1.6 RATIONALE</b> .....	<b>8</b>
<b>1.7 CONCEPTUALISATION</b> .....	<b>8</b>
1.7.1 <i>Potential Impact</i> .....	8
1.7.2 <i>Alcohol Advertisement</i> .....	8
1.7.3 <i>Consumption</i> .....	8
1.7.4 <i>On-site Branding</i> .....	8
<b>1.8 SIGNIFICANCE</b> .....	<b>8</b>
<b>1.9 CONTRIBUTION OF RESEARCH</b> .....	<b>8</b>
<b>1.10 SUMMARY AND CONCLUSION</b> .....	<b>9</b>

### CHAPTER 2: LITERATURE REVIEW

<b>2.1 INTRODUCTION</b> .....	<b>10</b>
<b>2.2 DEFINITION OF A BAN</b> .....	<b>11</b>
<b>2.3 ADVERTISING BANS AND RESTRICTIONS ON ALCOHOL ADVERTISEMENT AROUND THE WORLD</b> .....	<b>11</b>
2.3.1 <i>Ireland</i> .....	11
2.3.2 <i>Denmark</i> .....	11
2.3.3 <i>France</i> .....	11
2.3.4 <i>Finland</i> .....	12
2.3.5 <i>Norway</i> .....	12
2.3.6 <i>Poland</i> .....	12
<b>2.4 ADVERTISING BANS AND THE SUBSTITUTABILITY OF ONLINE AND OFFLINE ADVERTS</b> .....	<b>13</b>
<b>2.5 THE BAN ON CIGARETTE ADVERTISEMENT IN SOUTH AFRICA</b> .....	<b>13</b>
<b>2.6 THE NATIONAL LIQUOR POLICY IN SOUTH AFRICA</b> .....	<b>13</b>
<b>2.7 REVIEW OF PREVIOUS LITERATURE</b> .....	<b>14</b>
2.7.1 <i>Arguments for the Ban</i> .....	14
2.7.2 <i>Arguments Against the Ban</i> .....	15
<b>2.8 SUMMARY AND CONCLUSION</b> .....	<b>16</b>

**CHAPTER 3: METHODOLOGY**

<b>3.1 INTRODUCTION</b> .....	<b>17</b>
<b>3.2 METHODOLOGY</b> .....	<b>18</b>
3.2.1 <i>Research Approach</i> .....	18
<b>3.3 RESEARCH DESIGN</b> .....	<b>19</b>
3.3.1 <i>Questionnaire Design</i> .....	20
<b>3.4 POPULATION AND SAMPLE</b> .....	<b>20</b>
<b>3.5 DATA ANALYSIS</b> .....	<b>21</b>
<b>3.6 RELIABILITY AND VALIDITY</b> .....	<b>21</b>
<b>3.7 ETHICAL CONSIDERATIONS</b> .....	<b>21</b>
<b>3.8 SUMMARY AND CONCLUSION</b> .....	<b>22</b>

**CHAPTER 4: DATA COLLECTION, ANALYSIS AND FINDINGS**

<b>4.1 INTRODUCTION</b> .....	<b>23</b>
<b>4.2 SURVEY RESPONSE</b> .....	<b>24</b>
<b>4.3 PROFILE OF RESPONDENTS</b> .....	<b>24</b>
<b>4.4 PEOPLE AWARENESS AND GENERAL PERCEPTION</b> .....	<b>26</b>
<b>4.5 WHETHER PEOPLE BELIEVE A BAN ON ALCOHOL ADVERTISEMENT SHOULD BE IMPLEMENTED</b> .....	<b>27</b>
<b>4.6 WHETHER PEOPLE BELIEVE ALCOHOL ADVERTISEMENT ENCOURAGES UNDERAGE DRINKING</b> .....	<b>27</b>
<b>4.7 WHETHER PEOPLE BELIEVE BRANDING IN BARS IS EFFECTIVE</b> .....	<b>28</b>
<b>4.8 WHETHER PEOPLE’S CONSUMPTION IN BARS CAN BE INFLUENCED</b> .....	<b>29</b>
<b>4.9 FINDINGS</b> .....	<b>29</b>
<b>4.10 SUMMARY AND CONCLUSION</b> .....	<b>30</b>

**CHAPTER 5: CONCLUSION**

<b>5.1 INTRODUCTION</b> .....	<b>31</b>
<b>5.2 SUMMARY AND CONCLUSION OF THE RELATION BETWEEN ON-SITE BRANDING AND ALCOHOL CONSUMPTION</b> .....	<b>32</b>
<b>5.3 SUMMARY AND CONCLUSION OF THE EXTENT THAT CONSUMERS ARE EXPOSED TO ON-SITE BRANDING</b> .....	<b>32</b>
<b>5.4 SUMMARY AND CONCLUSION OF THE EFFECTIVENESS OF ON-SITE BRANDING</b> .....	<b>32</b>
<b>5.5 SUMMARY AND CONCLUSION OF THE POSSIBLE IMPACT OF A BAN ON ALCOHOL ADVERTISEMENT</b> .....	<b>32</b>
<b>5.6 FURTHER RECOMMENDATIONS</b> .....	<b>33</b>
<b>5.7 LIMITATIONS</b> .....	<b>33</b>
<b>5.8 ANTICIPATED CONTRIBUTION</b> .....	<b>34</b>
<b>5.9 SUMMARY AND CONCLUSION</b> .....	<b>34</b>

**REFERENCE LIST .....35**  
**ANNEXURE A: ETHICAL CLEARANCE CONSENT FORM .....37**  
**ANNEXURE B: SURVEY QUESTIONNAIRE .....45**

**LIST OF TABLES**

**Table 4.1 Response Rate .....24**  
**Table 4.2 Frequency of Visiting Bars .....25**  
**Table 4.3 Advertisement and Consumption .....26**  
**Table 4.4 On-site Branding and Consumption .....28**

**LIST OF FIGURES**

**Figure 4.1 Respondent Race .....24**  
**Figure 4.2 Ban on Alcohol Advertisement .....27**  
**Figure 4.3 Advertising and Underage Drinking .....27**  
**Figure 4.4 Consumer Perception .....29**

**WORD COUNT: 14 466**

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND TO THE STUDY

The bill on the control of promotion surrounding alcoholic beverages was first presented in 2013 and has been faced with serious debate and criticism from the alcohol and advertising industry (Myers & Parry, 2013). According to Myers and Parry (2013) the alcohol industry has, as a response to the proposed restrictions, intensified advertising and has funded research projects on the economic impact of a bill in South Africa. The ban on alcohol advertisement has been part of the South African government's agenda for the past five years, however in the last two years the government has come under more pressure from the public health researchers (Koenderman, 2013).

This is largely due to the fact that the public health sector has reported high numbers of alcohol related social issues in South Africa. The alcohol companies, however, argue that alcohol advertising does not influence the consumer's choice to drink but only their choice of what to drink.

This research study, therefore, aims to understand how branding within bars influences the choice of drink. Also, the study serves to understand the consumer's perception towards alcohol advertisement and the proposed ban. Furthermore, the study attempts to understand how the choice of alcoholic drinks in bars would be impacted if a ban on alcohol advertising would be implemented in South Africa.

## 1.2 PROBLEM STATEMENT

It is perceived that a ban on alcohol advertisement would have a direct influence on the consumption of alcohol. The main problem of this research study is to analyse and evaluate the influence of ban on alcohol advertising and to understand how such a ban would influence the choice of drink and consumption of alcoholic beverages within bars. The study serves to assess how such a ban would influence the consumer's perception and consumption in bars within the CBD of Cape Town, South Africa.

## 1.3 RESEARCH QUESTIONS

### *1.3.1 Main Research Question*

What would the impact be, if a ban on alcohol advertisement would be implemented, on the consumption of alcoholic beverages in bars within the CBD of Cape Town, South Africa?

### *1.3.2 Sub-Research Questions*

- How influential is branding within bars on the consumer?
- To what extent are consumers exposed to on-site branding within bars in the CBD of Cape Town?
- How does alcohol branding in bars relate to consumption in bars?

## 1.4 OBJECTIVES OF THE STUDY

The main objective of this research study is to analyse how, and to what extent a ban on alcohol advertising would influence the purchase of alcohol within bars, specifically in Cape Town, South Africa. By analysing the effectiveness of on-site branding on consumption within bars, the study serves to understand how such a ban would influence the bars in Cape Town. The findings of this research study could assist in the debate about the possible ban of alcohol advertising in South Africa.

## 1.5 STATEMENT OF PURPOSE

The research study aims to understand the possible impact of a ban of alcohol advertising and how such a ban could influence the on-site branding in bars within Cape Town, South Africa. Furthermore, the purpose of this research study is to assess the possible impact on the alcohol consumption within bars in Cape Town, South Africa if a ban on alcohol advertisement would be implemented.

## 1.6 RATIONALE

The rationale for this research study is to analyse the impact that a ban on alcohol advertising could have on the purchase readiness of bar guests. It is perceived that a ban on alcohol advertising could reduce the consumption of alcohol in South Africa. However, this research study aims to uncover how the ban would influence branding and consumption in bars, more specifically bars situated in the CBD of Cape Town, South Africa.

According to Myers and Parry (2013) the alcohol industry spends around R4.4 billion a year on advertising. It would be interesting to find out, how this budget actually affects consumption in the realm of on-site branding efforts in bars. The findings of this research study could assist the alcohol and advertising industry in the debate against the ban.

## 1.7 CONCEPTUALISATION

### *1.7.1 Potential Impact*

By referring to the “potential impact”, the study refers to any possible influence that a ban on alcohol advertisement could have on the sale of alcohol in bars.

### *1.7.2 Alcohol Advertisement*

The research study refers to alcohol advertisement as a collective term which includes various promotional forms. This could include advertisement on television, radio, social media, sport team sponsorship and branding in bars. For the purpose of this research study the focus would be on on-site branding in bars.

### *1.7.3 Consumption*

The concept of consumption refers, for the purpose of this study, to the level of alcohol intake per person in bars. This includes frequency, amount of alcohol consumed as well as consumer behaviour. The consumer behaviour relates to the choices of brands and brand loyalty.

### *1.7.4 On-site Branding*

The term on-site branding covers a variety of branding forms within bars. This could include branded glasses, branded placemats or logos on walls.

## 1.8 SIGNIFICANCE

This research study has a certain significance due to the economic impact that a ban on alcohol advertisement can have on South Africa. If a ban on alcohol advertisement will be implemented in South Africa a significant number of jobs could be lost. These job losses could also extend far further than within the alcohol and advertising industry.

## 1.9 CONTRIBUTION OF RESEARCH

This research study serves to contribute to the body of knowledge in the debate about the proposed ban on alcohol advertisement in South Africa. The findings of this should aid related parties in the debate and the potential influence of the ban on alcohol advertisement in South Africa.

## **1.10 SUMMARY AND CONCLUSION**

Chapter one introduces the research topic and the background to the study in section 1.1. Following section 1.1, the research problem and research questions are introduced in section 1.2 and 1.3 respectively. Section 1.4 discusses the objectives of the study, followed by the statement of purpose in section 1.5. Section 1.6 rationalises the research topic and section 1.7 conceptualises the concepts used in this study. The significance and contribution of this study is highlighted in section 1.8 and 1.9 respectively.

This research study focuses on the potential impact of a ban on alcohol advertisement in South Africa, more specifically how such a ban would influence consumption and branding in bars around the CBD of Cape Town.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The aim of this chapter is to analyse previous literature of the topic in order to gain a deeper understanding of the problem being researched. This chapter reviews literature surrounding bans against alcohol advertisement around the world and how these bans have been received by the public as well as the relevant stakeholders in the different countries.

The bill on the control of promotion surrounding alcoholic beverages in South Africa was first presented in 2013 and has been faced with serious debate and criticism from the alcohol and advertising industry (Myers & Parry, 2013). The ban on alcohol advertisement has been part of the South African government's agenda for the past five years, however in the last two years the government has come under more pressure from the public and health researchers (Koenderman, 2013).

The ban on cigarette advertisement in South Africa was implemented in 1999 and can be used as a benchmark to compare the possible impact that a ban on alcohol advertisement could have on the sales in bars situated in the CBD of Cape Town, South Africa. By analysing how the ban on cigarette advertisement has effected the industry in South Africa, a broad assumption could be made in terms of how the ban on alcohol advertisement could influence the industry in South Africa.

This chapter begins with a definition of a ban in section 2.2 which clarifies the term and the conceptualisation for the purpose of this research study. The following section of chapter 2 introduces similar bans on alcohol advertisement which have been implemented around the world in section 2.3.

Furthermore, section 2.4 introduces how a ban on alcohol advertisement can be affected through online adverts in comparison to traditional offline adverts. This section of the chapter serves to help integrate the changing marketing environment in the web based world of today and how these new communication platforms could influence the ban on alcohol advertisement in South Africa.

Additionally, the impact of the cigarette ban in South Africa is discussed in section 2.5 in order to gain a broad understanding of such a ban. Thereafter, the national liquor policy in South Africa is introduced in section 2.6 which describes the current situation of the liquor industry in South Africa. Finally, previous literature of the proposed ban in South Africa is discussed in sections 2.7 in terms of arguments in favour of the ban and arguments against the ban. The chapter is closed with a short conclusion on the review of the prior literature in section 2.8.

## 2.2 DEFINITION OF A BAN

According to Webster (2016) a ban can be simply defined as a prohibition by legal means. The prohibition includes the use, performance or distribution of an item governed by a legal entity. Furthermore, a restriction is defined as a law or rule that controls or limits the use of an item (Webster, 2016). For the purpose of this study the term ban is used as an umbrella term that includes the aspects of restrictions and limitations in terms of alcohol advertisement.

## 2.3 ADVERTISING BANS AND RESTRICTIONS ON ALCOHOL ADVERTISEMENT AROUND THE WORLD

### 2.3.1 Ireland

Ireland shows evidence of a situation where children are exposed to high levels of alcohol advertisement and sponsorship (Smyth, Keenan, Flannery & Scully, 2008). The study showed that alcohol adverts are highly popular among adolescents in Ireland. The young people in Ireland perceive alcohol adverts as a promotion for a desirable lifestyle and according to Smyth *et al.* (2008) Irish adverts typically portray alcohol drinkers as physically fit, socially and sexually successful as well as fun.

According to Smyth *et al.* (2008) Ireland's perspective to alcohol use and abuse is seen as casual in comparison to other European countries. Therefore, Smyth *et al.* (2008) suggest that a ban on promotions relating specifically to alcohol should be implemented with a focus on television adverts during peak children viewing times. This ban of alcohol advertisement in Ireland could potentially help reduce the awareness of alcohol amongst children and in turn could lead to a less social acceptance of alcohol consumption by adolescents in Ireland.

### 2.3.2 Denmark

Holm, Veerman, Cobiac, Ekholm and Diderichsen (2014) analysed various different cost-effective interventions that were aimed to prevent alcohol abuse in Denmark. The interventions included a 30% increase in taxation, increased minimum legal drinking age, advertising bans, limited retail times together with longer personal interventions.

According to Holm *et al.* (2014) the study showed that a ban on advertising, limited retail times and higher taxation were the most cost-saving methods and the most effective in order to reduce the consumption in Denmark. However, Denmark only has a complete restriction on alcohol advertising on national radio stations. According to Holm (2014) the restrictions on alcohol advertisement in Denmark have led to a decrease in pure alcohol consumption by 13% from 2004 to 2009.

### 2.3.3 France

France has implemented a complete alcohol advertising ban in the mid 1980's on national and cable television specifically for beer, wine and spirits. The ban was amended in 2009 and has since then also included complete restrictions on product placements in television shows as well as sponsorship that includes the brand name of alcohol (Samuel, 2015).

The alcohol consumption per capita has decreased since then at a steady rate. However, according to Samuel (2015) in 2009 the ban was amended to allow for advertisement on online platforms which allowed the alcohol industry to liberalise to online market in France and has created a large loophole in the ban on alcohol advertisement. Although this amendment showed a small increase in the consumption no significant change in the alcohol consumption per capita in France was evident.

### *2.3.4 Finland*

Finland followed the trend of alcohol advertising restrictions by implementing partial restrictions on various communication platforms such as radio, television as well as online advertising. The restrictions limit the advertisement of alcoholic beverages, specifically spirits, over 22% ABV and television adverts are restricted by a watershed ban of 9:00 pm (English, 2015).

The alcohol advertising restrictions in Finland showed significantly different results than the advertising bans of other European countries such as Denmark or France. According to English (2015) in comparison to Denmark and Europe the consumption of pure alcohol amongst people 15+ has increased at a steady pace from 8.95 litres per capita consumption in 2001 to 10.45 litres per capita in 2008. Furthermore, beer consumption per capita rose by 8.9% in Finland from 2000 to 2009.

### *2.3.5 Norway*

According to Parry, Burnhams & London (2012) Norway has implemented a total restriction on alcoholic beverage advertisement on television in 1972. This includes a complete restriction on national TV, cable TV, radio, billboards and magazines. The complete ban of alcohol advertisement in Norway stretches over all possible communication platforms.

However, data has shown that the per capita consumption has risen at a steady rate since the ban has been implemented. From 2000 to 2009 alcohol consumption per capita in Norway has increased by 9.4%. This led to a strong debate about the effectiveness of alcohol advertising bans in terms of consumption (Parry, et al., 2012).

### *2.3.6 Poland*

Saffer and Dave (2002) write that Poland has introduced strict restriction on alcohol advertisement since 1982. Only beer is allowed to be advertised on television whereas wine and spirits are strictly regulated on all communication platforms. However, an amendment to the advertising bill in 2005 only allows beer manufacturers to advertise after 8:00 pm.

Despite the strict regulations and restrictions in Poland the per capita consumption of pure alcohol continues to rise at a steady rate. According to Saffer and Dave (2002) the increase in consumption per capita in Poland suggests that restrictions on alcohol advertisements can help control the consumption of alcohol. This form of advertising restriction seems to be more effective and sustainable for the economy than a complete ban.

## **2.4 ADVERTISING BANS AND THE SUBSTITUTABILITY OF ONLINE AND OFFLINE ADVERTS**

According to Goldfarb and Tucker (2011) the rise of internet in the recent years has influenced the effectiveness of government regulations in terms of alcohol advertisement. The study showed that people are 8 percent less likely to purchase alcoholic beverages in countries or states where a ban on alcohol advertisement is enforced compared to countries where no restrictions are enforced (Goldfarb & Tucker, 2011). However, the consumers that are exposed to online advertisements are more likely to state that they would buy alcohol in countries where there is a restriction on alcoholic advertisement.

Online advertising can be used as an alternative method to create awareness for new products in countries that have various restrictions on alcohol advertisement specifically on offline platforms such as television and billboards (Goldfarb & Tucker, 2011). Therefore, Goldfarb and Tucker (2011) suggest that online advertising reduces the effectiveness of alcohol advertisement bans significantly and governments should evaluate alternative online and offline methods in order to control the alcohol consumption in the various countries.

## **2.5 THE BAN ON CIGARETTE ADVERTISEMENT IN SOUTH AFRICA**

According to Ramsoomar (2015) there is a direct link between the advertisement of tobacco and consumption. Furthermore, she argues that a direct link between tobacco consumption and chronic health issues is evident in South Africa. Therefore, the consumption of tobacco, specifically cigarettes has decreased in South Africa since a ban on tobacco advertisement was implemented in 1999 (Ramsoomar, 2015). Moreover, the World Health Organisation report on the Global Tobacco Epidemic 2013 states that bans on tobacco advertisement are the most influential measure to decrease and control the consumption of tobacco (Yach, 2014).

## **2.6 THE NATIONAL LIQUOR POLICY IN SOUTH AFRICA**

According to Jernigan (2013) several countries are considering restrictions on alcohol advertising, including the prohibition of outdoor advertising and sponsorship for sport teams. Russia has banned alcohol advertising on a series of communication platforms and South Africa is considering a ban throughout various communication platforms.

Davies (2015) is of the opinion that the liquor industry in South Africa has been characterised by conflicts linked to the historical legacies of the apartheid, which have created a large informal segment with many unlicensed outlets that operate to date. Therefore, the alcohol industry has a large problem of illegal trade in South Africa (Koenderman, 2013). The apartheid liquor policy has led to a social breakdown, family violence, alcohol related diseases as well as crime and accidents in the townships (Davies, 2015). The challenges related to the liquor trade in South Africa include the socio-economic impact of liquor, the transformation, standardisation of key aspects of regulation and eradicating the illegal alcohol trade in South Africa (Davies, 2015).

Furthermore, it is proposed that the Section 9 of the Act should be amended to determine the restrictions and considerations for advertising and marketing of alcoholic products in South African (Davies, 2015). Still, Davies (2015) states that the Control of Marketing of Alcoholic Beverages Bill calls for the restriction of advertisement of alcoholic beverages as well as the prohibition of sponsorship and promotion of alcohol in South Africa. However, the Bill has not yet been made public and therefore the precise content of the Bill cannot be determined (Kramer, 2015).

The proposed bill on the restrictions of alcohol advertisement in South Africa has sparked massive public debate with strong arguments for the ban as well as arguments against the ban (Myers & Parry, 2013). According to Myers and Parry (2013) the alcohol industry has intensified the advertising of alcoholic beverages and has commissioned a study to analyse the possible economic impact of a ban on alcohol advertisement in South Africa.

## 2.7 REVIEW OF PREVIOUS LITERATURE

### 2.7.1 Arguments for the Ban

According to Pettigrew *et al.* (2012) the current alcohol guidelines in Australia recommend the minimising of alcohol consumption specifically for adolescents. Their study investigated the extent to which the children and adults are exposed to television advertisements of alcohol. The study included people that endorse alcohol consumption throughout the general population (Pettigrew, *et al.*,2012).

Pettigrew *et al.* (2012) conducted a content analysis on alcohol advertisements that were aired over two months in the major cities in Australia. The advertisements were coded according to the products that were advertised, the themes that were employed as well as the exposure time of the advert. According to Pettigrew *et al.* (2012) a total of 2810 adverts were aired which amounted to a total of \$15.8 million in advertisement expenditure, these television adverts were aired during popular viewing times for children. The most common themes of the adverts included humour, friendship and value for money.

The study showed that adolescents and adults are repeatedly exposed to advertisements of alcohol that portray alcohol consumption as fun, social and inexpensive (Pettigrew *et al.*,2012). According to Pettigrew *et al.* (2012) messages such as these reinforce the existing cultural norms related to alcohol consumption which encourage people to drink excessively in Australia. The findings of the study suggest that a ban on alcohol advertisement during peak children viewing times should be banned in Australia.

A study conducted in Britain by Grieveson and Djafarova (2013) showed that the alcohol consumption among young adults has reached an epidemic level. Therefore, there has been an increased pressure on the government to take action. However, according to Grieveson and Djafarova (2013) there is a negative relationship between the exposure to alcohol advertisement and binge drinking in Britain, whereas there is a positive relationship between alcohol exposure and consumption regardless of quantity.

According to Ramsoomar (2015) South Africa faces a serious threat to the public health which can be traced back to the use and misuse of alcohol. Ramsoomar (2015) states that, the current epidemiological evidence from the burden of disease studies indicate that the use and abuse of alcohol can be linked with a wide range of chronic health issues and economic consequences. Ramsoomar (2015) suggests that the heavy use of alcohol can lead to negative outcomes in terms of physical and social incidents such as road accidents, injuries as well as death.

The economic costs of alcohol related incidents in South Africa have been estimated between R245 933 and R280 687 billion (Ramsoomar, 2015). This estimation takes into account tangible and intangible costs. Tangible costs include treatment, rehabilitation, crime prevention as well as road accidents. Furthermore, the intangible costs can be far greater and include costs such as premature indisposition and mortality which in turn can result in the loss of productivity and income in terms of the country's GDP (Ramsoomar, 2015). However, according to Ramsoomar (2015) the social and emotional costs of the people affected by the incidents related to the abuse of alcohol cannot be measured in terms of a rand value, although these costs could be more significant to the wellbeing of the public.

According to Ramsoomar (2015) in the past years the public dialogue between the South African government, civil society organisations and the alcohol and advertising industries has increased. This is due to the fact that the arguments in favour of a ban have been brought to the government's attention by public health researchers and practitioners in response to the substantial evidence of alcohol related incidents. The justification behind the researcher's and practitioner's arguments lies in the credible evidence from international literature which shows that the exposure to alcohol through media is associated with an increased probability to consume alcohol (Ramsoomar, 2015).

Furthermore, Ramsoomar (2015) argues that adolescents which are exposed to alcohol through media are more likely to initiate alcohol use and are therefore more likely to continue the use of alcohol at a later stage. Additionally, Ramsoomar (2015) suggests that the advertisement and promotion of alcohol can lead to underage drinking, which is concerning due to the fact that an early initiation to alcohol use increases the chances of alcohol addiction and substance abuse.

In comparison to the Tobacco control legislation, Ramsoomar (2015) finds that there is substantial evidence that advertising does not only influence the choice of brand but also increases the likelihood of consumption. Therefore, it is argued that a ban on alcohol advertising can be an effective measure in order to reduce alcohol related incidents. Moreover, Ramsoomar (2015) argues that a ban on alcohol advertisement, including sponsorships and promotions, will reduce the exposure to alcohol and thereby will reduce the likelihood of alcohol use and the related health and economic incidents.

### *2.7.2 Arguments Against the Ban*

A study that adds to the alcohol promotion debate written by Charles (2008) states that a ban on alcohol advertisement in the United Kingdom would cost the advertising industry close to £100 million and would not have any serious influence on the consumption of alcoholic drinks within the UK.

Furthermore, an article published in the Finweek by Mokgwatsane (2014) the proposed ban on alcohol advertisement in South Africa would have serious negative implications to the economy and the industry. It is estimated that a ban on alcohol advertisement in South Africa would lead to a GDP reduction of 0.28%. In conjunction with the drop in the GDP an estimated loss of jobs in South Africa would amount to 11 954 jobs overall. Where the total job losses would include 2 573 highly skilled job losses, 5 288 skilled job losses and 2 779 unskilled job losses (Mokgwatsane, 2014).

Mokgwatsane (2014) estimates that South Africa would lose a total of R1 783 million of tax income. The ban on alcohol advertisement would lead to a loss of imports and exports resulting to R304 million and R225 million, respectively (Mokgwatsane, 2014). Furthermore, Mokgwatsane (2014) states that a total ban is not a solution and would rather have a serious negative impact on the situation.

According to Koenderman (2013) the ban on alcohol advertising would not work, due to the assumption that South Africa does not have an alcohol consumption problem compared to Europe and that such a ban would not meet its objectives. It can be argued that the ban on alcohol advertising would cause serious damage to the South African economy. Koenderman (2013) states that such a ban could cost the country R7 billion of the GDP combined with a tax revenue drop of R1.8 billion which would lead to a job loss of more than 12 000 people.

The alcohol industry spends around R4.4 billion a year on advertising and according to Myers and Parry (2013) the alcohol industry argues that alcohol reduction interventions would be more effective in order to reduce the alcohol related issues in South Africa. The study conducted by Myers and Parry shows that adults are less influenced by advertisements than adolescents. The adolescents have a higher tendency to drink excessively which results in risky behaviour and often drug use (Myers & Parry, 2013).

## **2.8 SUMMARY AND CONCLUSION**

This chapter serves to review any previous literature on the ban on alcohol advertisement and to identify trends around the world. The chapter is introduced in section 2.1 and the definition of a ban is analysed in section 2.2. Section 2.3 analyses bans on alcohol advertisements around the world and how these bans have influenced consumption. The substitutability of online and offline advertising is discussed in section 2.4, followed by a discussion on the advertising ban on cigarette in South Africa in section 2.5. Section 2.6 analyses the national liquor policy in South Africa. Finally, the review on existing literature relevant to South Africa is discussed in section 2.7. The chapter is then concluded in section 2.8.

The existing literature shows that there are strong arguments for and against the ban on alcohol advertising. Some articles have made the problem of alcohol use clear while others suggest that a ban of advertisement would not be the solution and could lead to serious negative impacts to the economy. Therefore, a gap in the literature exists and the findings of this research study could help in the debate around the alcohol advertising ban in South Africa.

## CHAPTER 3

# METHODOLOGY

### 3.1 INTRODUCTION

The aim of this chapter is to introduce and describe the research methodology used for the purpose of this research study. The methodology for the study depends on the nature of the research study. For the purpose of this study a quantitative methodological approach has been adopted.

The chapter starts off with an introduction and definition of methodology in section 3.2. In the following section 3.2.1 the research approach for this research study is identified and defined as a quantitative study.

Section 3.3 introduces the research design and defines the survey and questionnaire used for this research study. The questionnaire design is explained in section 3.3.1 in order to clarify how the questionnaire should be designed and what it should comprise of.

In section 3.4 the population and sample is defined for the purpose of this study. The population specific to this study is identified as well as the sample included for this research study.

SPSS is described as the data analysis tool used for the data analysis of this study in section 3.5. Furthermore, section 3.6 defines reliability and validity in relation to this study. The section describes how this research study will achieve reliability and validity.

Finally, section 3.7 describes the ethical consideration that should be taken into account for this study and identifies how the study can be conducted ethically. This chapter is concluded with a short conclusion in section 3.8.

## 3.2 METHODOLOGY

According to Maree (2016) research methodology can be defined as the process used to collect data and information for the purpose of a specific research study in order to make educated business decisions. The methodology may include primary as well as secondary research in order to gather sufficient information for the purpose of the study. This can include methods such as publication research, surveys, interviews as well as various other possible research techniques.

Kothari (2004) suggests that, depending on the nature of the research study, the methodology should be divided into qualitative or quantitative research. Some research studies, however, require a mixed method study in order to gain a more reliable and valid result for the research. It is vital that the researcher chooses the most appropriate research methodology in order to find the relevant data and information for the purpose and nature of the research.

### 3.2.1 Research Approach

Wyse (2011) defines qualitative research as exploratory research which is used to gain a deeper understanding of a specific topic. This form of research approach has typically a small sample size and is based on opinions and motivations gathered from interviews. The qualitative research focuses on the subjective cultural aspects of the situation being studied and avoids research findings being artefacts of the method that has been used. According to Maree (2016) if qualitative is done rigorously, it enables the researcher to gain a far greater understanding of the research problem and the circumstances surrounding the events. Qualitative research allows the researcher to focus on hidden aspects of the problem and clarifies the role of the researcher in producing findings of the research study.

However, according to Kothari (2004) qualitative research cannot be easily replicated by other researchers in different situations. Furthermore, the researcher is not completely detached from what is being studied, therefore, there is always some form of bias and the possibility of the researcher swaying the findings of the study in his/her favour. Since qualitative mainly revolves around human beings and mostly utilises interviews, getting access to the appropriate subjects can often be very difficult. Maree (2016) states that qualitative research requires long periods of time in the field and the researchers require a certain level of social skills in order to gain sufficient information due to the high social pressure involved in ethnography. Qualitative research produces large amounts of data in forms of field notes or interview transcripts which need to be transcribed and analysed. These large amounts of data can often be difficult and time consuming to analyse due to the vast amount of data collected through the research. Wyse (2011) finds that qualitative research is often attacked by deductive quantitative research.

According to Maree (2016) another possible research approach is a quantitative research orientation which can be defined as a method used to quantify findings of a research study. The data is usually gathered from a large sample and transcribed into visual statistics. The quantitative orientation allows the researcher to measure and analyse data accurately from an objective perspective. The researcher can use quantitative research to test hypothesis in experiments due to the statistical data of the findings.

According to Walliman (2011) the main disadvantage of quantitative research is the lack of consideration for the context in which the study is conducted. The lack of consideration for the context can result in the researcher missing important aspects of the study which influence the findings of the experiment. Still, Kothari (2004) suggests that the quantitative orientation does not study things in the natural settings and does not consider the specific perceptions people have towards different items or situations. In order for the findings of quantitative

research to be valid, the sample size must be large which results in a large amount of data that must be analysed by the researcher. This process can often be very time consuming when analysing and transcribing the data of the study.

For the purpose of this research study a quantitative research approach has been adopted. The quantitative study this allowed the study to analyse a larger sample size which resulted in a more accurate representation of the population. By using a quantitative approach, the study can engage and analyse the statistical data accurately in the experiments of the study.

### 3.3 RESEARCH DESIGN

The research design refers to the overall strategy that has been chosen to integrate the components of the research study in a logical and coherent fashion (Saunders, Lewis & Thornhill, 2009). Essentially the research design ensures that the research problem is effectively addressed and researched. It acts as a blueprint for the study and clearly identifies the collection, measurement and analysis of the data and information.

This research study adopts a positivist paradigm with a quantitative nature. Positivism believes that quantitative research is more reliable than qualitative research. The quantitative research used is more scientific in its methods and is therefore more trustworthy. The data collected by this research is therefore objective and can therefore be used to make educated assumptions about a specific topic. Positivism allows for a well-defined and structured approach to the research topic at hand. This form of research design allows the researcher to gather sufficient information in order to allow for a reliable representation of the population. The quantitative study involved a comparative study based on two experiments. The first situation was set in a bar with minimal or no branding of alcohol brands. Furthermore, the second situation was set in a bar with a large amount of on-site branding of various different alcohol brands.

During both experiments of the study a survey was used which involved 50 participants based on simple random sampling. The participants were asked questions on topics that covered the branding in the bars as well as their consumption behaviour in terms of the choice of alcohol brands in the bars. Additionally, the study compared the sales figures of the bars in the two different situations in order to analyse the effect of on-site branding in the bars.

According to Crowther (2010) a survey is an inexpensive method specifically for studies that are self-administrated. Through social media and email the survey can be sent to different locations which makes the data collection process easier for the researcher. By using a survey, the researcher can ask a large amount of questions on a specific topic. Saunders *et al.* (2009) suggests that a survey is an effective way to gather opinions of a large sample.

The survey includes a set questionnaire which, according to Maree (2016) is more cost effective than face to face interviews. One benefit of a questionnaire which makes it a useful tool for quantitative studies is that respondents require no guidance in answering the questions. Kothari (2004) argues that questionnaires can be answered easily and quickly which in turn allows the study to include a larger sample.

However, Saunders *et al.* (2009) highlights some points of consideration when using a questionnaire. Some people may not be willing to answer the questions or might not want to share personal information. Therefore, it is important to take great care when formulating the questions in the questionnaire.

### 3.3.1 Questionnaire Design

According to Burgess (2001) the questionnaire should be easy to read and should follow a logical sequence of questions. The questionnaire should be divided into sections with relevant headings and clear numbering. For the purpose of this research study the questionnaire is divided into three main sections.

The first section of this questionnaire is a cover page that introduces the topic to the respondents and informs them about the anonymity of the study. The cover page clarifies that the study involves alcohol and states that all participants must be over the age of eighteen in order to participate. Furthermore, the cover page indicates the estimated time of answering questions and ensures participants that they will not be put into any situation that may result in physical or mental harm. Finally, a section of the cover page offers a consent form which states that the participants take part in the survey out of free will and under no physical or mental duress.

Walliman (2011) is of the opinion that the first section of the questionnaire should include broad questions about the participants. Therefore, section A of the questionnaire includes general questions in order to gain a general understanding of the participants. This allows the researcher to create a broad assumption of the population of the research study.

Still, Burgess (2001) suggests that the following section of the questionnaire should have specific questions related to the topic being researched. Therefore, section B of this questionnaire includes questions that relate to the alcohol advertising ban in South Africa in order to gain an understanding of the participants' perceptions on the ban. Furthermore, section B includes questions that relate to on-site branding in bars and how the participants' choice of drink is influenced.

## 3.4 POPULATION AND SAMPLE

The population is described as all the units of analysis that possess the characteristics in which the research study is interested in (Walliman, 2011). Due to the nature of this research study the population includes people who drink alcohol in bars and the unit of analysis is therefore one person who drinks alcohol in bars in the CBD of Cape Town. The target population includes all people who drink alcohol in Cape Town, South Africa. Due to the situation and capacity of the study the accessible population includes people who frequent bars in the CBD of Cape Town, South Africa.

According to Saunders *et al.* (2009) a sample is the chosen sub-group to act as a representative of the population. For the purpose of this study the sample size should include 50 people who drink alcohol in bars within the CBD of Cape Town. By including 50 people in the study, the findings of the survey can be used as representative of the population. A sample size of 50 people was chosen so that a manageable amount of data can be gathered and that the data collected is large enough to represent the population. The data of the questionnaires should then be transcribed into charts which could represent the findings of the study. The findings should in turn be analysed in terms of the different customer perceptions of various branding in bars and how the consumption may change due to branding.

### **3.5 DATA ANALYSIS**

The process used to analyse the collected data essentially determines the validity and reliability of the study. The process used to analyse the data should be appropriate for the chosen research design and should be easily understood by other researchers.

For the purpose of this research study the data will be analysed by using a statistical package for social science (SPSS). This is a popular statistical package which can perform complex data manipulation and analysis.

### **3.6 RELIABILITY AND VALIDITY**

The research study should ensure that the findings of the survey are reliable and valid (Phelan & Wren, 2006). According to Kothari (2004) reliability can be defined as to what extent the assessment tool produces stable and consistent results. The questionnaire has been adapted from existing questionnaires in order to achieve similar results within the South African context. In order to ensure the reliability of the study the questionnaire has been tested by experts in the field of quantitative research and a pilot questionnaire has been handed to five people. The questionnaire was then adjusted according to the feedback from the respondents and the research expert.

In more detail, the research study is reliable if the same study can be conducted under the same conditions by a different researcher and generate similar results (Shuttelworth, 2015). This can reinforce the findings of the study and will ensure that the research community will accept the study to be reliable.

Validity is defined as how good a test measures what it was supposed to measure (Walliman, 2011). According to Phelan and Wren (2006) the validity of the findings can be achieved by ensuring that the questions of the survey are relevant to the research problem and that the participants suit the target population.

Shuttelworth (2015) suggests that control groups and random selection of participants increases the external validity of the study. Although no method can be completely successful it is important for the study to ensure that the statistical proof is significant (Maree, 2016).

### **3.7 ETHICAL CONSIDERATIONS**

The research study understands the importance of any possible implications in terms of the ethical issues which may arise during the research study. Since the research study focuses on alcohol it is important to note that the use of legal drugs can be harmful and dangerous, therefore the study should ensure that the participants are not forced to drink alcohol and that no excessive drinking occurs during the study.

It is important to note that the participants of the study must be over the age of 18, as this is the legal drinking age in South Africa. The research study should ensure that all people involved in the research would be protected from any harm, emotional or physical. This can be achieved through ensuring that the survey takes place in a safe environment for both the researcher and the participants.

The responses provided by respondents will not be linked to their names at any point in their study. The respondents were informed about the study through the cover page of the questionnaire. Only respondents took part in the survey who volunteered and no incentives were offered in order to convince people to take part of this study. The study should be completely anonymous and the participants should be informed about the anonymity of the study. Therefore, no personal information, such as names, should be recorded at any point during the study.

### **3.8 SUMMARY AND CONCLUSION**

This chapter is introduced in section 3.1, followed with the methodology used for this study in section 3.2. Section 3.3 introduces the research design which is used for this research study. The population and sample is discussed in section 3.4 which is followed by the data analysis and the reliability and validity discussion in section 3.5 and 3.6 respectively. Section 3.7 highlights the ethical considerations of the study. The chapter is then concluded in section 3.8.

This chapter served to identify the methodology to be used for the purpose of this research study. A quantitative research approach has been adopted in order to analyse a bigger sample of the population as a representative. A survey is used in conjunction with a questionnaire to gather the data for the study. Finally, the data is analysed by SPSS and the reliability and validity is defined. The ethical considerations are defined for the purpose of this study.

## **CHAPTER 4**

### **DATA COLLECTION, ANALYSIS AND FINDINGS**

#### **4.1 INTRODUCTION**

The objective of this study is to investigate the public's perception of a ban on alcohol advertisement in South Africa and how such a ban may influence branding in bars and ultimately the consumption of alcohol in bars within the Cape Town CBD.

This chapter begins with a description of the response rate and respondent profile 4.2 and 4.3 respectively. This is followed by the analysis of the people's awareness and general perception in section 4.4. Section 4.5 discusses whether the people believe a ban on alcohol advertisement should be implemented, followed by whether people believe branding encourages underage drinking in section 4.6. Section 4.7 presents the people's perception of on-site branding in bars. Section 4.8 discusses if people's consumption in bars can be influenced through on-site branding. Section 4.9 present the findings of the survey.

## 4.2 SURVEY RESPONSE

A total of 51 questionnaires were completed. After thorough review of the responses, 1 questionnaire was deemed unfeasible, due to the fact that some questions were not answered and was therefore eliminated. Consequently, a total of 50 respondents was used for the data analysis in this study representing a response rate of 98% as shown in table 4.1 below.

**Table 4.1: Response Rate**

	Number	Percentage
Participants	51	100
Discarded	1	2
Response rate	50	98%

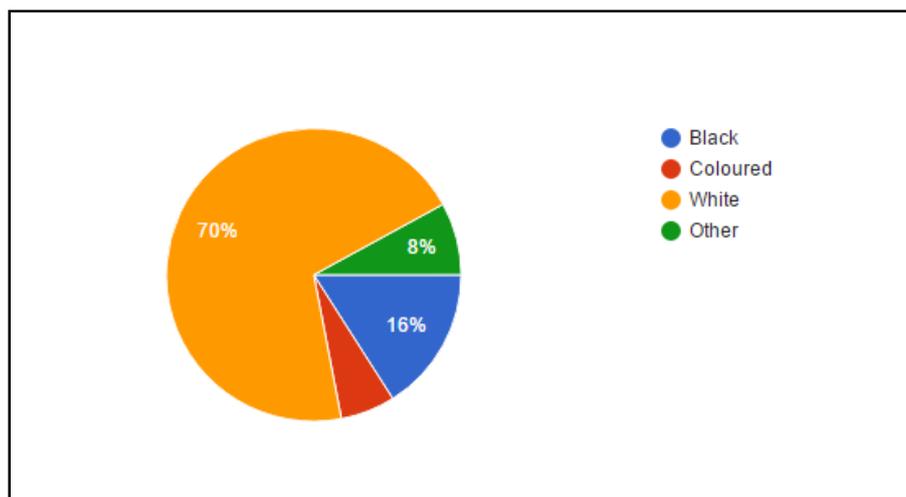
Source: Google Forms

## 4.3 PROFILE OF RESPONDENTS

Of the 50 respondents 60% were between the ages of 18-30, this was largely due to accessibility within the target market. Furthermore, 26% were aged 31-40 and 14% aged 41-50. Of the 50 respondents 70% were white South Africans, 6% were coloured and 16% were black South Africans, a further 8% classified their race as other. The purpose of the background information was to assess whether the respondents could act as a representative of the population. Another reason for the background information was to ensure that the respondents provided honest insights into the topic.

The respondents included in this survey had a variety of educational background, as shown in figure 1.2. An overwhelming 60% of the respondents had some form of degree or diploma, whereas only 10% had an honours degree, 28% matriculated and only 2% had no matric. This information was important to ensure that the respondents provided educated answers.

**Figure 4.1: Respondent Race**



Source: Google Forms

In order to gather credible and educated responses from the questionnaire, the majority of respondents needed to drink alcohol on a regular basis. Of the 50 respondents 88% consume alcohol, this percentage ensures that the study could gain insights into the target market of the alcohol brands and to understand their perception towards the ban on alcohol advertisement. Furthermore, the respondents were asked how often they convene at bars around Cape Town. The purpose of this question was to ensure that the respondents do frequent bars and therefore come into contact with on-site branding on a regular basis. Table 4.2 below, shows the data results.

**Table 4.2: Frequency of Visiting Bars**

	<b>No. of Respondents</b>	<b>Percentage</b>
Daily	5	10
Weekends Only	18	36
Weekly	14	28
Monthly	4	8
Hardly Ever	9	18
Total	50	100%

Source: Google Forms

#### 4.4 PEOPLE AWARENESS AND GENERAL PERCEPTION

In order to understand the consumers' perceptions about the ban on alcohol advertisement it was important to find out if the respondents are aware of the proposed ban in South Africa. Only 48% of the respondents were aware of the proposed ban on alcohol advertisement. In comparison, only 68% of the respondents are aware of the ban on cigarette advertisement, which has already been implemented in South Africa. Furthermore, the respondents were asked why they believe the government plans to implement a ban on alcohol advertisement in South Africa. This questions serves to gain an understanding about the general view towards the ban. Four main reasons provided by the respondents were as follows.

1. To stop underage drinking;
2. To prevent drunken driving and accidents;
3. To reduce the level of crime in South Africa;
4. To control alcohol consumption and alcoholism.

Although the majority of the respondents were able to provide valid reasons for the government's decision to implement the ban. An overwhelming 68% of the respondents do not support the ban on alcohol advertisement in South Africa. However, in contradiction to the previous responses, 54% of the respondents believe that alcohol advertisement encourages people to drink more alcohol in South Africa.

One of the most crucial answers collected from the survey showed that 40% of the respondents believe that banning of alcohol advertisement will not decrease alcohol consumption in South Africa, see table 4.3 below. This finding has been reinforced through the 41% of respondents who believe that alcohol advertisement does not encourage non-drinkers to start drinking.

**Table 4.3: Advertisement and Consumption**

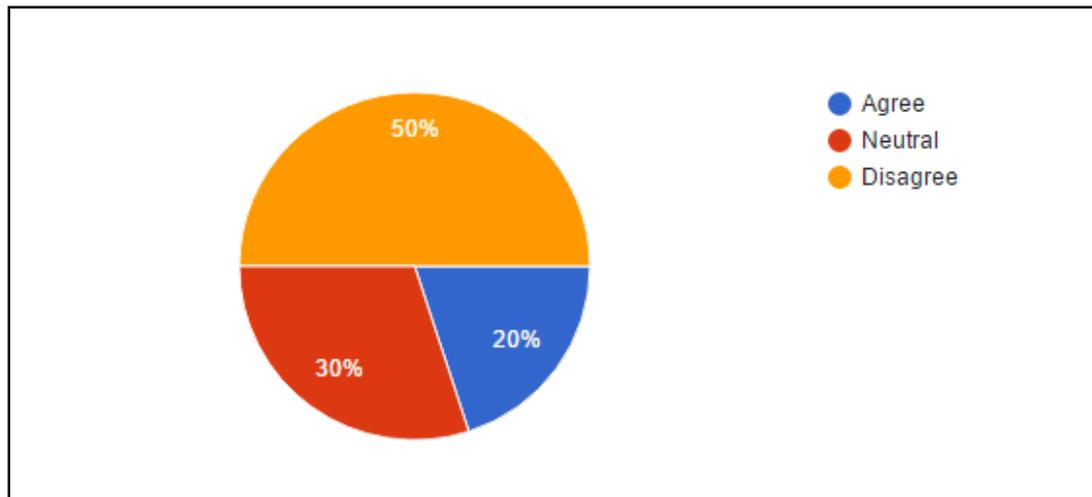
	No. of Respondents	Percentage
Strongly Disagree	20	40
Disagree	10	20
Neutral	13	26
Agree	2	4
Strongly Agree	5	10
Total	50	100%

Source: Google Forms

#### 4.5 WHETHER PEOPLE BELIEVE A BAN ON ALCOHOL ADVERTISEMENT SHOULD BE IMPLEMENTED

The following section asked the respondents if they believe a ban on alcohol advertisement should be implemented. Of the 50 respondents 50% believe that alcohol advertisement should not be banned completely in South Africa. A further 30% feel neutral about the alcohol advertisement ban and only 20% believe that a complete ban should be implemented in South Africa, see figure 4.2 below.

**Figure 4.2: Ban on Alcohol Advertisement**

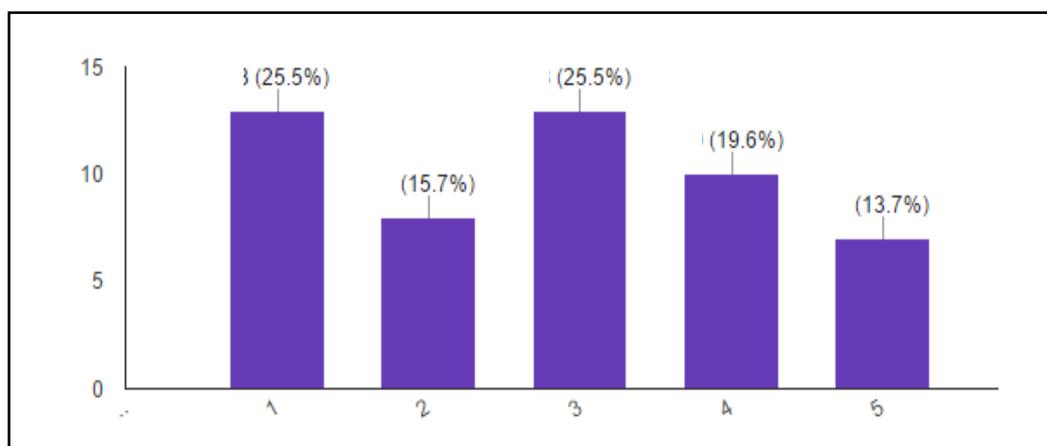


Source: Google Forms

#### 4.6 WHETHER PEOPLE BELIEVE ALCOHOL ADVERTISEMENT ENCOURAGES UNDERAGE DRINKING

Figure 4.3 below, shows that of the 50 respondents, 25.5% do not believe that alcohol advertisement encourages underage drinking in South Africa and only 13.7% strongly believe that alcohol advertises encourage underage drinking. A further 25.5% felt neutral about the influence that alcohol advertisement has on underage drinking.

**Figure 4.3: Advertising and Underage Drinking**



Source: Google Forms

#### 4.7 WHETHER PEOPLE BELIEVE BRANDING IN BARS IS EFFECTIVE

In the following section, respondents were asked if they believe that branding in bars encourages people to drink more. As seen in table 4.4 below, 28% of the respondents believe that branding in bars does not motivate people to drink more. A further 20% strongly disagree that branding in bars motivates people to drink more, whereas only 16% strongly agree with the statement. This finding was reinforced through an even spread across the answers from respondents who said they notice or do not notice branding in bars.

Of the 50 respondents 84% believe that branding in bars is an effective advertising medium. However, the 16% of the respondents believe that branding in bars is often too basic and clutters the bar's ambience. Other responses showed that respondents do not acknowledge branding in bars unless there is a promotion where customers stand a chance to win.

**Table 4.4: On-site Branding and Consumption**

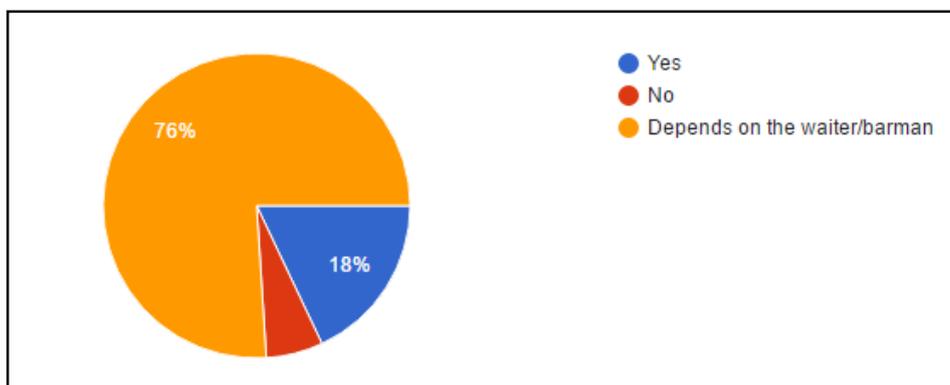
	No. of Respondents	Percentage
Strongly Disagree	10	20
Disagree	14	28
Neutral	8	16
Agree	11	22
Strongly Agree	7	14
Total	50	100%

Source: Google Forms

#### 4.8 WHETHER PEOPLE'S CONSUMPTION IN BARS CAN BE INFLUENCED

The survey showed that 80% of the respondents have a drink of preference when ordering drinks. This suggests that customers are brand loyal to a certain extent. However, 76% of the respondents said that, depending on the waiter/barman, they would trust their drink recommendations, see figure 4.4 below. This highlights that although consumers tend to be brand loyal, their choices can be altered through a respectable bartender or waiter.

**Figure 4.4: Consumer Perception**



Source: Google Forms

#### 4.9 FINDINGS

From this survey it has become clear that there are split perceptions about the ban on alcohol advertisement in South Africa. The majority of the respondents understand why a ban on alcohol advertisement is under discussion. However, the respondents do not believe that a complete ban on alcohol advertisement should be implemented. This is largely due to the fact that a large percentage of the respondents believe that alcohol advertisement does not encourage people to start drinking or to drink more. The strongest argument in favour of the ban is that alcohol advertisement encourages people to drink more. This argument, together with the argument that alcohol advertisement promotes underage drinking has been the backbone of the ban on alcohol advertisement in South Africa. However, this survey has shown that the majority of the respondents do not agree with this and believe that alcohol advertisement does not promote underage drinking in South Africa.

By taking alcohol advertisement, a step further and looking at branding in bars the survey has revealed different perspectives. Through this study it has become evident that the majority of drinkers in South Africa have a drink or brand of preference when drinking in a bar. The consumers feel that branding in bars is not very effective and that it disturbs the bar's ambience. Furthermore, the majority of the respondents only engage with branding in bars if they can get something out of it, such as small prizes through competitions. Although most of the respondents do not actively engage with the branding in bars, they believe that it is an effective form of advertisement. From this it has become evident that the consumers believe branding in bars is effective to create awareness but it does not encourage people to drink more.

Although most consumers have a drink or brand of preference, the general consensus was that a waiter's or bartender's recommendation can change this choice. Therefore, in light of the proposed ban, bartenders and waiters could be seen as alternative communication channels for alcohol brands in bars. Hence, it is recommended to offer bartenders as well as waiters training programs or incentives so that they can recommend the brand to consumers.

Essentially bartenders and waiters can act as brand ambassadors that deal with the consumers on a regular basis. It is believed that this form of 'advertising' would be more effective than on-site branding in bars.

#### **4.10 SUMMARY AND CONCLUSION**

Chapter four serves to discuss the data collection, analysis and the findings of the data collected for this study. The chapter is introduced in section 4.1 which is followed by a discussion of the survey response in section 4.2. The respondent profile and general perception is analysed in section 4.3 and 4.4 respectively. Section 4.5 analyses the respondent's opinions of the ban in section 4.5 and the respondent's opinions towards alcohol advertisement and underage drinking is discussed in section 4.6. In section 4.7 the consumer's perception towards the effectiveness of branding in bars is analysed. Section 4.8 analyses whether people's consumption in bars can be influenced in bars. Finally, the findings of the study are discussed in section 4.9 and the chapter is concluded in section 4.10.

From these findings it has become evident that the general public has a negative perception towards the ban on alcohol advertisement in South Africa. However, depending on the extent of the ban, alcohol consumption in bars would not be affected in terms of a ban of on-site branding in bars around the CBD of Cape Town. Through this study it has become evident that branding in bars, may influence the consumers' choice of drink but not their choice to drink.

## CHAPTER 5

# CONCLUSION

### 5.1 INTRODUCTION

The purpose of this chapter is to summarize and draw conclusions on the findings and the implications of a ban on alcohol advertisement in terms of on-site branding and consumption in bars. This chapter starts with a short summary and conclusion of the relationship between on-site branding and alcohol consumption in section 5.2. The following section summarizes and concludes the extent to which consumers are exposed to on-site branding in section 5.3.

Section 5.4 summarizes and concludes the effectiveness of on-site branding and section 5.5 recaps the possible impact of a ban on alcohol advertisement. Section 5.6 brings forward further recommendations of the study and section 5.7 highlights the limitation of this research study. Finally, the chapter comes to an end with the anticipated contribution of this research topic in section 5.8.

## **5.2 SUMMARY AND CONCLUSION OF THE RELATION BETWEEN ON-SITE BRANDING AND ALCOHOL CONSUMPTION**

The general consensus of this research study was that on-site branding in bars has only a limited effectiveness. The study showed that branding in bars only influences the consumption of alcohol if the consumers can win something. Of the 50 respondents 28% believe that branding in bars is not effective unless they can get something out of it. This refers to drink specials such as two-for-one specials or competitions that offer the consumers a special prize.

This finding is backed by the argument of Koenderman (2013) that alcohol advertisement does not influence consumer's choice to drink but rather their choice of what to drink. Consumers in bars have already decided to drink, branding and promotions within the bars around the Cape Town CBD can only influence their choice of drink. The argument brought forward by Ramsoomar (2015) that adolescents who are exposed to alcohol advertisement are more likely to consume alcohol does not apply in this case. This is due to the fact that adolescents should not be in bars due to the legal drinking age in South Africa. Therefore, on-site branding should not influence the youth of South Africa.

## **5.3 SUMMARY AND CONCLUSION OF THE EXTENT THAT CONSUMERS ARE EXPOSED TO ON-SITE BRANDING**

Although most bars are filled with on-site branding of a number of alcohol brands within the Cape Town CBD, several bars do not permit on-site branding. This is largely due to the fact that they believe on-site branding may clutter the bars ambience and decorations. This was reinforced through the findings of this research study, which showed that consumers do not actively engage or notice branding in bars and often have a drink of preference. The study showed that although consumers have a drink of preference their choice of drink can be influenced through the bartender's or waiter's recommendations.

## **5.4 SUMMARY AND CONCLUSION OF THE EFFECTIVENESS OF ON-SITE BRANDING**

Based on Ramsoomar's (2015) main argument in favour of the ban on alcohol advertisement is that it encourages people to drink more and non-drinkers to start drinking. However, this study has shown that consumers do not believe that on-site branding can change their perception unless they can win something of value. On-site promotions have therefore only a limited effectiveness and does not influence the consumption of alcohol within the bars. It can therefore be assumed that on-site branding serves more to create brand awareness rather than to increase consumption.

## **5.5 SUMMARY AND CONCLUSION OF THE POSSIBLE IMPACT OF A BAN ON ALCOHOL ADVERTISEMENT**

The primary role of this research topic was to discover what the impact would be on alcohol consumption if a ban on alcohol advertisement would be implemented in South Africa, in terms of on-site branding within bars. In a bid to control alcohol consumption, alcoholism, alcohol related crime and social issues the government has suggested to control the advertisement of alcohol in South Africa. In the past, several countries around the world have implemented similar bans or restrictions on alcohol advertisement in order to control the consumption of alcohol.

In the South African context there has been a strong debate about the ban with strong arguments in favor of the ban as well as arguments against the ban. The main argument in favor of the ban is to stop underage drinking and to control alcoholism in South Africa. This argument has been reinforced through the findings of the primary research conducted for this study.

However, the general consensus leans against such a ban in South Africa. The main argument brought forward by the large liquor companies is that alcohol advertisement influences people's choice of what to drink, not their choice to drink. This argument has been reinforced through the findings that people do not actively engage with alcohol advertisement, specifically on-site branding in bars. This is largely due to the fact that consumers in bars know they want to drink and most likely have a drink or brand of preference. Therefore, this research study has shown that alcohol consumption in bars will not directly be influenced through the ban on alcohol advertisement, specifically in terms of on-site branding in bars.

Not only would the economic implications of this ban be devastating to the South African economy but also the loss of jobs would cripple the country adding to the already existing problem of unemployment. This research study has identified that people in South Africa understand the reasoning behind the proposed ban on alcohol advertisement but do not believe it is an effective solution to the problem of alcoholism and alcohol related incidents. The study has shown that people believe alcohol advertisement does not encourage underage drinking nor excessive drinking. In terms of branding within bars as an advertising space, the people do not actively engage with the on-site branding and therefore it has a limited influence on consumption.

## **5.6 FURTHER RECOMMENDATIONS**

Through this research some trends have been identified which could assist the liquor companies to strengthen their brand presence within bars as an alternative to on-site branding. The most important aspect to consider is the waiter or barman's recommendations. People tend to trust drink references by the barmen and waiters. This opens an untapped space for alcohol brands as these bartenders and waiters can essentially act as brand ambassadors on a daily basis. Therefore, it is recommended to endorse or offer a form of incentive to the bar staff as a new form of advertisement, the bar staff can essentially influence the customer's choice of drink. Furthermore, the bar staff would be more willing to promote a specific brand if they were offered a form of incentive. Further recommendations include training of bar staff in order to educate the bartenders and waiters more about the specific brands.

## **5.7 LIMITATIONS**

The research study was limited to respondents from Cape Town with a majority of white respondents aged between 18 and 30 due to accessibility. Some respondents were reluctant to answer the questionnaire and therefore it was problematic to reach the sample size. Some respondents did not answer all the questions. Therefore, 1 questionnaire was deemed unfeasible to be used in the study.

Furthermore, the research study was limited to the personal views of the respondents. Although the responses were used as a representative for the population, general population in South Africa may have different views and opinions about the topic at hand.

## **5.8 ANTICIPATED CONTRIBUTION**

This study lends itself useful as further information in the debate about the proposed ban on alcohol advertisement in South Africa in terms of consumption in bars and how this may be influenced through on-site branding. The study has highlighted some strong perspectives of the South African consumers and could therefore aid in the discussion against the ban on alcohol advertisement in South Africa.

Furthermore, the research study has highlighted the limited effectiveness of on-site branding within bars. Therefore, the findings of this study serve as an argument for alcohol brands to shift their budget away from on-site branding and to explore more effective and efficient ways to engage the consumer within the bar environment.

## **5.9 SUMMARY AND CONCLUSION**

Chapter five is introduced section 5.1 followed by a summary and conclusion of the relation between on-site branding and alcohol consumption in section 5.2. Section 5.3 summarises and concludes the extent that consumers are exposed to on-site branding. The summary and conclusion of the effectiveness of on-site branding is discussed in section 5.4. The summary and conclusion of the possible impact of a ban on alcohol advertisement is highlighted in section 5.5 and further recommendations are introduced in section 5.6. Finally, section 5.7 highlights the limitations of the study and the anticipated contributions in section 5.8. The chapter is then concluded in section 5.9.

## REFERENCE LIST

- Burgess, T., 2001. A general introduction to the design of questionnaires for survey research. *Univeristy of Leeds*, 1(1), pp. 4-28.
- Charles, G., 2008. DCMS quesries drink ad ban value. *Haymarket*.
- Crowther, A., 2010. *The Advantages & Disadvantages of Questionnaires & Surveys*. [Online] [Accessed 01 July 2016]
- Davies, D. R., 2015. *National Liquor Policy*, Pretoria: Government Gazette.
- English, S., 2015. *New alcohol advertising restrictions came to force in Finland*. [Online] [Accessed 06 June 2016].
- Goldfarb, A. Tucker, D. and Catherine, A., 2011 *Journal of Marketing Research*, (48)2: 207-227
- Grieveson, T. Richard, S. Djafarova, A. and Elmira, M., 2013. *Journal of Marketing & Communication*. (8)3: 37-44
- Holm, A, Veerman, L, Cobiac, L, Ekholm, O, & Diderichsen, F 2014, 'Cost-Effectiveness of Preventive Interventions to Reduce Alcohol Consumption in Denmark', *Plos One*, (9)2:1-9
- Jernigan, D., 2013. Why South Africa's proposed advertising ban matters. *Addiction*, (108)7: 1183-1185.
- Koenderman, T., 2013. Liquor ad ban won't work. *Finweek*, p. 55.
- Kothari, C., 2004. *Research Methodology*. 2 ed. Mumbai: New Age International.
- Kramer, J., 2015. *Liquor Policy Review*, Pretoria: National Association Of Broadcasters.
- Maree, K., 2016. *First Steps in Research*. 2 ed. Pretoria: Van Schaik Publishers.
- Myers, B. & Parry, C., 2013. Re-examining the evidence for a total ban on alcohol advertising in South Africa. *South African Journal of Psychology*, 43(4): 402-405
- Nelson, Jon P., 2010. *Applied Economics*. (42)7: 803-823
- Parry, C., Burnhams, N. & London, L., 2012. A total ban on alcohol advertising: Presenting the public health case. *The South African Medical Journal*, 102(7).
- Pettigrew, S., Roberts, M., Pescud, M., Chapman, K., Quester, P. & Miller, C., 2012. The extent and nature of alcohol advertising on Australian television. *Drug & Alcohol Review*, 31(6): 797-802
- Phelan, C. & Wren, J., 2006. EXPLORING RELIABILITY IN ACADEMIC ASSESSMENT. *UNI Office of Academic Assessment*, Volume 1.
- Ramsoomar, L., 2015. The ban on alcohol advertising in South Africa. *Public Health Association of South Africa*, (1)11: 1-4
- Saffer, H. & Dave D., 2002. Alcohol consumption and alcohol advertising bans. *Applied Economics*. (34)11: 1325-1334

Samuel, H., 2015. *Loophole in French law could spell 'death' of alcohol advertising ban*. [Online] [Accessed 03 June 2016].

Saunders, M., Lewis, P. & Thornhill, A., 2009. *Research methods for business students*. 5 ed. London: Pearson Education.

Smyth, D. B., Keenan, D. E., Flannery, D. W. & Scully, D. M., 2008. *Calling Time on Alcohol Advertising and Sponsorship in Ireland*, s.l.: Faculty of Addiction Psychiatry of the Irish College of Psychiatrists .

Shuttelworth, M., 2015. Validity and Reliability. *Explorable*, 1(1).

Walliman, N., 2011. *Research Methods the Basics*. 2 ed. New York: Routledge.

Webster, M., 2016. *Merriam Webster Dictionary*. [Online] [Accessed 19 May 2016].

Wyse, S., 2011. *Snap Surveys*. [Online] Available at: <http://www.snapsurveys.com/blog/what-is-the-difference-between-qualitative-research-and-quantitative-research/> [Accessed 15 March 2016].

Yach, D., 2014. *SA News*. [Online] [Accessed 20 May 2016]

**ANNEXURE A: ETHICAL CLEARANCE CONSENT FORM****ETHICAL CLEARANCE CONSENT FORM**

No research may be carried out by any student or staff member; or independent contractor or person associated with The Independent Institute of Education (The IIE) that will be associated with The Independent Institute of Education; or that involves in any way, The Independent Institute of Education; without formal ethical clearance to conduct the research having been obtained.

The process is similar for students registered on IIE qualifications or for researchers wishing to conduct research on, or at The IIE.

In order to get consent to do research associated with or on or at The IIE the following need to be submitted to the R&D Manager via the appropriate academic (normally your supervisor for internal students) or the designated academic manager at your brand if you are associated with a site and not a registered student of The IIE or the Academic Manager if you are employed in the Central Academic Team (CAT).

Please submit the following:

	Please tick
<b>Proposal — select one:</b>	
<b>IIE and other registered students:</b> Proposal as approved by supervisor with a declaration in relation to the status of the proposal at your institution where you are a student, if you are a student.	<b>X</b>
<b>Research by internal people who are not students:</b> Proposal as approved by your designated academic manager or the CAT Academic Manager if you are not a student but are directly associated with The IIE.	
<b>External researchers who are not students:</b> Formal research proposal plus full details of the sponsoring body.	
<b>Ethical clearance application form:</b> Please check that all sections are complete and that the form has been signed by the person who will supervise your research and by the designated academic manager where required. If you are a student <u>and</u> you are working or you are otherwise associated with The IIE and its campuses; your form needs to be signed by both the designated manager and your institutional supervisor. If you are an external researcher the form also needs to be signed by a senior manager at the sponsoring organisation.	
<b>Participant consent form:</b> Example of participant consent form (where applicable). The original signed forms have to be provided to the supervisor after permission is granted.	

**1. Identifying information**

Name:	<b>Richard</b>
Surname:	<b>Parkhouse</b>
Student number:	<b>12020462</b>
Institution where registered:	<b>Vega School</b>
Qualification:	<b>BA Honours</b>
Year in which you would like to conduct research:	<b>2016</b>
Year in which you aim to graduate:	<b>2016</b>
Contact Number:	<b>0799969874</b>
E-Mail Address:	<b>rfparkhouse@gmail.com</b>

**2. Supervisor's Name and Contact Details**

Name and surname and designation:	Enow Samuel Tabot
Contact telephone number:	0762297892
Contact e-mail address:	enowtabot@gmail.com
Signature confirming that this form is being submitted with Supervisor's consent and signifying that the information submitted is accurate:	
Date of signature:	04/04/2016

**3. Designated academic manager's details (if applicable)**

Name and surname and designation:	Franci Cronje
Contact telephone number:	
Contact e-mail address:	franci@vegaschool.com
Signature confirming that this form is being submitted with Academic Manager's consent and signifying that the information submitted is accurate:	
Date of signature:	04/04/2016

**4. Designated manager of sponsoring organisation (if applicable)**

Name and surname and designation:	
Contact telephone number:	
Contact e-mail address:	
Signature confirming that this form is being submitted with Manager's consent and signifying that the information submitted is accurate:	
Date of signature:	

## 5. Title of Research

The potential impact of a ban on alcohol advertisement on sales. The case of branding in bars within Cape Town, South Africa

## 6. Proposal:

If this information is contained in your attached research proposal please reference the page; if not please provide full detail.

### 6.1 Abstract – no more than 250 words

The bill on the control of alcoholic beverages was first presented in 2013 and has been faced with serious debate and criticism from the alcohol and advertising industry since then (Myers and Parry, 2013). According to Myers and Parry (2013) the alcohol industry has, as a response to the ban, intensified advertising and has funded research projects on the economic impact of such a ban in South Africa.

According to Ramsoomar (2015) South Africa is faced with a serious threat to public health related to alcohol use. The use and abuse of alcohol can be directly related to a number of chronic health and economic issues. The ban on alcohol advertisement has been part of the South African government's agenda for the past five years, however in the last two years the government has come under more pressure from the public health researchers.

The research study aims to understand how consumers choose alcohol brands and how branding within bars influences the choice of drink. Furthermore, the study attempts to understand how the choice of alcoholic drinks would be impacted if a ban on alcohol advertising would be implemented in South Africa.

### 6.2 Research Aims/ Goals/ Objectives

The main objective of this research study is to analyse how, and to what extent a ban on alcohol advertising would influence the consumption of alcohol within bars, specifically in Cape Town, South Africa. By analysing the effectiveness of on-site branding on sales within bars, the study serves to understand how such a ban would

influence the bars in Cape Town. The findings of this research study could assist in the debate about the possible ban of alcohol advertising in South Africa.

### 6.3 Methodology

The research study should make use of accidental sampling and the findings of the questionnaire should be presented in a quantitative structure. The sample should include 50 people who drink alcohol in bars in Cape Town, South Africa.

### 6.4 Ethical considerations

The research study understands the importance of any possible implications in terms of the ethical issues which may arise during the research study and that the focus of this study is on alcohol, which could lead to controversy and criticism. The research study should ensure that all people involved in the research would be protected from any harm, emotional or physical in terms of alcohol use. The research should protect all participants in terms of anonymity and ought to ensure that all participants are voluntarily part of the research study.

**6.5 Research impact on people and or brand/IIE CAT (directly as participants or in terms of the use of their data or conducting research in their environment):**

If your research involves anything other than investigation of publicly available information or data or documents, please detail this and the steps you are taking or will take to protect the rights of people involved. Please detail measures to avoid harm and to gain informed consent.

The participants should be asked at random and informed about the study, it should be highlighted that if people take part in the study that it is completely voluntary and that no incentive is offered. Once the participants have agreed to take part in the study they should be informed of the anonymity of the study, the participants are at no point asked for names and/or other personal information. The study ought to ensure that the participants are at no point during the study in a situation which could inflict any harm, physically or emotionally. The research questions should be formulated so that no questions may offend people ethically or personally. It is highly important to note that the sensitive topic of the use of legal drugs such as alcohol could be a controversial topic and therefore the study should be planned and conducted with due care.

**7. Particular elements of study:**

<b>Please indicate which of these apply.</b>	<b>Yes</b>	<b>No</b>
Literature survey of an environment with no interaction with participants. Use of artefacts for data collection.		X
Observation of an environment with no interaction with participants and no manipulation of the environment.		X
Observation of an environment with no interaction with participants and with manipulation of the environment.	X	
Data is collected about individual participants but they are taken from existing available records (e.g.an existing report or student record).		X
Data is collected about groups but they are taken from available records (e.g. an existing report) and will only be reported at the group level.		X
General and/ or personal information required to be collected <i>de novo</i> from participants through interviews, surveys, questionnaires, observation, etc.	X	
Collecting information from participants via an existing validated and approved test instruments (e.g. an approved psychometric test).		X
Collecting information from participants via an invalidated test instrument.		X

**8. Description of participants:**

Please detail the age, demographics and context of the participants. The IIE will not normally give consent for the involvement of persons who are under the age of 18 or who are vulnerable (physically, socially, mentally or psychologically) unless you are an experienced researcher with a proven track record of conducting research involving participants from these groups. You are thus encouraged to provide such evidence if your participants could be deemed to be vulnerable or under the age of 18.

In all instances informed consent would be required:

The participants of this study must be over the age of 18. The study includes male and female participants from the middle to upper class that frequent bars within the CBD in Cape Town, South Africa.

9. Please describe the impact that your research may have on participants and or the brand/IIE CAT – positive or negative and the measures you will have in place to reduce the risk of harm.

The study might have a negative impact on the participants as the people in bars might not want to be involved in any questionnaire. Therefore, the research study must ensure that all participants are completely voluntary. The IIE brand could be positively influenced by setting students into the environment to conduct primary research.

10. **Only Masters and Doctoral students need to complete Section 10**

You will need to carry out a SABINET and NRF search to check that your topic has not been registered previously. You must confirm that such a search has been carried out by providing the following information.

I have conducted a SABINET and NRF Search	
Yes	No
Date of search conducted:	
Keywords used:	

### 11. Declaration on Ethical Conduct in Research

I have read and understand the requirements laid out in the ethical clearance form as well as the Code of Ethics (see below) as extracted from The IIE Research Policy (IIE007) and commit to observe and uphold the principles of this Code in all aspects of the research work carried out in association with The IIE.

I confirm that all the information I have provided to enable The IIE to make a decision about my research is honest, complete and accurate and that I have not withheld any information that may adversely influence the decision.

I confirm that I will not hold The IIE liable for any action taken against me in relation to this research and its impacts and I take full legal and moral responsibility for the research and its impact.

#### Research Code of Ethics:

##### Researchers are required to:

- Familiarise themselves with ethics guidelines and observe such guidelines throughout their projects;
- Accept that they are ethically accountable for honesty, objectivity and integrity of carrying out and reporting on their research;
- Strive to conduct research of a high standard;
- Always clearly indicate the limitations of their work to provide perspective of the validity of their data and reports;
- Ensure that data is not falsified, misinterpreted, fabricating, misrepresented or changed;
- Ensure that data is collected in a manner that will not affect its validity and make known any aspects of their project that might have affected such validity of their data;
- Disclose their methodologies and processes in a transparent manner to uphold its integrity;

- Keep data safely and securely for a period of three years and produce this in support of other researchers' work or to confirm the authenticity of a project, in consideration of any agreement(s) with individuals who were part of the sample group;
- Recognise sources of information by accurately and appropriately referencing such sources and respecting the copyrights of all reference work and sources;
- Recognise fellow workers and co-workers who are part of the project;
- Be considerate and professional in dealing with individuals and sample groups, respecting their right to refuse to participate and the rights to their privacy;
- Accept responsibility to ensure that data with personal particulars of individuals and sample groups must be secured, in particular, when it is in digital format;
- Avoid placing the safety or security of participants at risk through any research that is conducted;
- Demonstrate commitment to sharing knowledge, disseminating the results of research work in an appropriate manner;
- Retain objectivity to prevent bias throughout any research project;
- Adhere to the conventions associated with publication which includes only submitting to one publisher at a time and always citing where papers have been used before.

**RESEARCHER**

Full name: Richard Parkhouse  
Identity number: 12020462  
Signature: \_\_\_\_\_  
Date: 04/04/2016

**WITNESS**

Full name: \_\_\_\_\_  
Identity number: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

**WITNESS**

Full name: \_\_\_\_\_  
Identity number: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

## **ANNEXURE B: SURVEY QUESTIONNAIRE**

### **Introduction**

This study serves to analyse the potential impact of a ban on alcohol advertising in South Africa specifically for consumption within bars. The purpose of this study is to identify the effectiveness of on-site branding in bars and how the consumption could be influenced if alcohol advertising is banned in South Africa.

Due to the nature of the study it is essential that all participants are of the legal drinking age in South Africa. The questionnaire is completely anonymous and at no point in time any personal information will be recorded. It is ensured that the participants are not harmed physically or mentally during this study.

The questionnaire is divided into two sections; section A includes general questions for statistical purposes. Section B includes questions specific to the topic of alcohol advertising in South Africa.

Estimated time of completion: 10 minutes

Thank you for taking the time to complete this questionnaire.

### **Section A: General Questions**

Please indicate your gender.

- Male
- Female
- Other

Please select your age group.

- 18-30
- 31-40
- 41-50
- 50+

What is your race?

- Black
- Coloured
- White
- Other

What is your educational level?

- No Matric
- Matric
- Diploma
- Degree
- Honours or Higher

**Section B: Specific Questions**

Do you consume alcohol?

- Yes
- No

If Yes, how often do you visit bars in Cape Town?

- Daily
- Weekends only
- Weekly
- Monthly
- Hardly ever

Are you aware that cigarette advertisement has been banned in South Africa?

- Yes
- No

Are you aware of the proposed ban on alcohol advertisement in South Africa?

- Yes
- No

Why do you think the government wants to ban alcohol advertisement?

---

Do you support the ban on alcohol advertisement in South Africa?

- Yes
- No

Do you believe alcohol advertising encourages underage drinking?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you agree or disagree with this statement "alcohol advertising encourages people drink more alcohol"?

- Agree
- Disagree

Do you think branding in bars motivates people to drink more?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

When you order drinks in a bar/restaurant, do you have a drink brand of preference?

- Yes
- No

When ordering drinks in a bar/restaurant do you trust the waiter's/barman's recommendations?

- Yes
- No
- Depends on the waiter/barman

How often do you acknowledge branding in bars or restaurants?

- Often
- Sometimes
- Seldom

Do you believe banning of alcohol advertisement will decrease alcohol consumption?

- Yes
- No

Do you think alcohol advertisement encourages non-drinkers to start drinking?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think alcohol advertisement should be banned completely?

- Agree
- Neutral
- Disagree

Do you believe branding in bars is an effective way of advertisement?

- Yes
- No

If No, please elaborate

---

Thank you for your time