

The Influence of Alcohol Marketing Channels on Alcohol Consumption: A Quantitative Study of Students Residing in the Western Cape, South Africa.

A Research Report
presented to



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ABSTRACT

The generally held viewpoints about alcohol and advertisements have evolved in recent years (Gunter, Hansen & Touri, 2009; Gordon *et al*, 2010; Jones & Magee, 2011). The objective of this study was to determine if the influence of alcohol advertising channels is significantly related to the frequency of alcohol consumption by students. A quantitative survey was conducted targeting students residing in the Western Cape, South Africa.

This empirical analysis highlighted that marketing channels are able to influence the consumption levels of alcohol by students, especially more contemporary marketing channels like the internet or television. These contemporary channels are discussed in further detail as they are a significant subject throughout the study.

The study also measured whether advertising channels were the best strategy to influence consumption behaviour of individuals, however, this was found not to be the case. The findings suggested that although advertising does influence their purchasing decisions, other factors are more influential.

1. INTRODUCTION

1.1. Background and Context of Study

The effect of alcohol advertising and marketing on the consumption behaviour of students, is subject to much debate with separated opinions dependent on conferred interests. Whether students are targeted by alcohol promoters or not they are exposed to alcohol marketing on the radio, television and through print media. Various healthcare researchers have indicated that there are associations between exposure to alcohol marketing and consumption behaviour in cross-sectional investigations (Story & French, 2004; Winpenny, Marteau & Nolte, 2013). While the advertising and alcohol industries use information from econometric reports presenting that advertising prohibitions have little influence on general consumption of alcohol. More recently, several cohort (longitudinal) findings have been issued (Jones & Magee, 2011; Gunter, Hansen & Touri, 2009; Tanski *et al* 2015). Numerous dependable assessments of the literature on the connection with marketing exposure and consumption among students have been published, or more generally the consequences that the media has on the lifestyles and behaviour of students.

Furthermore, there is a mounting worry about alcohol intake amongst students. According to Gunter, Hansen & Touri (2009) excessive alcohol consumption and reliance have been documented as substantial health concerns for many years and reckless and extreme consumption can lead to harmful health effects at a great expense to the individual, their family and society. The progression of unwarranted alcohol drinking, where consuming great amounts becomes an end in itself, is a distressing development. This kind of alcohol intake is assumed to be linked with occurrences of antisocial conduct among students and can have severe and harmful health concerns for those who allow their alcohol consumption to last over prolonged periods.

Gunter, Hansen & Touri (2009) determined that contemporary media, and alcohol promoting specifically, has been revealed to impact the alcohol-related thoughts and activities of students. As a consequence, there has been an extensive concentration on alcohol marketing among both policy makers and academics in an attempt to develop the regulation of improper advertising activities. Numerous cross-sectional reports have studied the consequences of alcohol promoting on students' alcohol attitudes, awareness, drinking behaviours and intentions (Pechmann and Levine, 2005; Gordon *et al*, 2010).

The current study built upon existing information examining the importance of exposure to alcohol marketing channels and how they are able to influence students' buying behaviour and consumption levels. In addition, this study also focused on the role of contemporary marketing channels and how such platforms are becoming progressively important in the lives of present students. It also identified if alcohol marketing channels are the most effect way to influence students' frequency of alcohol consumption.

1.2. Problem Statement

The purpose of this proposed study was to determine if the influence of alcohol advertising is significantly related to the frequency of alcohol consumption by students residing in the Western Cape, South Africa. The research problem investigated therefore was to examine the relationship between reported alcohol consumption by students and exposure to a variety of alcohol advertising channels.

The study also aimed to establish if the use of certain advertising channels, to advertise alcohol products, has a stronger influence on alcohol consumption than others. The study was conducted by analysing the results and responses gathered through the use of quantitative surveys from a concentrated sample of students.

1.3. Research Questions and Objectives

The purpose of this report was to identify the extent of the relationship between alcohol marketing channels and South African students' frequency of alcohol consumption, which was formulated as follows:

1.3.1. Primary Research Question:

- Are certain forms of alcohol marketing channels more strongly related to alcohol consumption by students than others?

1.3.2. Secondary Research Questions:

- Is exposure to alcohol advertising in South Africa related to the frequency of alcohol consumption by students?

- Are promotional or advertising activities the greatest in influencing the alcohol consumption level of students?

1.3.3. Research Objectives:

1. The first objective of this study was identify what are the most influential alcohol marketing channels students are exposed to.
2. The second objective of the present study was to examine the effect of exposure to alcohol marketing.
3. The third and final objective of this study was to identify if promotional or advertising activities are the greatest in influencing the alcohol consumption level of students.

1.4. Conceptualization of Key Concepts

The most relevant concepts associated to the study are the following:

1.1. Marketing Channels

Marketing channels are a set of activities or undertakings that are seen as essential to allocate the ownership of commodities from the outlet of production to the outlet of consumption. A marketing channel is a method goods and services get to the consumer and can also be known as a distribution network (Jørgense, Taboubi & Zaccour, 2001).

1.2. Social Media Marketing

Social media marketing is the practice of procuring website circulation or notice through the various types of social media platforms. Furthermore, social media marketing plans typically focus on exertions to generate content that draws attention and supports audiences to distribute it across their social grids (Neti, 2011).

1.3. Above-the-line (ATL) advertising

Above-the-line (ATL) advertising is where mass media platforms are used to endorse brands and reach out to focused customers. This includes traditional media as we know it, radio and television advertising, internet as well as print (Manral, 2011).

1.4. Below-the-line (BTL) advertising

Below-the-line advertising is a promotion approach in which a brand is endorsed in mediums other than billboards, television, radio, film and print. Kinds of below-the-line advertising generally include trade shows and directories, direct mail campaigns, and targeted search engine advertising (Manral, 2011). This promoting style is seen to be less expensive and more concentrated.

1.5. Overview of Approach and Design

Research is the procedure that is used to collect information and data for the purpose of constructing business choices (Maree, 2016). The methodology may incorporate interviews, surveys, publication research and other research practices, and could embrace both present and historical data (Maree, 2016). The research design for this study was a descriptive and interpretive study that was analysed through quantitative methods. Surveys were used to evaluate the participants' relationship with alcohol advertising channels as well as the degree of influence alcohol advertising activities have on them. Additionally, a descriptive statistical process was used to evaluate the student satisfaction survey. Furthermore, the reasoning for each of the data collection techniques used in the study was deliberated. The following hypothesis's have been established:

Hypothesis 1:

H1: Exposure to alcohol advertising is significantly related to the frequency of alcohol consumption by students.

Hypothesis 2:

H2: Certain forms of marketing channels of alcohol are more strongly related to influencing alcohol consumption by students than others.

Hypothesis 3:

H3: Promotional or advertising activities are the greatest in influencing the alcohol consumption level of students.

Also, it must be noted that this study did not gauge the total degree of influence as this fluctuates depending on the respondent. Specific levels of influence could additionally be investigated and assessed by adding qualitative approaches to the quantitative methods that were used in this report. Additionally, the study considers both “above-the-line” and “below-the-line” advertising.

1.6. Chapter Outline

Chapter 1: Introduction and Background to the Study

Chapter 2: Literature Review

Chapter 3: Research Methodology and Strategies

Chapter 4: Data Analysis and Findings

Chapter 5: Research Results and Conclusion

2. LITERATURE REVIEW

2.1. Introduction

The influence of alcohol advertising on the drinking behaviour of students is still a matter of substantial discussion despite more than three decades of investigation. This report focused on how exposure to the types of alcohol marketing channels can have an effect on alcohol consumption of students. The objective of this section is to determine the extent of the relationship between the exposure to alcohol marketing channels and alcohol consumption by analysing and comparing a variety of researchers' findings. Numerous studies have been completed to assess the influence of marketing channels and how these particular channels are able to be so effective when they are targeted towards different consumers, especially students (Jones, 2014; Story & French; 2004; Gunter, Hansen & Touri, 2009). This section of the report also delivers a summary of what previous researchers have discovered on the topic of contemporary marketing channels as an effective way to target students.

The section is initiated by an analysis of alcohol marketing, shadowed by the various types of marketing channels that have an effect on students' consumption behaviour. Thereafter, it reviews the influence traditional and contemporary alcohol advertising has on students which is further trailed by how exposure to alcohol advertising in various situations has an effect on students' frequency of alcohol consumption. This section also clarifies the findings of earlier researchers and reviews the relevant information that can be utilized in this study.

2.2. Alcohol Marketing

Marketing activities are executed by businesses in order to meet their growth and income objectives. Naturally, marketing companies use four tools to bring producers and customers' needs into alliance: product design, pricing, distribution and promotion (Goi, 2009). The study by Gordon *et al* (2010) is primarily concerned with the promotional aspect, which covers an assortment of communications with the customer, involving mass media advertising; public relations; sponsorship; product placements and point of sale display. The current study focuses primarily on mass media advertising, as it examines the relationship between alcohol advertisements experienced through various contemporary media channels such as the internet/social media or television.

In terms of the effect alcohol marketing has on users' consumption, Stautz *et al* (2016) stated that "alcohol marketing is a protruding characteristic of an 'alcogenic' environment - an environment that endorses and advocates the idea of alcohol consumption, and that alcohol advertising has been recognized as a possible topic of public health interference due to its projected influence on damaging patterns of alcohol abuse." However, according to Stautz *et al* (2016) the alcohol industry's stance is that advertising increases awareness of certain products or goods, but does not lead to overall augmented consumption. Furthermore, a study by Jones (2014) was influential in creating a developing scientific consent that advertising in the conventional media channels impacts drinking initiation, levels of consumption and drinking patterns. This is a significant stage in contesting industry arguments that marketing impacts brand share but not total intake.

It was established by McCreanor *et al* (2005) that marketing that encourages consumption in connection with an activity that the consumer enjoys could possibly develop the overall involvement of that particular product. McCreanor *et al* (2005) identified that individuals are targeted frequently during a drinking situation in order to increase overall consumption. Examples are widespread and involve 'happy hours', sponsorship of events that involve heavy consumption, such as the opening week at university, festivals, sports or music events and TV advertising. McCreanor *et al* (2005) also found that cognitive research indicated that during-experience marketing both redesigns the consumption involvement itself and the reminiscence of it by outlining it positively.

With regards to studies completed more locally, Daly & Walbeek (2014) conducted an analysis into alcohol advertising in South Africa. The literature by Daly & Walbeek (2014) only considered "above-the-line" advertising spending in South Africa, which is the direct charge of showing advertisements on radio, television, billboards and in the printed media. Expenditures connected to the making of the advertisements themselves and "below-the-line" marketing (which involves marketing actions such as social media campaigns, product tastings, in-store promotions, point-of-sale advertising in-store and sports sponsorships) were not considered.

Daly & Walbeek (2014) found that the alcohol industry in South Africa is extremely concentrated, with SABMiller and Brandhouse, controlling the beer industry, and Brandhouse and Distell dominating the spirits industry. In terms of alcohol product marketing in South Africa, beer, with nearly 50% of overall alcohol marketing spending, is the most marketed alcohol group, followed by spirits (about 30%) and ciders (about 12%) (Daly & Walbeek, 2014). With regards to print media advertising, the major alcohol classification is spirits, followed by wine as beer is not publicised much in the print media. Additionally, it was also revealed by Daly & Walbeek (2014) that advertising spending on distinct brands has become more focused for liqueurs and wine but less focused for the beer, cider and ready-to-drink beverages. For the latter kinds, advertisement spending is extended across a larger amount of products and brands. However, there has been evidence that alcohol advertising in South Africa has faced many restrictions in an attempt to limit the influence certain alcohol brands have on students and young individuals. According to Daly & Walbeek (2014), in 2010 the Minister of Health of South Africa raised the possibility of restricting alcohol marketing. The matter diminished from public attention in following years, but reappeared in 2013 when the Minister of Health, together with the Minister of Social Development, specified that the bill would be proposed to parliament (Daly & Walbeek, 2014).

2.3. Alcohol Marketing Channels

Marketing channels are used to influence the buying decisions of consumers. In a study conducted by Jørgense, Tabubi & Zaccour (2001) it was established that marketing activities fit into four basic varieties, called marketing or distribution channels. Identifying influential marketing channels was relevant for this study as they are tools that are used to influence a consumer to make a specific purchasing decision which will affect their overall consumption of a certain product or brand. Jørgense, Tabubi & Zaccour (2001) stated that a marketing channel is a set of practices or activities and is fundamental to get goods from the manufacturer to the customer. Furthermore, the marketing channel that a brand or corporation chooses will, among other influences, associate the product to consumers, impact the pricing strategy, and affect the branding (Jørgense, Tabubi & Zaccour, 2001). Traditional marketing channels are channels such as print media advertising, whereas more contemporary media channels are channels such as television and the internet or social media. Print media, television and radio and internet or social marketing were discussed further in this section.

2.3.1. Traditional Marketing

Print media advertising represents a more traditional method of marketing and has been used for decades by advertising corporations. In terms of print media and alcohol advertising, Daly & Walbeek (2014) stated that print media in South Africa has conventionally not been very reliant on alcohol promotion and in 2012 alcohol marketing only contributed less than 1% of its entire advertising spending. Radio can also be regarded as a more traditional form of marketing and over the past 15 years, radio promoters have become considerably less reliant on alcohol marketing and in 2012 alcohol only accounted for 2-3% of radio's overall promotion revenue (Daly & Walbeek, 2014).

2.3.2. Television Marketing

In modern day society, the television is one of the most common forms of media platforms used by advertisers. Television marketing is viewed by all age groups, and according to Gunter, Hansen & Touri (2009) individuals often show a strong partiality for alcohol advertising, and particularly that which appears on television.

A report by Dent, Grenard & Stacy (2013) established that, between a collection of 2,250 pupils, those who watched more television series containing alcohol advertisements were more probable to consume wine/liquor, beer, or to drink three or more beverages on at least one circumstance during the month preceding to the follow-up review (Dent, Grenard & Stacy, 2013). Furthermore, Sargent *et al* (2010) surveyed more than 5,000 pupils from the ages of 10 to 14, and discovered that those with greater exposure to film alcohol use at the original evaluation were more probable to have begun consuming alcohol at time of the continuation. Sargent *et al* (2010) also found representations of alcohol use in 92% of 601 modern-day films, including in 52% of G-rated movies. The portion of television publicity in total alcohol advertising spending in South Africa has enlarged significantly since 2006 and television has seemed to become substantially more dependent on alcohol advertising (Daly & Walbeek, 2014). Furthermore, the researchers found that between 2009 and 2013 alcohol marketing made up 7-8% of total television advertising returns in South Africa. It equated to less than 5% in most years before 2008, which indicates that television advertising is successful and is still a very effective way to target consumers.

2.3.3. The Internet and Social Media Marketing

In modern day society the internet and the role it has played in developing social media platforms has had a substantial impact on all advertisers. More and more people are able gain access to the internet and subsequently more social media platforms. There are massive prospective benefits to advertising on contemporary marketing channels like these, as the amount of South Africans actively using the internet grew from 24.9 million people in January 2015 to 26.8 million people in January 2016 according to Shezi (2016). This means that just under 50% of South Africa's total population (26.84 million indicating 49%) is regarded to be an active internet user. Shezi (2016) further determined that in South Africa, there are 13 million (24%) active social media users across web and mobile users, while there is 10 million (18%) mobile social media users. It was also found that the average South African occupies just about five hours per day on the internet and on social media. These cumulative numbers imply that there is a prospect for alcohol advertisers to successfully influence consumers, and especially younger individuals like students, through new and innovative methods. Shezi (2016) further revealed that the amount of time spent watching television and on social media are almost identical. Which could possibly be due what the digital world refers to as using a "second screen", that is, using a mobile device, while watching television.

Globally, it was discovered by Story & French (2004) that modern day social media plays an increasingly important part in the lives of students. The researchers found that between 1998 and 2001 the amount of US university students that had access to the Internet enlarged from 51% to 75% and the quantity of US students online enlarged from 39% to 65%. Students and young adults signify one of the quickest developing divisions of the population that are online. Story & French (2004) also mention that marketers and advertisers started to target the promptly rising quantity of online learners with a selection of new collaborative promoting and marketing systems. Students also find it very easy to use the internet, especially when it comes to buying goods online as their regular online expenditure is 7 times greater than that of the overall population (Story & French, 2004).

Access to the internet and social media is more attainable than ever before, with even children being able to create an online presence. Winpenny, Marteau & Nolte (2013) examined the advertising campaigns of five alcohol corporations – Carling, Magners, Stella Artois, Fosters, and

Tia Maria in order to evaluate the use of social media websites for promotions. The researchers wanted to find out whether younger individuals could possibly be exposed to these kinds of campaigns. It was found that all five alcohol brands upheld Twitter, Facebook and YouTube accounts, linking them to buyers. Winpenny, Marteau & Nolte (2013) uncovered that all five of the brands did have age limitations with regards to Facebook, prohibiting persons under 18 years of age from accessing the corporations' pages, no such age restrictions were implemented with regards to YouTube. In the study, Winpenny, Marteau & Nolte (2013) established that the growth in online advertising of alcohol combined with the extraordinary use of social media by young individuals advocates that this is an area needing additional regulation. Present evidence, established on more conventional advertising, would imply that online advertising of alcohol will be contributing to under-age consumption.

While Winpenny, Marteau & Nolte (2013) were not able to determine what percentage of followers and viewership of these brands' profiles were underage, the abnormal use of these sites by youngsters and adolescents insinuates that a substantial share could be from this population. Advertisers want to create a connection with their consumers. Winpenny, Marteau & Nolte (2013) revealed that alcohol advertisements on the social media sites comprised of recipes, promotional videos, competitions and games and that supporters of the merchandises engaged with the platforms through 'Likes', which in turn connected the users' accounts with the brands'. Users were also able to follow or subscribe to the accounts, and actively involve themselves with the brands' pages via mentions and comments. Winpenny, Marteau & Nolte (2013) also stated that it is the communicating nature of these advertisements that make them far more successful than normal publicity as interacting with content escalates its influence over the passive administering of more conventional advertising. It was also found by Daly & Walbeek, (2014) that South Africa's alcohol stake in internet promotion is increasing swiftly, but from a very low base. It was identified that in 2012 alcohol marketing made up about 2% of the entire internet advertising spending.

Gordon *et al* (2010) mentions that as students have moved away from conventional media to the internet, social networks and mobile telecommunications, the alcohol industry has relocated with them, and alcohol advertising is ever-present in online places. For instance, in 2012 an industry analysis labelled alcohol brands as 'shaking up engagement' on Instagram and the European

Centre for Monitoring Alcohol Marketing (EUCAM) reported that alcohol brands produced the most engagement on Facebook, a social media platform valued by students (Jones, 2014).

2.4. Alcohol Marketing and Students

The influence of alcohol advertising on the consumption behaviour of students is subject to much discussion, typically concentrated on the subject of whether advertising upsurges drinking by individuals. According to Gunter, Hansen & Touri (2009) individuals themselves have been found to believe that alcohol marketing can trigger alcohol use. Through fostering people's consciousness and awareness with alcohol, marketing is seen to be a motivator towards their choice ultimately to take up consumption. Liking of alcohol commercials has been considerably related to consuming alcohol among students in multi-variate statistical assessments (Gunter, Hansen & Touri, 2009).

An analysis by Chen *et al* (2005) on the responses of individuals to alcohol promoting discovered that people are attracted to animal and people characters, story, humour and music in alcohol marketing. Ads that were liked by participants in the report were more probable to produce reactions from respondents saying they desired buying the goods and the brand advertised. The three most accepted alcohol advertisements in the report used animal characters as the principal actors (Chen *et al*, 2005). Additionally, a review of the marketing, psychology, and neuroscience literatures established that students, due to how the human brain grows, may be specifically enticed to branded goods such as alcohol that are connected with risky conduct and that deliver, in their opinion, instant enjoyment, social status and/or thrills (Pechmann & Levine, 2005).

Alcohol marketers are particularly experienced at being where their target market lives and plays, as explained by Gordon *et al* (2010) who recognised the longstanding association concerning alcohol marketing and sports, and the growth of alcohol promotions at music festivals and other happenings. While there is a possibility for more investigation in this and associated areas, the study by Gordon *et al* (2010) adds to the already sufficient body of evidence that students are exposed to, and manipulated by, alcohol promoting. Whilst we need to continue to observe, monitor and discover the consequences of new marketing channels, Gordon *et al* (2010) explain

that there is a well-defined need for authorities to act to control the exposure of students to alcohol marketing.

Exposure to different kinds of advertising has an effect on consumption levels of individuals. According to Gunter, Hansen & Touri (2009) exposure to alcohol advertising can increase familiarity with brands between individuals, but whether it has a connection to the start of alcohol consumption is a more arguable matter. It was found by Gunter, Hansen & Touri (2009) that any consequences that do happen as an outcome of exposure to marketing might be “indirect rather than direct”. The exposure to alcohol marketing can cause adolescents to deliberate early alcohol consumption and alcohol-related thoughts could ultimately contribute to a choice to start consumption. However, evidence is less straightforward on whether exposure to alcohol promoting regularly performs as a direct activation for young individuals to drink (Gunter, Hansen & Touri, 2009).

A longitudinal survey investigation directed in New Zealand stated that the more male adolescents were capable of remembering beer commercials at the age of 15 years, the more they consumed at 18 years of age (Caswell, 2002). This discovery happened only for beer consumption and not for consumption of spirits or wine. The advertising recollection result only had a modest consequence even in the situation of beer consumption (Caswell, 2002). This result was strengthened in a further longitudinal investigative study that followed 18 to 21-year-old students. It was established that the earlier partiality to televised alcohol commercials and related brand loyalty were connected with a larger quantity of beer consumption afterward (Conolly, 1994). The motivations why beer advertising demonstrated to be most potent in this investigation is not fully clarified, however there may have been alterations in the degree to which beer marketing campaigns were run in the key mass media as associated to promotions for other alcohol goods. It could have been due to the variances in production actions that rendered beer commercials more attention-grabbing (Conolly, 1994).

A study was directed by Jones & Magee (2011) as they wanted to collect data on Australian individuals' contact to distinctive sorts of alcohol marketing and evaluate the association concerning alcohol consumption and exposure to alcohol advertising. It was revealed that the bulk

of the participants indicated that they had been exposed to alcohol advertisements in magazines, newspapers, on television, on billboards/posters, on the Internet and promotional materials and in liquor stores, bars, restaurants and pubs. Exposure to several of these kinds of alcohol commercials was linked with increased alcohol drinking, with variances by gender and age (Jones & Magee, 2011). The outcomes were coherent with findings from other nations and propose that contact with alcohol ads between Australian youths is powerfully connected with consumption patterns (Caswell, 2002; Conolly, 1994; Gunter, Hansen & Touri, 2009). Given the present elevated levels of alcohol consumption amongst Australian adolescence, these conclusions also propose the requirement to tackle the high levels of adolescents' exposure to alcohol marketing.

Tanski *et al* (2015) conducted a similar research study among Californian individuals and established that liking of ads, brand receptivity and recall to alcohol advertising forecast alcohol usage. The outcomes of the study further proposed that exposure to alcohol marketing could yield favourable views about alcohol among students and that this could in turn upsurge their chance of potential drinking. Furthermore, Tanski *et al*, 2015 stated that an additional US report of consumers established that enlarged exposure to alcohol commercials on television in the first year of the analysis was correlated with a better chance of drinking wine or beer a year later.

2.5. Conclusion

To conclude, the information gathered by various researchers is significant in proving that there is a relationship between alcohol advertising and frequency of alcohol consumption amongst students. The investigations discussed above provided the researcher with enough information to identify that there is a significant link between the exposure to advertising channels such as the internet or social media and students' frequency of alcohol consumption. The literature also revealed that there is an association between contemporary marketing channels and the consumption levels of modern day students. As these kinds of channels have become easily accessible over the past few years, alcohol advertisement exposure to students has subsequently increased.

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

Research is the procedure that is used to collect information and data for the purpose of academic nature (Maree, 2016). The methodology may incorporate interviews, surveys, publication research and other research practices, and could embrace both present and historical data.

This chapter reviews the philosophical assumptions and also the design strategies underpinning this research study. The research design for this study was a descriptive and interpretive study that is analyzed through quantitative methods. Surveys were used to evaluate the participants' exposure to alcohol advertising as well as their relationship with various marketing channels. Additionally, a descriptive statistical process was used to evaluate the student satisfaction survey. Furthermore, the reasoning for each of the data collection techniques used in the study was deliberated.

Finally, in order to ensure trustworthiness of the research, suitable criteria for quantitative research will be discussed, and several methods that include participant checks, peer reviews, and triangulation were recommended and later used.

3.2. Research Problem

The purpose of this proposed study was to determine the influence of alcohol advertising channels on alcohol consumption among students. The research problem investigated therefore was to examine the relationship between reported alcohol consumption by a sample of students from the Western Cape and their exposure to traditional and contemporary alcohol advertising channels.

The study also determined if certain advertising channels of alcohol are more strongly related to alcohol consumption than others. The study will be measured using the outcomes and information gathered by the online surveys.

3.3. Research Design

A research design concentrates on the end-product and all the phases in the method to achieve the desired outcome (Maree, 2016). Furthermore, a research design is perceived as the operative plan in which certain research techniques and practices are interconnected to obtain a reliable and valid

body of information for empirically grounded analyses, conclusions and theory formulation (Maree, 2016). The research design accordingly offers the researcher with a clear research framework; it guides the methods, decisions and sets the foundation for understanding.

The research problem and question was effectively answered by using the quantitative design approach. This study was situated in the positivist paradigm as the positivist approach generally involves hypothesis creation and testing. This paradigm fits well with quantitative research and the experimental methods that were used. A cross sectional research design was followed which saw quantifiable data being collected at a point in time over a five-week period from August to September 2016. This information was collected with the goal of identifying a number of detectable patterns across the sampling frame. This study did not gauge the definite precise degree of influence as this fluctuates depending on the respondent. Levels of influence could additionally be investigated and assessed by adding qualitative approaches to the quantitative ways that were used in this study.

3.4. Data Collection

Data collection is the procedure of collecting and quantifying information and data on targeted variables in an established methodical manner, which then allows the researcher to answer applicable questions and evaluate conclusions (Maree, 2016).

This report utilised the quantitative method in order to gather the relevant information from respondents. An online self-completion survey was used to collect data from respondents. The online questionnaire was pre-tested with a suitable sample of twelve respondents after which the digital questionnaire done through the online survey generator Survey Monkey (www.surveymonkey.com), was reviewed. Respondents were able to complete the digital questionnaire in their own time and had no time restrictions. The questionnaire was posted onto various student groups on social media and was sent to an assortment of students. Responses were gathered over a five-week time period and analysed in order to determine an outcome. Finally, no incentives were offered to potential respondents.

3.5. Methodology

Research methodology is the theoretical, systematic investigation of the methods pertained to a specific field of study (Maree, 2016). It encompasses the theoretical analysis of the body of procedures and principles connected with a branch of knowledge.

Methodological Orientation:

The orientation that was used in the study was the quantitative orientation. This orientation was used as the information the researcher was dealing with consisted of figures and facts.

Quantitative

The quantitative segment deals with the numerical data and statistical analysis to provide researchers with quantitative information (Ramaboa, 2013). This kind of research requires objectively evaluating the data which consists of facts and figures, trying to eliminate bias from the researcher's point of view. Normally, the quantitative technique makes use of a survey or questionnaire (Ramaboa, 2013). Quantitative research continually involves the numerical analysis of data collected by means of some kind of structured survey or questionnaire.

Qualitative

Qualitative writing inclines to be rich with quotation, description and narration, as researchers try to capture discussions, perspectives, experiences, meanings and voices (Ramaboa, 2013). This type of research is associated with words instead of numbers. As such, a qualitative report is concerned with non-statistical approaches and small samples, frequently purposively chosen.

The Survey as a Research Method

Surveys require the researcher to obtain information and data from respondents and provide the researcher with more insight into the meaning and importance of what is happening. Therefore, it supports why survey researchers choose to concentrate on a certain group of seemingly similar cases (Maree, 2016). The survey instrument consisted of 10 questions of varying types.

Respondents were asked to indicate how often they purchase alcohol either from the shops or a bar/restaurant. The next question of the survey required the survey participants to identify which

type of media is attractive to them. The participants were then asked where they primarily see/hear alcoholic advertisements.

Participants were required to indicate their likeliness to purchase certain alcoholic beverages, which was followed by them being asked to indicate the extent to which type of marketing channel they find is un/attractive. Additionally, the respondents were asked a simple question of whether they would be more likely to purchase alcohol if there was a discount or promotion.

The penultimate question of the survey required respondents to indicate their perception towards alcohol advertising. The final question of the survey required respondents to indicate their perception towards general advertising.

3.6. Sampling and Population

Sampling refers to the choice of a subsection of persons or items from a larger population, also known as a sampling frame, with the purpose of embodying the particular population (Ramaboa, 2013). A precise sampling frame was not available as the researcher did not have a list of all population members. Sampling also discusses the process of choosing a sample as a small portion or subdivision from a distinct population – with the objective of representing the specific population.

A research population is recognized as a well-defined collection of individuals or items known to have alike characteristics (Ramaboa, 2013). All persons or objects within a specific population usually have a mutual, binding characteristic or feature. In the case of this study participants mutual feature was the fact that they were all students residing in the Western Cape.

It is important that the population shares a communal characteristic with the study, which is why the target population for the study consisted of various racial groups of both genders who were residing in the Western Cape. The target population consisted of students only. A non-probability testing process in the form of convenience sampling was also used for this report. This method was applied as even though information cannot be gathered from the whole population and statistical implications must be made from the test.

The sampling method that was used in this study was the sampling method that will be that of a random convenience sampling method. The researcher spoke to students that fit within the specific frame and when speaking about the study, inferences were made to the study as opposed to extrapolating the data to the general population.

There are various kinds of sampling methods that are considered by researchers. A probability sampling method is any method of sampling that uses some form of random selection (Ramaboa, 2013). In order to have a random selection method, the researcher needed to set up some process or procedure that assured that the different units in the population have equal probabilities of being chosen. Furthermore, the difference between nonprobability and probability sampling is that nonprobability sampling does not involve random selection and probability sampling does (Ramaboa, 2013).

3.7. Data Analysis

Data analysis is crucial for the researcher as the analysis of data is a method of inspecting, transforming, cleaning, and modelling data with the goal of ascertaining beneficial and relevant information, suggesting conclusions, and backup decision-making (Maree, 2016).

A data analysis was then conducted in order to examine the responses. Additionally, this section also speaks to the type of questions the researcher asked and how they will be able to analyse the data. The data-analysis was carried out by doing the following steps:

- Organization and formulation of data
 - This included identifying key words and phrases used in the study that may be useful.
- Understanding the data
 - This refers to identifying what is important with regards to what the researcher needs from the data.
- Primary data-analysis process using coding procedure
 - Using the coding procedure to identify what and why the primary data is relevant and what data will not be needed for the study.
- Recognizing subthemes and framework

- This refers to the understanding of the various sections of the main framework that are broken up into smaller sections.
- Discussion of frameworks
 - This refers to an examination of the variety of different frameworks that could be used and applied to the study.
- Explanation of the data by reviewing meanings accredited to the research findings
 - This is the final step and is a review of the findings in order to generate a clear and conclusive analysis.

3.8. Conclusion

In conclusion, this section was useful for the researcher as it provided the processes and steps that were considered in order to ensure accurate and precise results and information were gathered. Determining the effect of marketing channels that directly affect students' consumption with regards to alcohol allowed the researcher to get a better understanding of how exposure to certain kinds of advertisements and channels have an influence on students' frequency of alcohol consumption. The instrument that used was valid as already existing survey instruments have been tested for reliability and validity.

Finally, this chapter has outlined the research methodologies, strategies and design that were used in the study, including measures, contributors, data collection tools, data collection and analysis methods. The research design for this report was a descriptive and interpretive case study that was analysed largely through quantitative methods. Furthermore, it also briefly explained the several stages involved in the design and development practices of the research in this particular study.

4. DATA COLLECTION, ANALYSIS AND INTERPRETATION

4.1. Introduction

The objective of this study is to investigate the extent to which alcohol marketing influences the frequency of alcohol consumption amongst South African students by analysing the relevant data.

This chapter begins with a description of the response rate and proceeds 4.2 and 4.3 respectively. Section 4.4 examines the frequency of alcohol consumption or purchasing. This is followed by the analysis of the kinds of media consumers are attracted to in section 4.5. Section 4.6 discusses where individuals primarily see or hear alcohol advertisements, followed by an analysis of consumer preferences for certain types of beverages in section 4.7.

Section 4.8 presents findings for the participants' feelings towards which type of media channel they find appealing. Section 4.9 discusses the effect of a discount or promotion. Section 4.10 present the findings on the aspects that have an effect on buying decisions, which is followed by two conclusive sections, 4.11 and 4.12, which analyse the different perceptions towards general and alcohol advertising.

4.2. Survey Response

A total of 41 students from the Western Cape in South Africa region completed the online survey that was created on Survey Monkey- an online questionnaire and survey generator. The online survey consisted of 10 questions, and were all compulsory. Participants were able to complete the survey on their phone or through other mobile devices such as tablets and laptops, ensuring that it was easy and accessible for everyone. After a methodical review of the returned surveys feedback, it was discovered that all surveys as well as all the questions were completed, representing a response rate of 100%.

4.3. Profile of Respondents

The respondents were required to provide background information relating to their age. The purpose of this question was to identify a more precise age range of the participants. This information is useful to the study as it shows the average age range of the participant who answered

the survey. Table 4.1 shows the quantity in percentage of respondents that fall in each particular age group.

Table 4.1: What is your age?

Answer Choices (Years)	Responses (Percentage)
18-21	21.95%
22-25	73.17%
26-29	2.44%
30 or older	2.44%

It was recognised that most of the participants are between the ages of 18 and 25. This is due to the fact that the survey was completed through an online link that was posted on a number of student social media platforms, to individual students, as well as Facebook groups which consisted predominantly of students.

4.4. Frequency of Consumption

The second question of the survey required the respondents to indicate how often they purchase alcohol either from the shops or a bar/restaurant. The objective of the question was to determine the extent of the consumption rates among the participants based on how often they purchased alcohol. This question also allowed the researcher to better understand the relationship the sample population has with alcohol. Table 4.2 below presents the data results.

Table 4.2: On average, how often do you purchase alcohol either from the shops or a bar/restaurant?

Answer Choices (Frequency)	Responses (Percentage)
Daily	7.32%
Weekly	58.54%
Monthly	34.15%
Never	0%

From the data available in Table 4.2, it was evident that most of the participants purchased alcohol weekly (58.54%), followed by monthly (34.15%). From the table above, it can be determined that students are more likely to purchase alcohol on a weekly basis, making them far more receptive to

concentrated alcohol advertising. Based on the assumption that students are more likely to purchase alcohol weekly they are more likely to be exposed to alcohol products and in-store alcohol advertising than individuals who only purchase alcohol on a monthly basis.

4.5. Media Attraction

The next question of the survey required the survey participants to identify which type of media is attractive to them. The purpose for this question was to discover which type of media channel the participants find most appealing in order to better understand the dynamics of their alcohol exposure. Respondents were required to answer which kind of media they believe is the most attractive to them from a number of options which included TV, Radio, Internet, Billboards and Posters, Outdoor Advertisements and Academic Journals. Figure 4.1 below illustrates the data results.

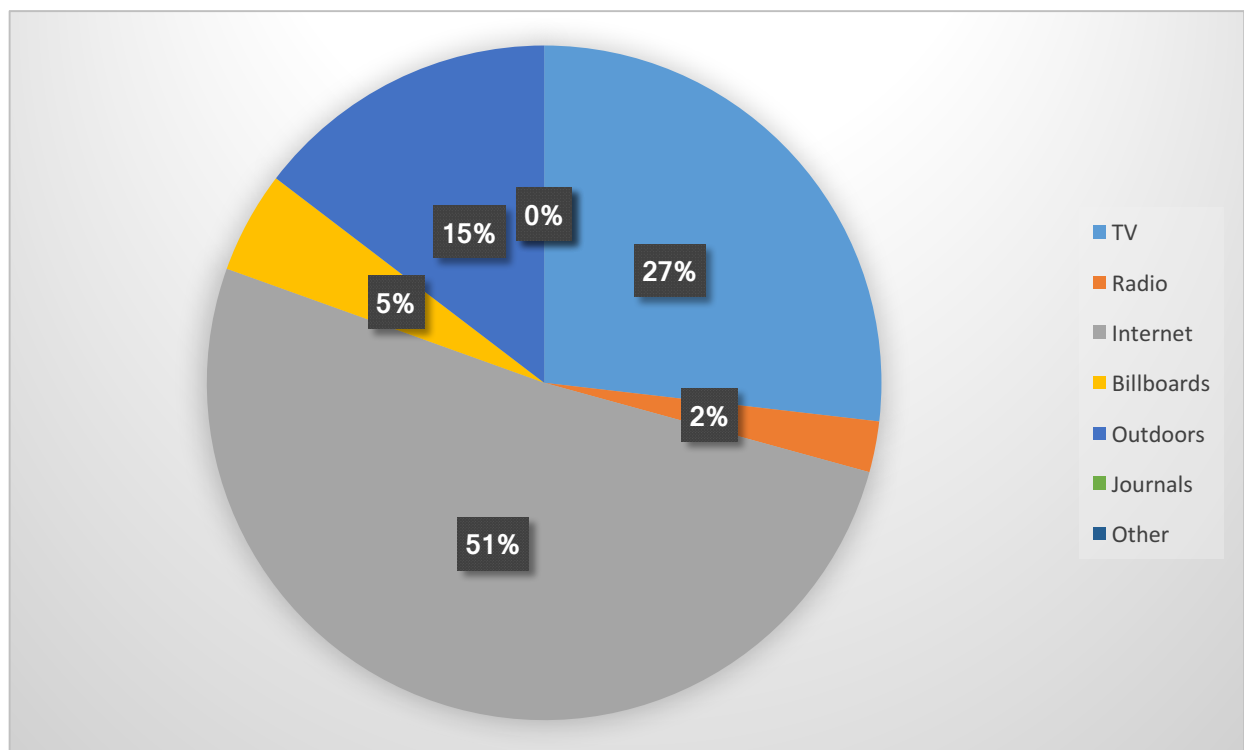


Figure 4.1: Media Attraction

From the figure above, it was evident that the internet was by far the most appealing to the students as 51.22% of participants felt that this type of media platform is the most attractive to them. TV was the next most attractive with 26.83% followed by Outdoors with 14.63%, then Billboards with

4.88% and finally Radio with 2.44%. The suggestion for the internet being the most selected response is the fact that the matter at hand is focused on contemporary South African students, who are regarded to be tech savvy and are connected to various online platforms and social media sites. The rise in technology has enabled advertisers to reach far more consumers than they ever have, especially the modern day student. The data above also relates up with some of the findings by Story and French (2004) who state that students and young adults signify one of the quickest developing divisions of the population that are online.

4.6 Advertisement Channels

The next section of the survey addresses the various types of advertising and marketing channels. The purpose of this question was to determine what kind of marketing channel individuals most commonly come into contact with the most, which can ultimately influence in their consumption behaviour. Furthermore, this question allowed the researcher to gain a better understanding on which advertising channels students were frequently exposed to with regards to alcohol advertisements. Respondents were asked where they primarily see/hear alcoholic advertisements. Table 4.3 and Figure 4.2 below illustrate the participant's responses based on where they primarily are exposed to alcohol advertising.

Table 4.3: Where do you primarily see/hear advertisements for alcohol?

Channel	Responses (Percentage)
Newspapers and Magazines	4.88%
Television/ Online Video	43.90%
Social Media	17.07%
Billboards and Signs	2.44%
Sports and Music Events	14.63%
Clubs, bars and restaurants	14.63%
Radio	0%
Other	2.44%

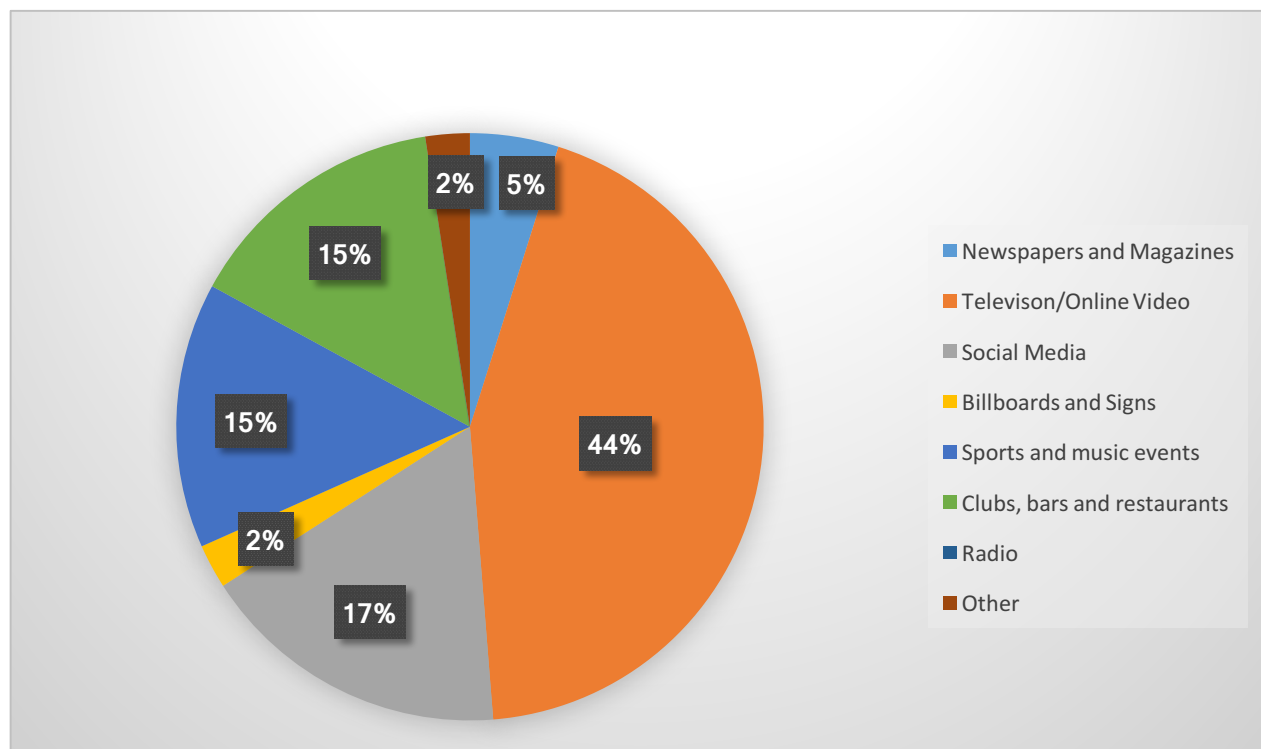


Figure 4.2: Advertisement Channels

From the data above it was evident that the participants commonly came into contact with alcohol advertisements through television and online media channels. This can be in the form of TV advertisements between programs and shows, through online videos such as YouTube advertisements or online videos on social media sites. The rise of social media and other online platforms has made it easier to advertise to more people as more and more people are sharing and are exposed to online advertisements (Story and French, 2004). The growth of the internet has allowed alcohol advertisers to extend their marketing further than they ever have, as consumers are able to access and view advertisements and promotions with far more ease.

4.7. Participant Preferences

The next section of the survey dealt with the individual preferences of each participant with regards to their choice in alcoholic beverage. The objective of this question was to identify individual preferences in terms of what kind of alcoholic beverage participants are likely to purchase. This question was useful for the study as it provides the researcher with support based on previous findings on South African alcohol advertising expenditure. Respondents were required to indicate

their likeliness to purchase certain alcoholic beverages. Among the choices were; Ciders, Wine, Beer and Hard Liquor such as Whiskey or Vodka. Table 4.4 and Figure 4.3 illustrate the data results.

Table 4.4: For each of the following options listed below please indicate to which extent you are likely to purchase the alcohol products.

	Very Unlikely	Unlikely	Neutral	Likely	Very likely	Total	Weighted Average
Ciders	35.00%	32.50%	20.00%	12.50%	0.00%	41	2.10
Wine	2.50%	2.50%	12.50%	55.00%	27.50%	41	4.03
Beer	9.76%	4.88%	2.44%	29.27%	53.66%	41	4.12
Hard Liquor	0.00%	12.20%	14.63%	48.78%	24.39%	41	3.85

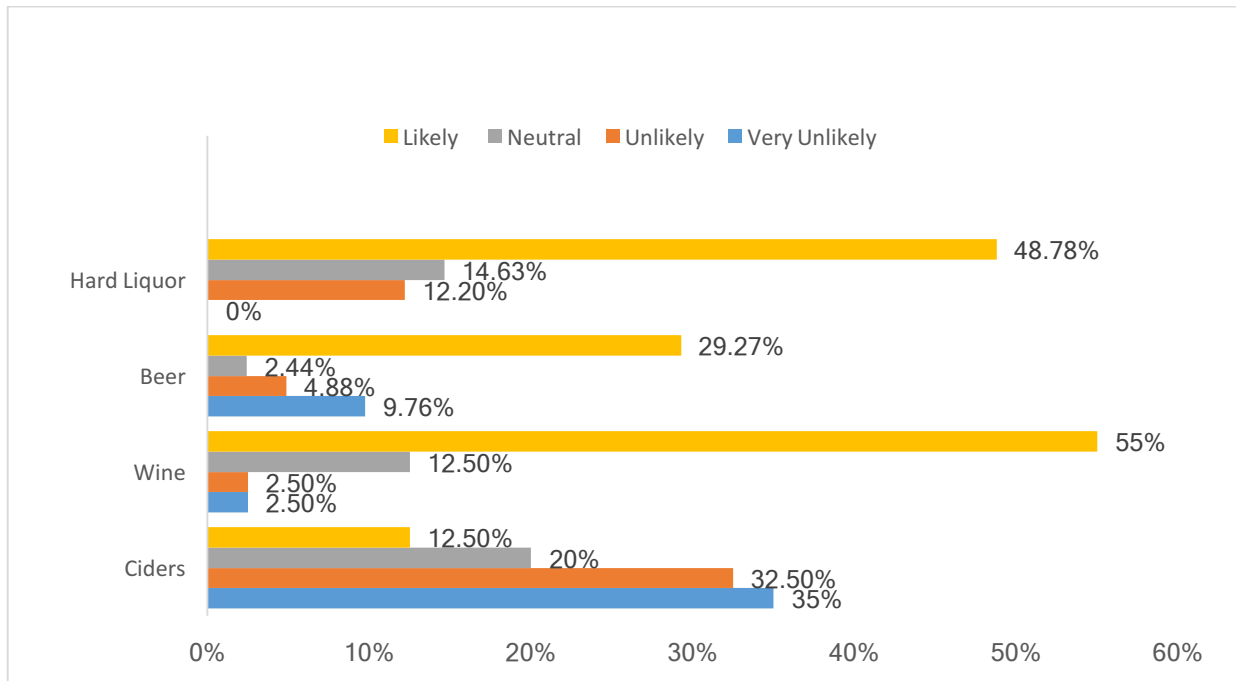


Figure 4.3: Participant Preferences

From the data and diagrams provided above, it was identified that participants were very likely to consume beer, likely to consume wine and hard liquor, and unlikely to consume ciders. This data corresponds with the study by Daly and Walbeek (2014) who identified that the most marketed

alcohol groups in South Africa are beer, hard liquor and wine as they are the most consumed and potentially profitable products.

4.8. Alcohol Channel Engagement

The next question in the section was to determine the extent to which advertising channels the participants engaged with. The purpose of this question is to identify the most relevant alcohol advertising channels students are most likely to be exposed to. The information is presented in Table 4.5 and Figure 4.4 below.

Table 4.5: With regards to the alcohol marketing channels used by companies please indicate the extent to which type of channel you find is un/attractive

	Very Unattractive	Unattractive	Neutral	Attractive	Very Attractive	Total	Weighted Average
Tv	0.00%	4.88%	19.51%	58.54%	17.07%	41	3.88
Radio	7.32%	31.71%	34.15%	24.39%	2.44%	41	2.83
Social Media/ Internet	0.00%	2.44%	14.63%	53.66%	29.27%	41	4.10
Billboards and Signs	2.44%	9.76%	34.15%	46.34%	7.32%	41	3.46
Outdoors	0.00%	7.32%	41.46%	31.71%	19.51%	41	3.63
Journals	29.27%	29.27%	36.59%	4.88%	0.00%	41	2.17
Print Media	5.13%	10.26%	48.72%	33.33%	2.56%	41	3.18

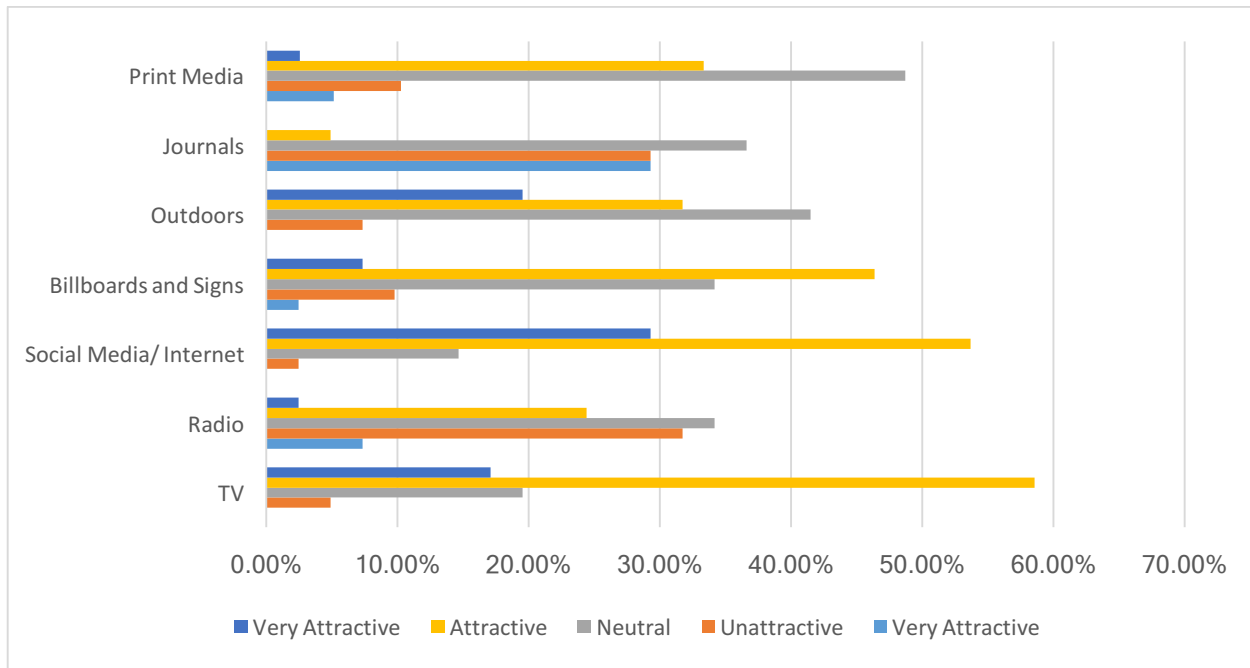


Figure 4.4: Alcohol Channel Engagement

From the above table and figure, it was determined that social media/internet and TV were the most attractive channels to the participants. Additionally, journals and radio were seen to be the most unattractive forms of alcohol advertising. The reason for the popularity of social media and the internet is due to the fact that as mentioned in section 4.5, the topic of this report is focused on contemporary South African students, who all have more access to the newest technologies and online platforms than previous generations.

4.9. Discounts and Promotions

The seventh question of the survey dealt with the aspect of determining if placing a discount or placing an item on promotion has an effect on an individual's alcohol consumption. This question was useful to the study as illustrates the extent to which South African students are influenced by specific marketing techniques they are exposed to. Respondents were asked a simple question of whether they would be more likely to purchase alcohol if there was a discount or promotion. Figure 4.5 illustrates the responses.

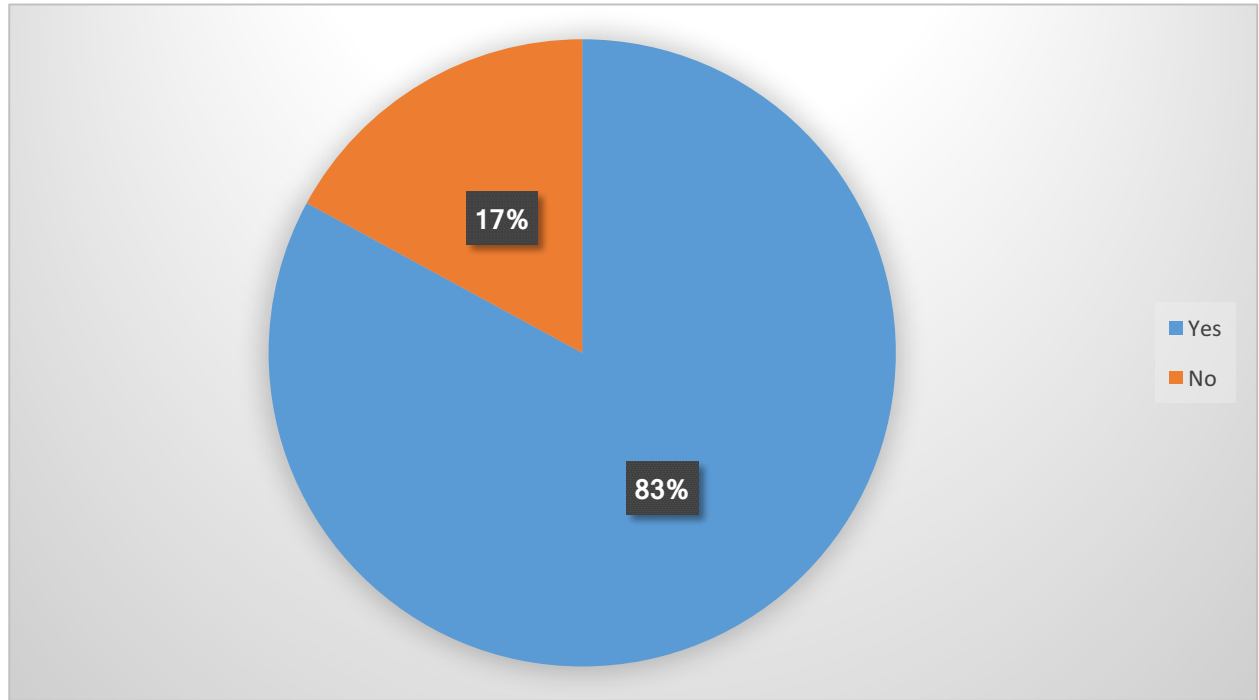


Figure 4.5: Discounts and Promotions

Based on the data provided above it was concluded that participants were far more likely to purchase alcohol if there was a discount or promotion as 83.93% of the total amount of respondents said yes and 17.07% said no. This was relevant to the study as it supports the alcohol companies' motivation to offer certain types of promotions and discounts as they are accepted by 34 out of 41 individuals.

4.10. Buying Decision Aspects

It is crucial to the study to identify what influences a person's decision to purchase a particular item. Question eight dealt with this step as it aimed to find out what participants believe influenced their purchasing or consumption of alcohol. The purpose of this question was to determine if intensive types advertising towards South African students was actually successful with regards to them purchasing alcohol. Below, Figure 4.6 illustrates the results.

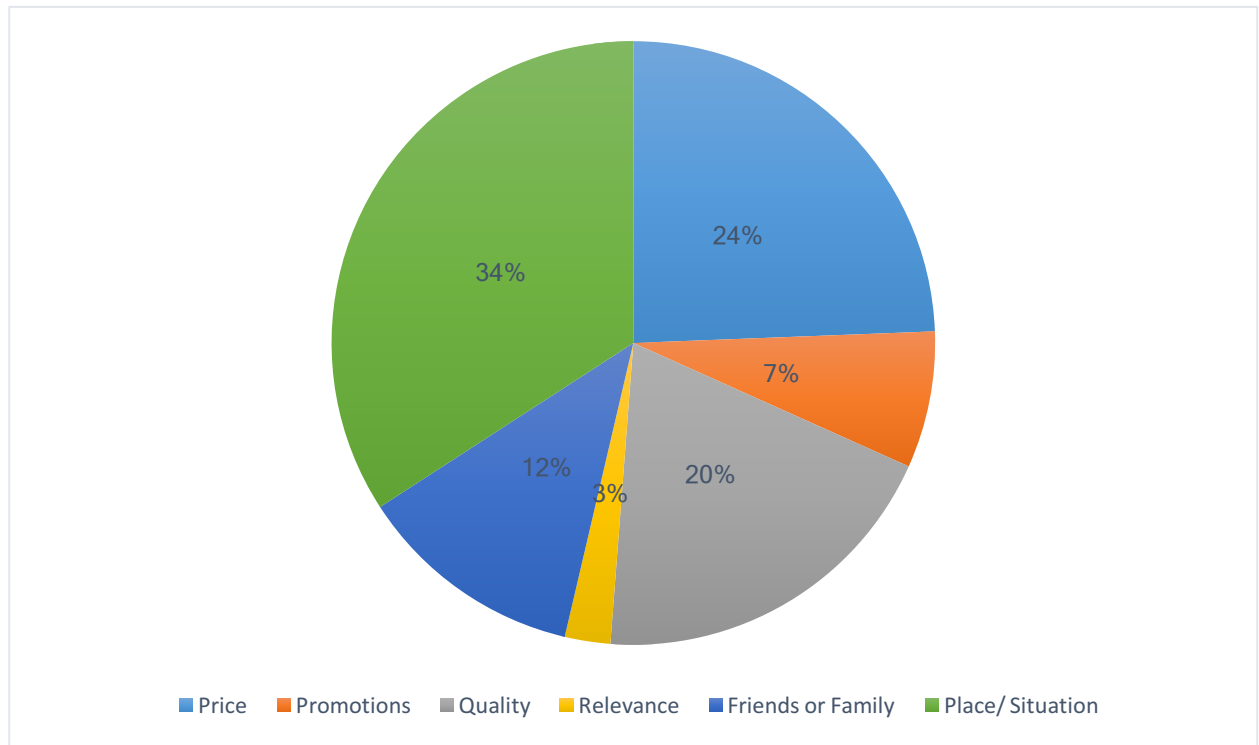


Figure 4.6: Buying Decision Aspects

Based on the data provided above, it is evident that participants do not believe that promotions or advertisements are the most significant aspects when purchasing alcohol. The greatest influence with 34% was the place or situation in which the individuals find themselves, for example at a music festival or sports event, with promotions and advertising only getting 7%. This finding is significant to the study as it provides an alternate result to what has been previously identified that promotions and advertisements are the most significant advertising channel influences in consumption of alcohol among students (Gunter, Hansen and Touri, 2009).

4.11. Perceptions Towards Alcohol Advertising

The penultimate question of the survey required respondents to indicate their perception towards alcohol advertising. The purpose of this question was to explore the relationship between individuals and certain statements with regards to alcohol marketing. This question was useful to the study as it presents the researcher with information on whether alcohol influenced early consumption and provides data on drinking perceptions and behaviours. The results are presented in table 4.6 below.

Table 4.6: Which of following statements best describes your perception toward alcohol advertising?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
Alcohol marketing makes me think drinking is essential for a good party.	7.32%	14.63%	24.39%	46.34%	7.32%	41	3.32
Exposure to alcohol marketing influenced me to drink earlier and heavier than I should.	17.07%	29.27%	43.90%	9.76%	0.00%	41	2.46
Exposure to alcohol marketing would have an effect on increasing my overall alcohol consumption.	9.76%	21.95%	29.27%	34.15%	4.88%	41	3.02
I think “Alcohol marketing is related to enjoyment and fun”	4.88%	14.63%	29.27%	46.34%	4.88%	41	3.32
I think alcohol marketing influenced my family or friends to consume alcohol earlier or heavier than they should.	9.76%	29.27%	26.83%	34.15%	0.00%	41	2.85
I consume alcohol because it makes me have a better experience, is enjoyable and is sociable.	0.00%	15.00%	22.50%	40.00%	22.50%	41	3.70

The table above shows that 46.34% of the participants agree that alcohol marketing makes them think that drinking is essential for a good party. This is further supported by the fact that 46.34% of the participants also agree that alcohol marketing is related to enjoyment and fun. Furthermore, 43.90% of respondents were neutral to the statement that alcohol marketing had influenced them to drink earlier and heavier than they should have, however most participants swayed towards the disagreeing with this statement. With regards to having an overall effect on individuals' frequency of alcohol consumption, 34.15% of participants believe that alcohol marketing had an effect on increasing their overall alcohol consumption as well as 34.15% of participants agreeing that they think exposure to alcohol marketing influenced their family or friends to consume alcohol earlier

or heavier than they should. Also, 40% of respondents agree that they consume alcohol because it simply makes them have a better experience, is enjoyable and is sociable.

4.12. Perceptions Towards General Advertising

The final question of the survey required respondents to indicate their perception towards general advertising. The purpose of this question was to explore the relationship between participants and certain statements with regards to advertising in general compared to alcohol advertising specifically. The results are presented in table 4.7 below.

Table 4.7: Which of following statements best describes your perception toward general advertising?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Weighted Average
I have purchased products that I have seen in advertisements but later I found that I did not need or did not actually enjoy them.	0.00%	14.63%	24.39%	56.10%	4.88%	41	3.51
The style of marketing is more or less likely to influence my desire to purchase, such as an attractive advertisement would better influence me more than boring advertising.	0.00%	4.88%	21.95%	56.10%	17.07%	41	3.85
My family or friends influenced me to purchase specific products that they have seen in advertisements.	2.44%	17.07%	21.95%	53.66%	4.88%	41	3.76
If I have seen a really good advertisement that catches my interest, I think “I might like to buy that product”.	0.00%	7.32%	19.51%	63.41%	9.76%	41	3.32
I never felt like purchasing a specific product until I had seen it look appealing in an advertisement and after that I wanted to have it.	4.88%	9.76%	43.90%	39.02%	2.44%	41	3.24
My friends or my family were influenced by certain type of advertisement to purchase products.	0.00%	12.20%	24.39%	56.10%	7.32%	41	3.59

To sum up, table 4.7 indicates that individuals have differing perceptions when it comes to alcohol and general advertising. A total of 63.41% of respondents indicated that they had seen a really good advertisement that caught their interest and they thought that they might like to buy that product. More participants agree that general advertising has more of an influence on their friends or family than alcohol advertising does, 56.10% for general advertising compared to 34.15% for alcohol advertising. However, 53.66% of respondents feel that their family or friends influenced them to purchase specific products that they have seen in advertisements. From the data above it was also determined that 56.10% of participants have purchased products that they have seen in advertisements but later they found that they did not need or did not actually enjoy them. Most respondents also agree that the style of marketing is more or less likely to influence their desire to purchase, such as an attractive advertisement would better influence them more than boring advertising, which was assumed as most people would prefer an attractive advertisement.

4.13. Conclusion

The objective of this study was to investigate the relationship between the influence of marketing channels and the alcohol consumption levels of students. The findings of this chapter revealed that the internet and social media are the most significant in influencing contemporary South African students' consumption due to the ease of accessibility to various media platforms. Also, it was identified that participants established that the place or situation they found themselves in had a greater influence with regards to alcohol consumption. Finally, it was identified from the online survey that alcohol advertising exposure has in fact been an influence of alcohol consumption amongst participants.

Irrespective of whether the alcohol industry is explicitly targeting students through certain marketing channels, the truth is that students are exposed to such advertising and acquire prospects about their probability of potential consumption based on them. Additionally, with the ever-expanding usage of digital advertising, the need to cultivate more strong and operational protocols on alcohol advertising has obtained added urgency and motivation.

5. CONCLUSION AND RECOMMENDATION

Chapter four presented the findings of the study. The purpose of this chapter is to summarise and draw conclusions on the findings and implications of alcohol advertising channels, alcohol consumption by South African students and the extent to which exposure of alcohol advertising influences the consumption behaviour of students.

Section 5.1 summarises and draws conclusions on the exposure to different advertising channels while section 5.2 summarises and draws conclusions on the effect of exposure to alcohol marketing. The next section (5.3) summaries and draws conclusions on the main influences of alcohol consumption by students which is followed by recommendations based on the data of the study (5.4). Accordingly, section 5.5 highlights the limitation of the study, which is then trailed by section 5.6 which discusses the ethical issues faced. Section 5.8 looks at the validity and reliability of the study concluding with section 5.9 which recommends areas of future research. To the researcher's knowledge no study has previously combined alcohol exposure and consumption frequency of students in such a concentrated South African context.

5.1. Summary and Conclusions of Exposure to Marketing Channels

As indicated in chapter one, the first objective of this study was identify which are the most influential alcohol marketing channels students are exposed to. The study revealed that students are mostly exposed to alcohol advertisements on the internet and social media sites and television. From the findings in chapter four the following summary are presented; 59% of student participants found television to be regarded as attractive, while 54% of student participants considered social media or the internet to be attractive. The opinion of Story & French (2004) was supported by these findings which state that modern day digital media is becoming more accessible and recognised by students than ever before. The findings by Gunter, Hansen & Touri (2009) was also supported by these findings as the researchers concluded that students often show a strong partiality for alcohol advertising, and particularly that which appears on television. These findings may be as a result of the fact that the advancement in technology and globalization has enabled more people to be able to afford televisions and mobile devices.

The study also revealed that television/online videos and the internet/social media were the most influential alcohol advertising channels that students were exposed to, as 44% of participants stated that they primarily see or hear alcohol advertisements on television or on online videos, while the next greatest percentage of 17% of participants believed that primarily see or hear alcohol advertisements on social media. These findings are significant to the study they link with the findings by Story & French (2004) who established that students are increasingly influenced by alcohol advertisements through the development of the internet. To conclude, the ongoing transformation of the media and technological landscape has extended the exposure and impact of alcohol marketing, delivering an exceptional opportunity to promote alcohol to students.

5.2. Summary and Conclusions on the Effect of Alcohol Marketing Exposure

The second objective of this study was to determine the effect of exposure to alcohol marketing on students. Although many researchers have found that exposure to alcohol marketing has influenced student's premature consumption patterns, the study revealed that students are neutral or disagree with the statement that exposure to alcohol marketing influenced them to drink earlier and heavier than they should. However, the study also revealed that more people were neutral to or agree with the statement that exposure to alcohol marketing would have an effect on increasing their overall alcohol consumption. This finding compares with the conclusions of Tanski *et al* (2015) who found that exposure to alcohol marketing could yield favourable views about alcohol amid students and that this could in turn increase their chance of future consumption.

It can be concluded that although the outcomes were not as consistent with previous studies, a chronological association between exposure and alcohol consumption was shown, and a measured reaction between the quantity of exposure and frequency of drinking was confirmed. Therefore, it is indeed credible that alcohol marketing would have an influence on student consumer behaviour, as the data from the study suggests that exposure to alcohol advertising in students influences their consequent consumption levels.

5.3. Summary and Conclusion on the Most Effective Influences of Alcohol Consumption

The third and final objective of this study was to identify if promotional or advertising activities are the greatest techniques in influencing the alcohol consumption level of students. The study

revealed that students find the place or situation that they are in to be the most influential aspect when it comes to purchasing or consuming alcohol as 34% of participants' selected this option. Promotions and advertisement only accounted for 7% of participant selections, meaning that it was only the fourth most popular choice.

This finding is significant to the study as it delivers an alternate outcome to what has been previously acknowledged that promotions and advertisements are the most noteworthy advertising channel influences with regards to the consumption of alcohol among students (Gunter, Hansen & Touri, 2009). The price of the product and its quality are also factors to consider when exploring the subject of the various influences in alcohol consumption. It was identified that after the place or setting, the quality and the price of the product were the next highest selected responses after the place or situation with 20% and 24% respectively. These results are quite surprising as they contradicted the findings by Gunter, Hansen & Touri (2009) which stated that advertisements and promotions were the most influential channels.

To conclude, there are a variety of different aspects that influence a consumer to make a certain purchasing decision, and in this case the place, the price and the promotion were found to be the most influential aspects.

5.4. Recommendations

The findings of this study indicate that the modern forms of media such as television, the internet or social media are the most influential in terms of affecting the consumption levels of students. Also, the study indicates that there is a relationship between exposure to alcohol advertisements and alcohol consumption of among students. Finally, the study indicated that although advertisements and promotions do have an effect on the consumption levels of students, they are not regarded to be the most influential to student purchasing decisions. Based on the above results, the following recommendations are suggested;

- Alcohol marketers should be made aware of the influence that contemporary media has on modern day students.
- Regulations and restrictions should be applied to various social media and internet platforms in order to limit the amount of exposure to underage students.

- If alcohol marketers want to increase profitability and awareness they should invest in more alcohol marketing activities as there is a direct relationship between the quantity of exposure to alcohol advertisements and consumption levels.
- Alcohol advertisers should promote their products more directly to consumers in terms of the place or situation consumers find themselves in.

5.5. Limitations

There are several limitations that should be considered when understanding the outcomes of this analysis. While a choice was made to only include and evaluate cohort and cross-sectional studies which possibly are less expected to experience systematic bias than less full-bodied report designs such as interrupted time series findings, it is nevertheless significant to state that these studies are also vulnerable to bias if not proposed and implemented using thorough principles. Also, the researcher cannot rule out the likelihood of publication bias, whereby reports not being able to identify substantial relationships were not issued, or findings for which selective reporting of only one type of association were made available.

Naturally it is also feasible that findings showing positive relations, if supported by the alcohol industry or other business-related corporations with a conferred concern in marketing or advertising of alcohol, have not been issued. Thus, it is not achievable to forecast the possible effect of unpublished statistics on the outcomes of this assessment.

It is also likely that published findings were not uncovered by the researcher as a fully widespread search of several databases and other sources was not achievable within the capacity of the assessment resources. Efforts, however, were made to uncover all obtainable reports by supplementing searches of databases by searching reference lists of key journals and primary findings.

Although it would be beneficial to base this study on a larger amount of individuals to get a more precise conclusion, it would not be practical in this circumstance and would be seen as time wasting. Only students in the Western Cape region of South Africa were involved in the study as part of the study. Exploring the other alcohol advertising methods that influence students'

consumption behaviour would also be beneficial however, certain limitations mean that this will take some time to do and will exceed all time constraints.

5.6. Ethical Issues

It is very important to highlight the ethical considerations in regard to the study matter. It is imperative that the participant's identities are only shared if they want them to be. McMillan and Schumacher (2001) highlight the significance of ethical guidelines when conducting research as the endeavour at hand involves humans. Likewise, the subsequent ethical standards were upheld to guarantee that the research contributors are not placed at any risk in any way by partaking in my study:

- Knowledgeable agreement to conduct the research and to confirm that voluntary members must be acquired at the beginning.
- Transparency with regards to notifying all participants of the purpose and objective of the analysis, the processes to be followed and their duties in terms of their contribution.
- Correspond outcomes to participants for authentication reasons to avoid misconceptions of the research discoveries.
- Follow the ethical guidelines stated in the Ethics and Research Statement of the department of Research at Vega School.

The biggest limitation of this report is that perceived influence is very particular. A persons' perception can change significantly, depending on an individual's beliefs, values, way of thinking and crucially, their prior experiences and environmental stimuluses.

5.7. Reliability and Validity/Trustworthiness

Reliability is the degree to which an assessment tool produces stable and consistent results. Types of Reliability (Maree, 2016). Additionally, test-retest reliability is a measure of reliability obtained by administering the same test twice over a period of time to a group of individuals (Maree, 2016). This was carried out, for this study, through pre-testing the online survey instrument.

Validity is the main concern of all researchers who collect educational information. Validity is the most important attribute of a measured dependent variable. This is due to the fact that validity

refers to the degree to which an empirical measure truthfully reflects the hypothesis it is intended to gauge, yielding results that reveal the true variables being measured (Maree, 2016). In other words, validity refers to the reliability of the clarification of scores from a test, the most important deliberation in measurement.

Validity is very important when it comes to a quantitative data-analysis. The validity of quantitative proposals is the extent to which the understandings and ideas have a common understanding between the contributors and the investigator (Maree, 2016). The proposal data is dependable as the initial research design may change as the study is conducted. Additionally, conformability also need to be taken into consideration as it is vital to remember that as the study progresses, the risk of bias might also creep in. The research findings are credible as the data was taken directly from what the participants have said making them believable and trustworthy. Furthermore, the research findings can be generalized to the extent of how the feelings and attitudes of the students differed.

5.8. Recommendations for Future Research

The limitations of this study offer potential areas for future research. From the research findings and outcomes, the following are openings for further research:

- Firstly, while findings propose that exposure to marketing and alcohol portrayal in the media intensifies the probability of alcohol consumption, they are unable to notify us how exposure brings about these changes, or what advertising and marketing aspects are the active factors. Further research should include approaches on how exposure to alcohol marketing changes consumption levels and what properties of alcohol advertising are the functioning components. If an improved understanding of the association of the transitional steps between exposure and consequent actions can be acquired, then our understanding of the mechanisms of the implementation of alcohol marketing and advertising would be enriched.
- Secondly, the extent to which psychological aspects determine consequent consumption is a worthwhile matter for further revision. Past studies have observed how influential alcohol media messages were connected with corresponding beliefs and actions among students,

concluding that current exposure established findings do not sufficiently account for the multifaceted psychological approaches that may facilitate or moderate the connection between consumption and exposure. Therefore, it is vital for future reports to measure the association of alcohol marketing to both the amount of alcohol consumption and the frequency.

- Thirdly, the measure of exposure to alcohol marketing does not take how much consideration students paid to in-store marketing into account. Future research should be directed to establish the best measure of exposure to alcohol marketing in stores as this is where most students make their actual alcohol purchases. A measure of attentiveness to promotions, such as recall memory or recognition, could assist in representing a better general impact or could benefit in regulating the correlation between exposure and consumption. Future research should also inspect the variances in advertising between store kinds and the influence that these possible dissimilarities may have on students.
- Additionally, future findings which explore the association between alcohol marketing receptiveness and youth or student drinking should also contemplate extra actions of engagement with online promotion, such as 'liking' and networking with alcohol brands on Facebook and obtaining and forwarding alcohol promotions.
- Lastly, the setting of this study was limited to students living in the Western Cape region of South Africa, as this area was accessible to the researcher. Forthcoming studies could expand the research to a representative sample of the entire nation or could compare diverse provinces to each other. Students from different of types of institutions could also be incorporated in the sample to get a more precise depiction of the total population.

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ANNEXURE A: Ethical Clearance and Consent forms

ANNEXURE B: Survey Instrument

* 1. What is your age?

- ☐ 18 to 21
- ☐ 22 to 25
- ☐ 26 to 29
- ☐ 30 years or older

* 2. On average, how often do you purchase alcohol either from the shops or a bar/restaurant?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Never

* 3. Which kind of media is more attractive to you?

- ☐ TV
- ☐ Radio
- ☐ Internet
- ☐ Billboards
- ☐ Outdoors
- ☐ Journals
- ☐ Other

* 4. Where do you primarily see/hear advertisements for alcohol?

- ☐ Newspapers and Magazines
- ☐ Television/ Online Video
- ☐ Social Media
- ☐ Billboards and Signs
- ☐ Sports and Music events
- ☐ Clubs, bars and restaurants
- ☐ Radio
- ☐ Other

* 5. There are a variety of alcoholic beverages available on the market currently. For each of the following options listed below please indicate to which extent you are likely to purchase the alcohol products.

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Ciders	☐	☐	☐	☐	☐
Wine	☐	☐	☐	☐	☐
Beer	☐	☐	☐	☐	☐
Hard Liquor (Whiskey, Vodka, Tequila, etc)	☐	☐	☐	☐	☐

- * 6. With regards to the marketing channels used by companies please indicate the extent to which type of channel you find is un/attractive.

	Very Unattractive	Unattractive	Neutral	Attractive	Very Attractive
TV	☐	☐	☐	☐	☐
Radio	☐	☐	☐	☐	☐
Social Media/ Internet	☐	☐	☐	☐	☐
Billboards and Signs	☐	☐	☐	☐	☐
Outdoors	☐	☐	☐	☐	☐
Journals	☐	☐	☐	☐	☐
Print Media	☐	☐	☐	☐	☐

- * 7. Are you more likely to purchase alcohol if there is a discount or promotion?

- ☐ Yes
☐ No

- * 8. What do you believe influences your buying decisions of alcohol the most?

- ☐ Price
☐ Promotions
☐ Quality
☐ Relevance
☐ Friends or Family
☐ Place/ Situation

* 9. Which of following statements best describes your perception toward alcohol advertising? (Select one for each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Alcohol marketing makes me think drinking is essential for a good party.	☐	☐	☐	☐	☐
Alcohol marketing influenced me to drink earlier and heavier than I should.	☐	☐	☐	☐	☐
Alcohol marketing would have effect on increasing my overall alcohol consumption.	☐	☐	☐	☐	☐
I think 'Alcohol marketing is related to enjoyment and fun'	☐	☐	☐	☐	☐
I think alcohol marketing influenced my family or friends to consume alcohol earlier or heavier than they should.	☐	☐	☐	☐	☐
I consume alcohol because it makes me have a better experience, is enjoyable and is sociable.	☐	☐	☐	☐	☐

* 10. Which of following statements best describes your perception toward general advertising? (Select one for each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have purchased products that I have seen in advertisements but later I found that I did not need or did not actually enjoy them.	☐	☐	☐	☐	☐
The style of marketing is more or less likely to influence my desire to purchase, such as an attractive advertisement would better influence me more than boring advertising.	☐	☐	☐	☐	☐
My family or friends influenced me to purchase specific products that they have seen in advertisements.	☐	☐	☐	☐	☐
If I have seen a really good advertisement that catches my interest, I think "I might like to buy that product".	☐	☐	☐	☐	☐
I never felt like purchasing a specific product until I had seen it look appealing in an advertisement and after that I wanted to have it.	☐	☐	☐	☐	☐
My friends or my family were influenced by certain type of advertisement to purchase products.	☐	☐	☐	☐	☐

ANNEXURE C: Safe Assign Report