



**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**THE INFLUENCE OF TV BEVERAGE ADVERTISING  
EXPOSURE ON ADOLESCENTS BEVERAGE USE  
AS CASE OF AYER TENA SECONDARY AND  
PREPARATORY STUDENTS**

**BY**

**MINTESINOT TEKA**

**SGS/0153/2009B**

**JUNE 2019  
ADDIS ABABA, ETHIOPIA**

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY  
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**SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF MARKETING MANAGEMENT**

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## DECLARATION

I, the undersigned, declare that this thesis is my original work. All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher institution for the purpose of earning any degree.

Name

Signature & Date

MINTESINOT TEKA

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## ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Advisor:

Zemenu Aynadis (Ass. Prof)

Signature & Date

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## LIST OF ABBREVIATIONS/ ACRONYMS

**EPHA**= Ethiopian Public Health Association

**Ad(s)** = Advertisement(s)

**WHO** = World Health Organization

**FTC**= Federal Trade Commission

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## ABSTRACT

*The objective of this study was to studying the influence of TV beverage ads exposure on adolescents beverage use. A questionnaire, including five-point scale items, was designed based on previous research and distributed to two hundred thirty six Ayer Tena secondary and preparatory school students. Focus group discussion was also conducted with thirteen discussants. The participants were selected using stratified random sampling method. The findings of this study revealed that watching TV beverage advertisements is related with beverage use. Gender of the adolescents was also strongly related with beverage use. Male participants, compared to females, scored high on likability, identification and expectancy scale items; hence they were more likely to use beverage as compared to their female counterparts. The result also revealed that likability of ads, identification of teenagers with characters of TV beverage ads and expectancy to use beverage derive teenagers to use beverage. Moreover, likability of beverage TV ads, identification of teenagers with models of beverage ads and expectancy of beverage use were found to be significant predictors of beverage use. In addition, the result from qualitative data also showed that TV beverage commercials encouraged adolescents to use beverage by showing, music, dance, humor and youthful lifestyle on TV beverage ads. Moreover, adolescents perceived drinking beverage use as healthy lifestyle due to the fact those advertisers sent only positive outcomes of beverages. Based on the findings of the study it has been recommended that design counter-advertising targeting at younger age by incorporating elements such as music, humor and youth-attractive characters that appeal to these audiences may reduce the unwanted impacts of TV beverage ads.*

**Key Words:** *Television Advertising, Beverage Consumption, Adolescents*

# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

There is global concern about drinking trends among young people. Beverage consumption is an important risk factor for morbidity, mortality and social harm worldwide leading to 2.5 million deaths each year (WHO, 2011). Even though the problem is said to be increasing in the developing world, there are no sufficient data on beverage use and its related factors in many developing countries (WHO, 2011). Beverage is the drug of choice among youth. Many young people are experiencing the consequences of drinking too much, at too early age. As a result, underage drinking is a causal factor in many serious problems. Each year, many young people die because of underage drinking; this includes deaths from motor vehicle crashes, homicides, suicide, as well as other injuries such as falls, burns, and drowning (FTC, 1999). The younger people start drinking, the more they are exposed to risky behavior. The rates of criminal behavior among young people are higher after using beverage and drinking has negative consequences for school success (Mullahy & Sindelar, 1989). Beverage use is also associated with unprotected sex and may thus increase the risk that young people will contract sexually transmitted infections including HIV. Despite these risks, regular consumption of alcoholic beverages is common among young people and is persistent public health problem. Young people choose to consume beverage, not just because of personal characteristics, such as personality type or level of social skills, but also due to messages about beverage they receive from advertisements (Wagenaar& Perry, 1994).

Although advertising appears in different media (print, outdoor, internet, etc.), this study has focused on the influence of beverage television advertising exposure on adolescents drinking behavior. Television advertising is one of the strongest medium of advertisement, because due to its mass reach, it can influence not only the individual's belief, awareness, knowledge and attitude, but even the actual drinking patterns of youths. Public health advocates have expressed concern that beverage advertising is a factor contributing to adolescent beverage consumption. Both the level of beverage consumption by adolescents and the level of beverage advertising are considerable. Although there is a considerable level of beverage advertising, the beverage industry argues that its advertising codes prohibit content and placement of advertising which target underage individuals. The advertising codes, in western countries, also prohibit use of actors who

appear underage. However, beer advertisers have no restrictions on the use of sports celebrities. But, here in Ethiopia, there are no restrictions on the use of actors and sport celebrities in beverage advertising. Moreover, there are no advertising guidelines that direct beer advertisers on how to advertise the product to the teenage audience. According to a report of WHO (2004), there is no restriction in hours, days, and places to sale beverage products. Similarly, the report showed that beers, wines, and spirits could be easily advertised through print and broadcast media. However, in electronic media, advertising beverage products above 12% of alcoholic content is restricted. In addition, TV beverage ad, for example beer advertising, in sport and youth events is not prohibited in Ethiopia (WHO, 2004). Studies of advertising exposure have led some public health groups to conclude that there is a link between advertising and adolescent beverage consumption. Concerning this issue, Wagenaar & Perry (1994) conclude that beverage advertising and marketing are factors in the environment that help to create problems of underage drinking. The present study, therefore, investigates to what extent adolescents are influenced by television beverage advertising exposure. Moreover, this study examined different variables, including perceived frequency of beverage advertising exposure, likability of beverage ads, identification and expectancy in relation to adolescent's frequency of beverage use.

The main research approach adopted in this study was descriptive and hence, the study was not primarily concerned to explain cause-effect interplay among variables, rather it was concerned with exploring whether exposure of beverage advertising is associated with the drinking behavior of adolescents.

## **1.2. STATEMENT OF PROBLEM**

A growing body of evidence from both experimental and national survey studies indicates that adolescents exposure to television beverage advertising help them to have safe attitude to drinking (Cacioppo& Petty, 1982 as cited in Wanke, 2009). Beverage advertising more often uses actors and celebrities to change drinking attitudes of adolescents easily. Previous findings showed that, beverage advertising influences the attitudes and behaviors of young people through role modeling (Strasburger, 1993). Ethiopia has no beverage advertising guidelines to control how alcoholic beverages would be presented to youth viewers. In addition, there is no restriction on the use of actors and sport celebrities in beverage advertising. Nowadays, it is a common practice for beer companies to advertise their beer products by using popular actors of television drama. Specially,

beer ads become a common part of series television drama. This may help adolescents to identify themselves with role models of beverage ads and consider drinking beverage as a healthy behavior. More specifically, beverage consumption is not legally prohibited in Ethiopia and there are no age limits on beverage drinking (WHO, 2004; EPHA, 2011). This can be also escalating young adolescents drinking behavior and its associated problems.

Federal Trade Commission report (1999) explained several outcomes associated with underage drinking. These include reduced educational attainment, increased suicide attempts and increases in sexually transmitted diseases. Similarly, other researchers further explained beverage use among young people has been linked to sexual victimization, early onset of sexual activity (Cooper, 2002) and it may also interfere with adolescent's brain development, causing loss of memory and other skills.

It is true that, due to globalization and technological advancement, Ethiopian adolescents like their counterparts in other parts of the world, beside national television channels, have an easy access to various forms of beverage advertisements that are available via a number of television channels. Hence, increased volumes of beverage TV advertising and its related problems become a concern on adolescent's psychological well-being. Having realized the role of likability of ads, identification with characters of beverage ads, and expectancy for adolescents beverage use, a need was felt to study the influence of TV beverage advertising exposure on adolescents beverage use among students in Ayer Tena secondary and preparatory school. Besides to that, as to the current knowledge of the researcher, only three researches were conducted focusing on TV advertisement. These are, the portrayal of gender roles on ETV ads, cross-cultural reception analysis of selected commercials on ETV Amharic program and the other is content analysis of selected commercials. Thus, no prior research conducted focusing on audience perspective; mainly the influence of TV beverage advertising exposure on adolescent's beverage use.

More specifically, this study has addressed the following interrelated basic research questions:

- ✓ Is there a relationship between exposure to TV beverage ads and beverage use?
- ✓ What is the strength of relationship between ads likability, identification, expectancy, and beverage use?
- ✓ Is there gender difference on likability of ads, identification and expectancy, and adolescent's beverage use?
- ✓ What would be the solution to prevent adolescents from TV beverage ads and associated problems of drinking beverage?

### **1.3. OBJECTIVES OF THE STUDY**

#### **1.3.1 General Objective**

The general objective of this study was to investigate the influence of beverage advertising exposure on adolescent's beverage use.

#### **1.3.2 Specific Objectives**

The study has the following specific objectives:

- ✓ To study the relationship between exposure to TV beverage ads and beverage use.
- ✓ To examine the main role of ads likability, identification and expectancy to adolescents beverage use.
- ✓ To identify if there gender difference on likability, identification and expectancy in relation to beverage use.

### **1.4. SIGNIFICANCE OF THE STUDY**

As in other developing countries, the distribution and consumption of substances including beverage are not sufficiently studied in Ethiopia (EPHA, 2011). Beverage consumption is not legally prohibited in Ethiopia and there are no age limits on beverage drinking (WHO, 2004; EPHA, 2011).

Furthermore, the unwanted influence of TV beverage ads on adolescent's drinking pattern has got little attention by researchers. Hence, effective policies and strategies that intend to regulate unwanted implication of TV beverage advertisement are not yet devised. In this regard, therefore, the present study describes the relationship between beverage use and other important variables



(such as, likability of beverage ads, identification with characters and expectancy to use beverage), so that it would usefully guide national policy and decision making on TV beverage ads and youth drinking patterns as well as how its impact could be mitigated.

In addition to that, as the study attempts to describe how adolescent's influenced by TV beverage advertising exposure by assessing the role of liking an ad, the role of identification with characters of ad, and the role of expectancy to drink beverage from audience perspectives, it can hopefully encourage others to undertake a comprehensive and carefully planned research in the future.

Moreover, the outcome of this study may benefit advertisers in considering the possible unwanted impact of beverage advertising campaign on adolescents drinking pattern. Finally, the findings of this study also have implications for designing effective counter advertising to reduce youth beverage use.

### **1.5. SCOPE OF THE STUDY/ DELIMITATION**

Advertising is a broad concept and multidisciplinary in its nature. Consequently, it is difficult to hold close all the basic issues that are to do with the implication of beverage advertisements on the socio-economic and political realities of the society. That being the case, this study has a limited scope of describing issues, such as likability of TV beverage ads, identification and expectancy of beverage use on adolescents beverage use. On the other hand, this study is not providing a comprehensive account of the implication of TV beverage ads on drinking patterns of the entire adolescents. Instead, the center of attention was the specific case of grade 9 and 11 adolescent students within Ayer Tena secondary and preparatory school. The decision in this regard is made based on the following requirements.

- ✓ The availability of personnel who facilitate the data collection activity.
- ✓ The nearness of the school to save financial cost during the data collection of the study.
- ✓ The ability of the researcher as well as the availability of resources to effectively manage and control the survey operation within the wider society.

Furthermore, this study has covered only a small proportion of the population in the selected study area. Consequently, the result of this study is much more limited to the sample population and cannot be generalized to the entire adolescent population of Ethiopia.

## 1.6. OPERATIONAL DEFINITION OF BASIC TERMS

This study incorporates some of variables that need to be defined operationally. Thus, these main research variables will have the following meanings in the context of this research.

**TV beverage advertisement:** It is any form of audio-visual beverage advertisement that portrayed on a television screen with the intention of persuading the viewers to use the product.

**Beverage experience:** In this research participants are assumed to have beverage drinking experience if they have used both beer and wine or one of the two.

**Advertising exposure:** viewers experience of watching television advertising, particularly beverage (beer and wine) advertising.

**Likability:** It is positive evaluation of participants as characters of beverage ads.

**Identification:** It is the extent in which the participants are taking the role of the characters (models) featured in beverage ads.

**Expectancy:** It is the participant's positive expectation concerning to the effects of beverage use.

## 1.7. ORGANIZATION OF THE STUDY

To give a clear and concise understanding to the reader this study is wrapped up as follows. Chapter one introduces the very essence of marketing communications (promotional mixes) and its background followed by problem statement extracted from the literature gap of the study area. The second chapter deals with the theoretical framework, empirical framework and the conceptual framework of the study and their respective justifications of the model to be applied for analysis. Chapter three is dedicated for the methodological part. It explains about the nature of the study, the sampling design and techniques applied; the sources of data collection and the means of analysis applied to execute the study. The fourth chapter deals with the analysis part of the study like the correlation and regression analysis with major findings and discussion as well as the testing of the hypothesis proposed in chapter one. Finally, the fifth chapter summarizes the whole journey by summarizing, concluding, recommending and giving some directions for future research

## **CHAPTER TWO**

### **LITERATURE REVIEW**

Over the past few decades, there have been significant additions to the body of academic research literatures and policy related findings about the impact of beverage advertising in general and on the impact of beverage TV ads on the drinking behavior of young consumers in particular. Therefore, the major goal of this literature review is to document and assess conceptual issues and themes that are to do with the influence of beverage TV advertising exposure on adolescents drinking patterns. Before turning to the discussion of the major conceptual issues and themes that have to do with the influence of beverage TV advertising exposure on the drinking behavior of adolescents, it seems reasonable to begin the literature with definitions of some basic concepts such as advertisement and adolescent.

#### **2.1. DEFINING ADVERTISING**

There is little or no consensus among scholars as to the definition of advertising. Therefore, advertising meant different things to different people and this discord among scholars and inspired a burst of intellectual activities in both research institutions and policy communities as well (Fletcher, 2010). Indeed, advertising is not the only social concept for which there is no agreed-upon or consensual definition among social scientists. Like such social science concepts as love, art, poverty, wealth, and justice—just to mention a few—the concept of advertising has lend itself to elusive and parochial analysis. Fletcher (2010) put this definitional discord as, “Like many other common place words in social science—advertising is surprisingly hard to define with precision”.

Those who regard advertising from mere economic perspective consider advertisement as a message that explicitly aims to direct favorable attention to a certain goods or services. From economic perspectives, a good technical definition is advertising as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Similarly, advertising as a paid form of communication from an identified sponsor using mass media or channels of communication to sell more products and establishing new markets. Indeed, those who regard advertising exclusively from economic perspectives tend to focus more on the role of advertising in providing information to potential consumers. According to the proponents of this perspective, advertising plays a crucial role in conveying important information about the price

and quality of a certain product or service so that consumer can make informed choice or decision. Challenging the economists' claim of informative advertisement, John Kenneth (1976) as cited in Kirkpatrick (2007), for instance, asserted that advertising create unnecessary desires, and manipulate consumers into buying unneeded products. Generally, the critics, especially social psychologists argue that advertising promotes dangerous products and encourages harmful behavior; and consider it as deceptive and manipulative (Kirkpatrick, 2007). Even though different researchers define advertising in different ways, a good technical definition of advertisement is Fletcher's definition who defines advertisement as a paid-for communication intended to inform and/or persuade one or more people (Fletcher, 2010).

## **2.2. ADVERTISING IN ETHIOPIA**

In ancient times, traders in Ethiopia advertised products by cutting or drawing symbols in stones and public criers, walking up and down streets, shouted information about their wares. This historical development of advertising in Ethiopia is closely linked to development of society at large in the country. Understanding the need for advertising goes back to generations in Ethiopia. Ethiopians have been selling food items and local beverages (Daniel, 2007).

Advertisement also evolved with the establishment of the Ethiopian printing press. The first press ad, for washing soap, appeared in the first Ethiopian newspaper, *Aimroon* August 2, 1914. Advertisements appeared in *Addis Zemen*, an Amharic newspaper, at the end of the 1950s and start of the 1960s. According to Yosef, the demand for items from local people and foreigners drove competition during the Italian occupation and helped for the development of Ethiopia's advertising industry. The trend continued into the early 1970s. Few advertising agencies existed before Ethiopian Revolution in 1974. *Anbessa*, opened by advertising pioneer AtoWubshet, was among the country's first advertising agencies (Yosef, 2005). Electronic advertising followed. Though Ethiopian Radio started transmission in September 1936, it did not accept advertisements until 1953 (Daniel, 2007). Ethiopian Television started service on Emperor HaileSelassie I's coronation day in October 1965. Four years later, the Ministry of Information and Tourism founded the Advertising and Distribution Agency —to promote the advertising industry and to promote trade. “Two years later, Ethio-marketing, a private enterprise, took over (Daniel, 2007). After the Emperor's fall in 1974, the Dergue military government nationalized most companies and all advertising agencies. Almost all commercial advertisements, except public announcements,

vanished. The advertising sector revived when market opportunities flourished with imported consumer goods and industry deregulation after the Dergue regime fell in 1991 (Kenaw, 2005). With liberal economic policies, investments and a competitive market, many advertising agencies supported print, broadcast and outdoor advertising (Daniel, 2007).

Daniel (2007) says advertising in Ethiopia was not without fault. Quatinga 2000 publication from the Addis Ababa City Government Bureau of Commerce, Industry and Tourism, he noted that, in general, Ethiopia has no advertising policy. So the rights of individuals, groups, the business sector and society can be abused by ill-conceived advertisements. He also pointed out that significant number of ads that mimic a Western style directly conflict with Ethiopian culture and codes of conduct, missing audiences and customers. Even if, more recently, some beer advertisers of Ethiopia restrict underage (below 18) drinking in their campaign, most beer commercials did not appear in restriction of underage drinking. In addition to that, relatively high amount of beer advertisements depicted with most popular programs of teenagers. More beverage ads portrayed drinking as an overall positive experience rather than a negative one, although some advertising campaigns restrict underage drinking. Now, apart from print and outdoor ads, youths are exposed to television advertisements. Commercial television advertisements became popular in recent years, and the adolescent viewers are exposed to TV beverage (such as, beers, wines...) advertising in sport and other entertaining television programs.

## **2.3 PREVIOUS EMPIRICAL FINDINGS ON BEVERAGE TV ADVERTISING**

The major goal of this section is to document and assess empirical findings of previous research that are directly related with the influence of beverage TV advertising exposure on adolescents' drinking patterns. Therefore, hereunder, previous empirical findings which are related with the influence of beverage TV advertising exposure on adolescents drinking patterns will be presented.

### **2.3.1 TV Beverage Advertising Exposure**

Adolescents are heavy users of television. Extrapolating from recent data obtained from a nationally representative survey, 11- to 13-year-olds watch 27.7 hours and 14- to 18-year-olds watch 20.2 hours of broadcast and taped television programming each week (Roberts, Foehr, Rideout & Brodie, 1999a). Adolescents are heavy users of television and have been spoiled for choice with an expansion of programming during their life time. In a substantial survey of adolescents leisure time activities in various countries worldwide, Larson and Verma in Giles

(2003) found that viewing times are remarkably consistent across cultures, mostly averaging between 1 and 3 hours a night. Similarly, Cooke (2002), also indicate that young people, more than any other social groups in a particular society may, on average, spend between four and five hours a day, outside school time, watching some form of electronic media. In the course of that time, therefore, young people are exposed to a very large number of beverage advertisements (Giles, 2003; Cooke, 2002).

Correlation studies have found small, but statistically significant, relations between television viewing and beverage-related beliefs and behaviors. Thus, Tucker (1985) found that high school boys who were heavier television viewers drank more than lighter viewers. Similarly, Neuendorf (1985) reported that television viewing was related to beliefs about drinking among 10- to 14-year-old adolescents: Heavier viewers were more likely than lighter viewers to agree that people who drink are happy and you have to drink to have fun at a sporting event. Stacy and colleagues (2004) explained that exposure to advertising increased the risk of subsequent beer consumption. A study done by Snyder , Milici , Slater , Sun and Strizhakova (2006) further suggest that youth who saw more beverage advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%. In fact, in most real life contexts, adolescents see television advertisements more than once, and usually many times. Thus, they are inevitably more likely vulnerable to TV beverage ads presented in television programs.

### **2.3.2 Effects of Beverage Advertising on Adolescents Attitude**

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

Teenagers with high exposure to beverage advertisements are more likely to think it is okay for teens to drink. Atkin and Block (1981) found this relationship as a result of a seven phase research project. In this project, Atkin and Block surveyed a non-probability sample of 1,227 people 12 to

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

### **2.3.3 Effects of Beverage Advertising on Adolescents Consumption**

Beverage advertising is associated with drinking behavior. Atkin and Block (1981) analyzed a non-probability sample of 1,227 12- to 22-year-olds about their exposure to beverage advertising and drinking behavior. Twelve- to 18-year-olds highly exposed to advertising report consuming more drinks per evening and drinking heavily more days per week. Adolescents highly exposed to beverage advertisements were also more likely to think they will drink beverage in the future. Atkin and Block's study correlated self-reports of exposure and consumption. The findings cannot show a causal relationship between ads and drinking. Strickland (1984) has criticized this body of work for its non-random sampling procedures and lack of coding stringency. So that, taking this problem into account, stratified simple random sampling procedure was employed to study the influence of beverage TV advertising exposure on adolescents beverage use. Exposure to beverage advertising is related to heavy drinking, problem drinking, and hazardous drinking. Atkin et al. (1983) used data from the same sample of 1,227 12- to 22-year-olds to focus on the influence of beverage advertising on exposure to beverage advertising are twice as likely as those less exposed to say they have at least five or six drinks at a time at least once per week. Respondents highly exposed to advertising are significantly more likely to admit to problem drinking.

However, in a survey of 1650 7th, 9th, and 11th grade students in a metropolitan area Strickland (1983) found that exposure to advertisements has a slight correlation with youth consumption.

Age, orientation toward advertising, and peers are some of the factors that influence consumption the most. Strickland's findings (1983) are consistent with prior research on adolescent

development that younger teens watch more television, and therefore more advertisements, than older teens. However, older teens consume more beverage than younger teens. These differences confound measurement of the relationship between advertising exposure and consumption. Orientations or predispositions to advertising may contribute to advertising's influence. Strickland (1982) found that youth who watch advertisements to find out what kind of people use the products and want to be like those people are more likely to have beverage advertising affect their beverage consumption. However, Strickland (1983) found peers are a more important influence than beverage advertising on youth beverage consumption. Peers introduce each other to and reinforce certain behaviors, such as beverage use. There is a substantial relationship between the proportion of the respondent's close friends who drink and indications of beverage use and abuse.

#### **2.3.4 Advertising Images Themes Attractive to Adolescents**

Previous empirical findings showed that adolescents are influenced by celebrity endorsements and young models. Data from Atkin and Block's, non-probability sample of 1,227 12- through 22-year-olds, show that celebrity endorsements, sexual themes, and young models in beverage advertisements impress adolescents. Adolescents were most impressed with celebrities and young models in beverage advertisements. Moreover, the adolescents were more likely than adults to perceive the models as under 21 years old. Atkin and Block report that advertisements with sexual themes appeal to adolescents.

Lieberman and Orlandi (1987) report that sixth grade students recall sport figure celebrities, and young models in beverage advertisements. A study of 2,766 6th grade students in New York City asked students to recall and identify the people in an beverage advertisement. Sports figures and celebrities were the two most frequently mentioned types of people. The students also recalled young models. While the majority responded that the models were "young adults," 6.9 percent of the students thought that the models were "teens" or "kids. Among a sample of 10- to 14-year-olds, humor and famous personalities lead the list of reasons why an advertisement is their favorite. Neuendorf (1985) asked a sample of 100 adolescents to name their favorite television commercial and give the reason for this choice. Twenty percent of the adolescents selected a wine or beer commercial as their favorite. Adolescents are aware and appreciative of beverage advertising. Aitken et al. (1988) studied a quota sample of 433 adolescents between the ages of 10 and 17 in Glasgow Scotland. Three demographic controls--age, social class, and sex--determined the sample



quotas. Six-five percent of the young people surveyed could name a specific beverage advertisement that they like. Most adolescents respond positively to television advertisements for beverage and do not think the advertisements are boring. According to the respondents, a good advertisement would be humorous, bright, and colorful with lively action, music, and style. Aitken also found adolescents who have drunk beverage are more aware and appreciative of beverage advertisements than are adolescents who do not drink. Those who have drink beverage were more adept at recognizing and identifying brand imagery in commercials. They also appreciated the music, action, and style in advertisements more than adolescents who have never drank beverage.

## **2.4. THE ROLE OF ADVERTISING EXPOSURE**

Under this section related empirical findings of previous research in relation to the main variables of the study, particularly likability, identification and expectancy of beverage use, will be presented.

### **2.4.1 The Role of Liking**

Liking simply refers to positive evaluation of a character. This idea has also been referred to as social attraction and affinity and is often measured with straightforward questionnaire items such as “I would like to be friends with this person”. Liking involves evaluation of a character and some desire for a friendship. This is a useful construct for understanding how viewers experience and relate to characters. Grube (2001) showed that liking of beverage advertisements leads to greater intentions to drink in the future and higher consumption of beverage. They sampled students in grades 5 to 8 and grades 9 to 11 and measured their response to 16 beverage ads and 4 soft drink ads. The study found that liking specific elements of beverage ads (characters, humor, and story line) predicted liking the advertisements, and that liking the advertising directly predicted current drinking levels and had significant indirect effects on drinking and future intentions to drink. Results of earlier studies that examined the relationship between liking beverage advertising and current and future intentions to drink, however, were mixed. A longitudinal study of New Zealand youth found that liking beverage advertising at age 18 was related to higher levels of beer consumption at age 21 (Casswell& Zhang, 1998). When adolescents like certain ads, their drinking habits and associated problems may increase because of the exposure (Wylie et al., 1998). Strasburger, (1993) revealed humor, music and sexiness are strong influences to affect adolescents drinking behavior. Strasburger also demonstrated that role-modeling aspect of advertising is

crucial to understanding how ads work. Moreover, research findings indicated that liking is related to the volume of beer consumed at age 21 and self-reports of beverage-related aggressive behavior. There is also evidence that young people who like beverage ads have probably developed brand loyalty by 18 years of age (Casswell & Zhang, 1998). By considering these accounts, this study was aimed, partially, to investigate the role of TV beverage ads likability to adolescents beverage use in context Ethiopian adolescents.

#### **2.4.2 The Role of Identification**

Identification refers to an emotional and cognitive process whereby a viewer takes on the role of a character in beverage ads. The viewer forgets about his or her own reality and temporarily becomes the character, taking on the character's perspective (Cohen, 2001). During identification, a viewer imagines being the character and replaces his or her personal identity and role as audience member with the identity and role of the character (Cohen, 2001). This process involves four dimensions: empathic (shared feelings with the character); cognitive (sharing the character's perspective); motivational (internalizing the character's goals); and absorption (the loss of self-awareness during exposure; Cohen, 2001). When adolescents are heavily exposed to characters they identify with in drinking situations, the more they see real-world drinkers as attractive, successful and fit (Atkin & Block, 1981). Young people may think TV actors and actresses are closer to their own age than they really are. So that the purpose of this study, in part, was to investigate the role of viewer's identification with TV beverage ads to beverage use of adolescents. Image advertising, which focuses on the lifestyle of the product user rather than the product itself is preferred by underage youth (seventh grade) and has been associated with intentions to drink in the future (Kelly & Edwards, 1998). A study involving male and female Anglo and Latino adolescents found that, both for males and females, positive responses to beer advertisements were associated with greater present and planned beverage use. Another study conducted focus group discussions with students ages 9 to 15 to learn what aspects of television beverage advertisements made them attractive to young people. The students responded positively to ads with humor, and youthful lifestyle appeal and negatively to the product focus of the ads (Waiters, Treno & Gurbe, 2001).

### **2.4.3. The Role of Beverage Expectancies**

Beverage expectancies are the beliefs that an individual has concerning the effects of beverage and the desirability of those effects. These beliefs are acquired through observation, vicarious learning, and assimilation of cultural stereotypes and are present in young adolescents before personal experience with beverage begins. Beverage expectancies are learned before drinking begins and are thought to influence both the initiation and maintenance of drinking behavior (Simons-Morton, Haynie, Crump, Saylor, Eitel & Yu, 1999). Once drinking begins, not only is drinking guided by these existing expectancies, but the drinking also predicts subsequent expectancy (Aas, Heigh, Anderssen & Jakobsen, 1998).

Findings supported a positive and indirect effect of media on adolescent drinking. The media influence beliefs about the appeal and desirability of beverage, and the beliefs in turn influence drinking. Furthermore, Grube (1995) reviews research on the effect of beverage advertising on knowledge, attitudes and intentions to drink by adolescents, and he finds that much of the imagery in beverage advertising does appeal to youth and that this advertising increases positive expectations about beverage. So that the purpose of this study was, in part, to examine the role of expectancy of beverage use, in Ethiopian context, among adolescents of Ayer Tena secondary and preparatory school.

## **2.5. CONCEPTUAL FRAMEWORKS OF BEVERAGE TV ADVERTISING**

Miles and Huberman (1994) states that, “a conceptual framework explains, either graphically or in narrative form, the main things to be studied”. A conceptual framework is easier to create if research question have been studied before. In order to succeed with research question of this study, this section gives due emphasis to theories that are found most reliable and applicable the purpose and research questions.

### **2.5.1. Social Cognitive Theory**

Social cognitive theory was one of the prominent theories used to elaborate the main variables of the study. The main focus of this theory is imitation of an instinct. In other words, observed actions elicit an instinctive drive to copy those actions. According to this theory imitation becomes a secondary drive through repeated reinforcement of responses matching those of models. This theory also shows the process how the viewers become to produce the behavior they want.

According to this theory, the viewers experience wishful identification during exposure of advertisements. Wishful identification occurs when a viewer wants to be like the character, experience an active desire to imitate the figure and looks up to the character. During the involvement of wishful identification the viewers have a desire to make himself or herself more like the character rather than talking the role of the character he or she is viewing.

Identification with the characters is expected to increase absorption, reduce counter arguing, and thus increase viewer's acceptance of the values and beliefs portrayed in beverage ads. According to extended elaboration likelihood model identification is defined as a process in which an individual perceives another person as similar or at least as a person with whom they might have a social relationship. The loss of self that takes place during identification with a character can also make a viewer less critical of message (Cohen, 2001), which may then reduce counter arguing.

Further, Strasburger (1993) also disclose beverage advertising influences the attitudes and behaviors of young people through role modeling. Concerning this statement, further elaborate physical attractiveness of drinkers in ads affects teenagers depending on how they identify with the model in terms of lifestyle, other characteristics and their attraction to them. More specifically, this theory shows that viewers are expected to emulate attractive models. This theory further states that drinking behavior shown in the media is reinforced with characters that are more socially desirable than the intended audience (Bandura, 1986).

### **2.5.2 Attitude toward the Ad Model**

This model allow for the fact that consumer' attitudes toward advertisements can influence attitudes toward brands and intentions to purchase. This model do not consider global attitude of like versus dislike that consumers develop about advertisements but examine specific features in advertisements (e.g., various aspects of visual production treatment, music and sound effects, types of endorsers) and the different feelings they generate in consumers. Any positive feelings generated by the advertisement may become associated with the brand. Some writers have suggested that attitude toward the advertisement may affect brand attitude directly or indirectly via specific thoughts held about the brand. MacKenzie, Lutz & Belch (1986) further argued that attitude to the advertisement may exert a direct influence on brand purchase without being mediated by brand cognitions or attitudes.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

The sampling method, data collection instruments, procedures of data collection and methods of analysis will be discussed in this section.

#### **3.1. RESEARCH APPROACH**

Inductive and deductive approaches represent two ways to conduct a research. Inductive approach, also known in inductive reasoning, starts with the observations and theories are proposed towards the end of the research process as a result of observations Goddard, W. & Melville, S. (2004).

The goal of deductive research reasoning is to test concepts and patterns known from theory using new empirical data. Hence deductive research reasoning is theory-testing research, which is the objective of the research under consideration. The goal of theory testing is not just to test a theory, but also to refine, improve, and possibly extend it.

Hence this study follows a deductive form of scientific research approach because at this level building theory is very difficult and beyond the capacity of the researcher.

#### **3.2 RESEARCH METHOD**

There are two basic research methods, which are quantitative and the qualitative method. Quantitative research method places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). Hence, for this study quantitative survey was utilized. Surveys are a popular method of collecting primary data. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. They are a flexible tool, which can produce both qualitative and quantitative information depending on how they are structured and analyzed. According to Zikmund (1994), a survey technique can gather data from a sample of people by using a questionnaire.

In this study, cross-sectional survey technique were applied by distributing self-administered questionnaire and focus group discussion to gain more understanding.

### 3.3 RESEARCH DESIGN

Research can be classified as descriptive and exploratory depending on the specific purpose that the research tries to address. Descriptive research sets out to describe and to interpret what is. It looks at individuals, groups, institutions, methods and materials in order to describe, compare, contrast, classify, analyze and interpret the entities and the events that constitute the various fields of inquiry. Surveys gather data at a particular point in time with the intention of describing the nature of existing conditions, or identifying standards against which existing conditions can be compared, or determining the relationships that exist between specific events. (Abiy, 2009). The researcher uses descriptive and exploratory types of research design to gather information from the sample population.

### 3.4 POPULATION AND SAMPLING METHOD

A study participant of this research was selected from Ayer Tena Secondary and Preparatory school students in Addis Ababa. About a sample of 236, both males and females were involved in the study. The sample size determination was done based on Kepik-lab Solvin's sample size calculator. According to this sample size calculator, these numbers (236) of participants are assumed to be representative to the total population (1347) with 95% confidence level and 5% error. Stratified random sampling technique was served as the basis for selecting samples from the target population. This sampling technique is important to select both males and females equally based on their proportion as compared to others. All adolescents (grade 9 and 11) have got the chance to include in the survey.

In order to take participants proportionally based on the strata of sex, from the population of 1347, the following formula was used:

$$N=1347$$

$$N_1= 851$$

$$N_2=496$$

$$n_1=\frac{N_1}{N} (n) = n_1= \frac{851(236)}{1347} =149$$

$$N \quad 1347$$

$$n_2=\frac{N_2}{N} (n) = n_2=\frac{496(236)}{1347} =87$$

N 1347

$$n=n_1+n_2=149+87=236$$

Where; N=total population

N1=total population of females

N2=Total population of male

n=total sample

n1=sample of females

n2= sample of males

### **3.5 DATA COLLECTION INSTRUMENTS**

The data collection instruments that were employed for collecting primary data include: survey (open-ended and close-ended) and focus group discussions.

#### **3.5.1. Measure of Beverage Advertising Exposure and Frequency of Beverage Use**

A measure of beverage advertising exposure and frequency of beverage use was made based on the number of times that an individual is exposed to beverage advertisements and drinking beverage. Both measures were made based on the perceived frequency that an individual exposed to beverage advertising and beverage use.

In this research, therefore, the participants of the study were asked to describe the perceived number of times they exposed to TV beverage ads in the last 30 days. To standardize across response formats on different surveys, none was coded as 0, a few and responses of 1 to 3 were coded as 2, some and responses of 4 to 6 were coded as 5, and many and responses of 7 were coded as 7. Similarly, participants were asked to respond the perceived number of times they exposed to beverage use in the last 30 days. To standardize across response formats on different surveys, not at all was coded as 0, a few and responses of 1 to 3 were coded as 2, some and responses of 4 to 6 were coded as 5, and many and responses of 7 were coded as 7.

Beverage preference of adolescents was also examined and respondents asked to select their own favorite drinks among three lists of drinks. Furthermore, three items of self-reported questionnaires

measuring beverage preference, perceived time of beverage advertising exposure, and beverage drinking exposure were treated under this section.

### **3.5.2. Scale Items to Measure Likability, Identification and Expectancy**

A five-point Likert scale items measure the role of likability of beverage ads, identification of adolescent viewers to models of TV beverage ads, and expectancy of adolescents to beverage use were developed. These items were developed based on scale items developed by Austin, Chen & Grube (2006). A five-point Likert scale (5=strongly agree, 4=agree, 3=neutral, 2=disagree and 1=strongly disagree) to measure adolescents likability, identification and expectancy to use were designed. A total of 18 scale items, 6 items for each, were used.

Moreover, in this survey, respondents were asked to indicate to what extent they agree or disagree with statements regarding likability of ads, identification and expectancy to use beverage.

### **3.5.3. Open-ended Questionnaire of Measuring Opinions of Teenagers to TV Beverage Ads**

Four open-ended questions were constructed to measure a broad range of adolescent's opinion towards: desirability of TV beverage ads, encouragement of TV beverage ads and susceptibility of TV beverage commercials. This data collecting instrument is used because it provides the participants to express their feelings and opinions to the questions without any restriction.

### **3.5.4. Focus Group Discussion (FGD)**

Focus group discussion, a form of structured group discussion, was considered suitable for this research because it was important that the adolescent's responses were not constrained by a more formal type of questioning.

This technique was used to collect information regarding what aspects of TV beverage ads influencing teenagers to use beverage, initiation of TV beverage ads presentation of TV beverage. Hence, three focus group discussion guide line questions were used.

Focus group discussion is an efficient technique to investigate the complexity of consumer behavior and consumer responses to advertising (Dupont, 1976 as cited in Al-Zu'bi, 2008). Focus group technique is widely used in young adolescent's consumer research to derive their television consumption habits, preferences, wants and desires but the peer's pressure may negatively affects the results of focus group discussions. Quoting Krueger (1994), Robson (2000) suggested that between 6 and 8 participants as small group show the greater potential to be the discussions fruitful



and manageable. Therefore, in this study two focus group discussions (six discussants in boy's session and seven discussants in girl's session) were taken place. A total of 13 discussants involved in the discussion.

### **3.6 PROCEDURES OF DATA COLLECTION**

#### **3.6.1 Procedure of Self-administered Questionnaire**

The researcher used self-administered questionnaire to collect information on the study issue. To collect the information, a set of procedures were established to ensure that this information is collected in a consistent and systematic manner. So the following procedures were applied.

- The researcher decided the timeframe to collect information before data collection taken place. The timeframe during which the data is to be collected were clearly specified. This scheduled has made based on the availability of the study population from which the information will be collected. This was made due to the fact that the information has to be collected before the class starts or at the end of the program.
- The researcher determined Ayer Tena high and preparatory school as sources of information. Hence, the researcher was relying on going to the specified school in order to complete the survey.
- There were assistant moderators helping the researcher. Their activities were clearly specified before the survey being administered.
- Before going to distributing the questionnaire the researcher notified the participants about the objective of the study. This was made to ensure the participants aware of what they are doing. Besides that, the researcher informed the participants to answer the questions based on their willing. This was made for the simple reason that people have the right to refuse to answer any questions, and even the right to refuse to be a part of the participant at all.
- During the time of data administration assistant data collectors played a role to distribute and getting back the questionnaire filled by the participants while the researcher was dedicated to inform the participants about the objectives of the study. Moreover, the participants were informed to respond the items on the questionnaire using pen or pencil.

### **3.6.2. Procedures of Focus Group Discussion**

As it is described on the above, two focus group discussion sessions including male and female were carryout. In order to collect accurate data from the discussants, the following procedures had taken place:

- The researcher with the help of a school teacher identifies discussants of focus group discussion based on their consent.
- The researcher informed assistant moderators on how to facilitate the discussion. Before the beginning of the discussion, the main researcher has specified what their role is during discussion.
- Due to the fact that focus group discussion is relying on participants coming to a specific location to participate in a group discussion about their experiences. The researcher and assistant moderators were prepared optimal discussion session. The sitting was arranged in a manner with the discussants can talk freely. This environment is created in the nearby park of Ayer Tena high and preparatory school.
- The researcher oriented the discussants about the objectives of the study before the beginning of the discussion. To make them free, they were informed the information they provide will be kept in confidentiality.
- The researcher was posing questions while assistant moderators were taking notes.

Furthermore, discussants of focus group discussion were selected from similar educational background. In addition to that, the discussion was made separately based on gender of discussants. In other words, the focus group discussions were organized in homogenous ways. This helped discussants to facilitate communication and discussion among. Besides; it promotes exchange of ideas and experiences, and also gives a sense of safety in expressing one's concern's and disagreement's on the discussion issues.

## **3.7. METHOD OF DATA ANALYSIS**

### **3.7.1. Method of Quantitative Data Analysis**

Descriptive statistical tools were employed to describe and present demographic characteristics of the participants. Pearson correlation coefficient( $r$ ) was done to measure the relationship between gender of adolescent's likeability of ads, identification of teenagers to models of TV beverage ads, expectancy of beverage use and frequency of adolescents beverage use. Analysis of variance was used to measure the variance of beverage use based on adolescent's gender and their exposure to TV beverage ads. Two sample t-test was used to measure the variation between the frequency of beverage use and gender of adolescents. In addition, regression analysis was served to check whether independent variables (likability of ads, identification and expectancy of beverage use) are predictors of the dependent variable (beverage use). The above analyses were done by using SPSS statistical software.

### **3.7.2. Method of Qualitative Data Analysis**

Data's from focus group discussions and open-ended questionnaires were analyzed as follows. The first task was reading to the written material gathered from informants of focus group discussion (FGD). The responses of open-ended questions and focus group discussions were read repeatedly so that relevant themes and patterns of the issue were identified. This is so because the more the written material is read again and again; the more essential the ideas are captured. Furthermore, participants and focus group discussion responses were categorized based on the opinion of participants regarding to the influence of TV beverage advertisements on drinking behavior of young adolescents.

## **3.8 RELIABILITY AND VALIDITY ANALYSIS**

### **3.8.1 Reliability**

Reliability is the consistency of a set of measurements or measuring instrument, often used to describe a test. Reliability is inversely related to a random error (Coakes & Steed, 2007). The internal consistency or reliability of the measurement items under each variable or construct is an important test of sound measurement. For this study Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between

0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability, a Cronbach's alpha score of .70 or higher are considered as adequate to determine reliability. For this study the reliability of all measurements are above 0.7, which implies the data is reliable and adequate to carry the study.

**Table 3.8.1 Reliability analysis of variables**

<b>Measurement</b>	<b>Cronbach's Alpha Coefficients</b>	<b>Number of items</b>
Likability	.791	6
Identification	.767	6
Expectancy	.741	6
Total	.801	18

**(Source: Researcher's survey, 2019)**

### **3.8.2 Validity**

The validity was assured by evaluating its construct validity. Validity defined as the extent to which data collection method or methods accurately measure what they were intended to measure (Sounders et. al.2003). In order to ensure the quality of this research design content and construct validity of the study are checked.

According to C.R Kothari (2004) content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. For this study content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers as well as the feedback from the pilot survey were another way of checking the appropriateness of the questions.

### **3.9 ETHICAL CONSIDERATION**

Confidentiality of their response of the respondents will be maintained at a high level to make the respondents feel comfortable so that their responses are considered non-biased and reflect the truth about the situation in question. The voluntariness of the participants will be also taken into consideration.

In this study, there are descriptive questions about the respondent's' age and gender but this information is not enough to identify the person. The second ethical principle to consider is the lack of informed consent. The potential participant should receive as much information needed to make a decision whether to participate or not. In this study the survey will contain information about the research and contact details for further questions. The third ethical principle concerns the invasion of privacy. The respondent might find some questions too private and do not wish to make the answer public.

In this study the respondent has the opportunity to skip a question if it is judged sensitive. Furthermore, this study is not of a sensitive nature which enhances the respondents' willingness to answer. The fourth ethical principle refers to deception which occurs if respondents are led to believe that a research is about something else that what is. Recording techniques will not be used in this study. After taking these ethical principles into considerations and fully living up to the requirements this study can be classified as ethical. Participants are guaranteed confidentiality of the information and right to refuse participation or quit participation at any time during their involvement in the study. There is no benefit provided to participate in the study.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

This section dealt with the findings of the study. To know the influence of television beverage advertising exposure on adolescent drinking behavior, the data's gathered from the participants presented in this section. Hence, the results were presented hereunder.

#### 4.1. DEMOGRAPHIC CHARACTERISTICS OF THE PARTICIPANTS

*Table 4.1.1. Frequency of Participants Based on their Gender*

	Description	Frequency	Percent (%)
Sex	Male	109	46.2
	Female	127	53.8
	<b>Total</b>	<b>236</b>	<b>100.0</b>

(Source: Researcher's survey, 2019)

The above table indicates the total number of participants that were included in this study. As the table indicates, 46.2% (109) of the participants were male, whereas the rest 53.8% (127) of participants were female.

*Table 4.1.2. Distribution of Participants by Age*

	Description	Frequency	Percent (%)
Age	14-17	27	11.4
	18-20	209	88.6
	<b>Total</b>	<b>236</b>	<b>100.0</b>

(Source: Researcher's survey, 2019)

Table 4.1.2. Clearly shows the frequency of participants in terms of age. Hence, the ages of the participants were ranged from 14 (minimum age) to 20 (maximum age) years with a mean age of 16.61 years. The age of participants in standard deviation was (SD=1.29). Most of the adolescents (88.6%) age ranged from 18-20 years. On the other hand, (11.4%) of them were in 14-17 years age category.

## 4.2. BEVERAGE ADVERTISING EXPOSURE AND BEVERAGE USE

*Table 4.2.1. Frequency of Watching TV Beverage Ads in the Past 30 days*

	Description	Frequency	Percent (%)
<b>Frequency of watching TV beverage ads in past 30 days</b>	0	1	0.4
	2	118	50.0
	5	108	45.8
	7	9	3.8
<b>Total</b>		<b>236</b>	<b>100.0</b>

(Source: Researcher's survey, 2019)

The above table 4.2.1, represents the adolescent's perceived frequency of watching TV beverage ads in the past 30 days. Thus, half of the sample respondents (50%) reported as they viewed 2 TV beverage ads in the past 30 days. Similarly, (45.80%) respondents reported they viewed 5 beverage TV ads in the past 30 days. The remaining (0.4%) and (3.8%) respondents watched 0 and 7 TV beverage ads respectively. Although there is variation in the number of ads they watched, the table clearly shows that almost all participants of the study have an experience of watching beverage TV ads in the past 30 days.

**Table 4.2.2. Distribution of Participants by Frequency of Beverage Use in the Past 30 days**

	Description	Frequency	Percent (%)
Frequency of beverage use in past 30 days	0	49	20.8
	2	130	55.0
	5	28	11.9
	7	29	12.3
<b>Total</b>		<b>236</b>	<b>100.0</b>

(Source: Researcher's survey, 2019)

Overall, 20.8 % out of the total sample did not drink beverage in the past 30 days. However, large numbers of the participants were use beverage in the past 30 days. Most drinkers (55.08 %) reported having 2 times in the past 30 days. The remaining (11.9) and (12.3%) of participants were drinking beverage 5 and 7 times respectively in the past 30 days.

#### **4.3. GENDER AND BEVERAGE USE**

In the following sub section the adolescent's beverage preference and the frequency of beverage use among the high school adolescents were presented.

**Table 4.3.1. Distribution of Beverage Preference Based on Gender of Adolescents**

	Beverage preference	Soft drink	Beer	Wine	Total
Sex	Male	27	65	17	109
	Female	62	26	39	127
	<b>Total</b>	<b>89</b>	<b>91</b>	<b>56</b>	<b>236</b>

(Source: Researcher's survey, 2019)



Table 4.3.1. Illustrates most male participants (65) responded that they prefer beer to appear in their birth day and graduation ceremony. On the other hand, 27 of them were interested in soft drinks and the remaining 17 male teenagers preferred wine. Contrary to male adolescents, most females i.e. 62 of them preferred soft drinks to have in their birthday and high school graduation ceremony. However, the remaining 39 and 26 girls preferred wine and beer to appear in their birthday and high school graduation ceremony respectively.

**Table 4.3.2. The Mean Frequency of Beverage Use Based on Gender**

Sex	M	N	SD	% of Proportional Beverage Use
Male	2.46	109	1.15	67.7%
Female	1.01	127	.94	32.3%
Total	1.68	236	1.27	100.0%

**(Source: Researcher's survey, 2019)**

The above table clearly describes the frequency of beverage use in terms of gender of adolescents, hence boys mean score of drinking beverage in the past 30 days was 2.46 (SD=1.15), while girls mean score of beverage use was 1.01 (SD=.94).

**Table 4.3.3. Gender of Adolescent and Frequency of Beverage use in the Past 30 days**

Sex	Frequency of beverage use in the past 30 days				Total
	0	2	5	7	
Male	3	57	21	28	109
Female	46	73	7	1	127
Total	49	130	28	29	236

**(Source: Researcher's survey, 2019)**

The table describes frequency of beverage use across male and female participants of the study; hence majorities of male (57) participants used beverage 2 times in the past 30 days. 28 of them

used beverage more than 6 times in the past 30 days. The remaining 21 and 3 of them used beverage 5 days and not at all respectively. As compared to male, majority of female (46) participants reported no drinking experience of beverage in the past 30 days. However, among female participants, 73 of them used beverage for 2 days respectively.

#### 4.4. LIKABILITY, IDENTIFICATION, EXPECTANCY, AND BEVERAGE USE

In the following section, the role of beverage advertisements exposure to adolescents' beverage use in terms of gender of adolescents, likability of ads, identification of viewers with characters of beverage ads, expectancy of beverage use were presented.

*Table 4.4.1. Correlation matrix of Gender, Likability, Identification, Expectancy, and Beverage Use*

	Gender	Age	Religion	Frequency of Watching TV ads	Likability	Expectancy	Identification
Gender	1						
Age	-.006	1					
Religion	.04	.23(**)	1				
Frequency of watching TV ads	.33(**)	.06	-.14(*)	1			
Likability	.56(*)	-.03	-.13(*)	.49(**)	1		
Expectancy	.46(*)	.07	-.20(**)	.43(**)	.62(**)	1	
Identification	.22(*)	.15(*)	-.23(**)	.33(**)	.40(**)	.48(**)	1
Frequency of beverage use	.57(**)	.03	-.23(**)	.66(**)	.78(**)	.68(**)	.79(**)

\*\* . Correlation is significant at the  $p < .01$  level (2-tailed).

\*. Correlation is significant at the  $p < .05$  level (2-tailed).

**(Source: Researcher's survey, 2019)**

According to the above table, in this study the relationship between adolescent's frequency of watching TV ads and beverage use was measured and there was statistically significant relationship,  $r(236) = .66, p < .05$ . As the frequency of watching beverage ads increase, the likelihood of beverage use among the adolescents increases moderately. Similarly, the relationship between gender of the adolescents and frequency of beverage use was measured and there was statistically significant relationship,  $r(236) = .57, p < .01$ . The descriptive statistics also showed that on average, males drank beverage 2.46 (SD=1.15) and females used beverage 1.01 (SD=.94) times in the last 30 days.

Furthermore, this study attempted to investigate the relationship between likability of beverage ads, expectancy of beverage use and identification of adolescents with characters of TV beverage ads and the frequency of beverage use. Hence, there was statistically strong relationship between likability of beverage ads and adolescents beverage use,  $r(236) = .78, p < .01$ . The frequency of beverage use increased as the likability of beverage TV ads increased. Accordingly, the relationship between identification and beverage use was investigated and there was statistically strong relationship,  $r(236) = .79, p < .01$ . When adolescents identify themselves with the characters of beverage TV ads featured on television screen, they were more likely involving in drinking beverage. The study was also measured the relationship between expectancy of beverage use and drinking beverage and there was statistically significant relationship,  $r(236) = .68, p < .01$ . Adolescent's positive expectation of beverage use was moderately related with frequency of beverage use.

***Table 4.4.2. Two Sample T-Tests for Gender of Adolescents and the Frequency of Beverage Use in the past 30 days***

<i>Variables</i>	<i>T</i>	<i>Df</i>	<i>P</i>
Gender of adolescents and Frequency of beverage use	21.21	236	.000

**(Source: Researcher's survey, 2019)**

This study attempted to study the variation between gender of adolescents and frequency of beverage use and the test indicates that there was a statistically significant difference between gender of adolescents and frequency of beverage use,  $t(236) = 21.21, p < .01, p < .05$ .

In accordance with this test, descriptive statistics also showed that there was difference in terms of mean score of boys ( $M = 2.46, SD = 1.15$ ) and girls ( $M = 1.01, SD = .94$ ) regarding beverage use in the past 30 days.

**Table 4.4.3. Summary of Multiple Regression Analysis for Variables Predicting Beverage Use**

Variables	B	SEB	$\beta$
Identification	0.27	.07	1.63**
Expectancy	.08	.01	.03**
Likability	-.17	.07	-1.03*

NOTE.  $R^2 = .70$ ; Adjusted  $R^2 = .69$

\*  $p < .05$

\*\*  $P < .01$

**(Source: Researcher's survey, 2019)**

Table 4.4.3., shows the results of multiple regression analysis for predicting the frequency of beverage use. Identification was a statistically significant predictor,  $p < .01, R^2 = .70$ ; Adjusted  $R^2 = .69$ . Furthermore, expectancy of beverage use was also a significant predictor of beverage use among the adolescents,  $p < .01$ . Likability was also a significant predictor of beverage use,  $p < .05$ . Likability, identification, and expectancy all together accounts for 69 percent of the variance in beverage consumption.

#### **4.5. THE INFLUENCE OF GENDER ON LIKABILITY, IDENTIFICATION, EXPECTANCY AND BEVERAGE USE**

Likability, identification of viewers to features of TV beverage ads, expectancy of beverage use and frequency of beverage use were strongly conditioned by adolescent's gender. To determine how likability, identification of viewers to features of TV beverage ads, expectancy of beverage use and frequency of beverage use differ from gender of adolescents; the following test were done.

**Table 4.5.1. Tests of Between-Subjects Effects**

Source	Dependent variables	SS	Df	MS	F	P
Gender	Likability	3982.14	1	3982.14	107.00	.00
	Expectancy	1103.56	1	1103.56	62.96	.00
	Identification	4259.41	1	4259.41	107.64	.00
	Frequency of beverage use	123.47	1	123.47	112.83	.00

**(Source: Researcher's survey, 2019)**

From Table 4.5.1, we can understand that gender of adolescents has a statistical significant effect on likability,  $F(1, 236) = 107.00$ ;  $p < .01$ . Similarly, gender of the adolescents played a significant role in expectancy of beverage use,  $F(1, 236) = 62.96$ ,  $p < .01$ . Moreover, identification was significantly dependent upon gender of adolescents,  $F(1, 236) = 107.64$ ,  $p < .01$ . Finally, gender of the adolescents also played statistically significant role in the frequency of beverage use,  $F(1, 236) = 112.83$ .

Generally, the quantitative analysis illustrated that watching television beverage ad, gender, likability of beverage advertisements, identification of the teenagers with the characters in the beverage ad, and expectation of beverage use were accountable for beverage consumption among the adolescents. The qualitative result is presented in the following section.

#### **4.6. OPINIONS OF ADOLESCENTS ON DESIRABILITY AND ENCOURAGEMENT OF BEVERAGE ADS**

Data's collected with open ended questionnaires and focus group discussions were analyzed properly. Hence, the following major qualitative findings were reported as follows.

##### **4.6.1. Opinions of Participants on Desirability of TV Beverage Ads**

The participants of this study were asked to answer the question *“In your opinion, do you think TV beverage ads present desirable lifestyle to teenagers?”* Even if few of the study participants claim beverage ads does not present healthy lifestyle to adolescents, relatively large number of the

participants have revealed that TV beverage ads present desirable image which reflect the lifestyle that teenagers would like to have. Accordingly, one male participant remarked that,

*Beverage advertising is presented on a television in a way that is attractive to the audience. Characters of beverage ads are always funny and celebrating the beverage drinks in a way that portrays certain life style that I would like to have.*

Moreover, the participants of this study reason out that adolescent like to have fun and party. As a response most TV beer ads come up with the portrayal of party, common social activity of adolescents; hence many teenagers want to act accordingly. Illustrating this point one of [female] the participant pointed out,

*Beverage, (for example, St. George beer) advertising reflects values seemingly desirable lifestyle to adolescents because it portrays descriptions, such as fun, sociable, courageous, enjoyment of life, self-expression, excitement, and chivalry. These values are closer to the value preference of most adolescents.*

Similarly, another participant added, concerning a desirable appeal in an advertisement by the same product,

*I saw in this ad that a famous character [actor in films and theaters] requested girls to be his girlfriend and none of them agreed. However, later on, after presentation of the beer ad, the women complied [in action] with the request of this person.*

Hence, from the analysis of the data we can conclude that beer advertisements depicted drinking as fun and healthy lifestyle, in turn; adolescents perceive beverage advertisements as a means of promoting a desirable lifestyle.

#### **4.6.2. Watching TV Ads and Encouragement to Drink Beverage**

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

Therefore, a variety of opinions voiced towards beverage advertisements and encouragement to drink. Most of the participants (196) thought the advertisements would encourage them to try the particular drink presented to them through the ads. On the other hand, only few participants (40) have undermined the influence of television beverage advertisements on encouraging them to drink beverage. The majority of participants who believed that beverage advertisements encourage

them to drink beverage reasoned out beverage ads encouraged them to drink beverage, because most of TV beverage ads are showing dancing, lively music and wild activities which are synonymous with their social activity. Furthermore, the adolescents did not deny the fact that teenagers are encouraged to drink mainly by observing TV beverage ads because beverage ads are associated with values, such as pleasure, outgoing and extrovert. Such values are commonly accepted among the adolescents.

Moreover, the analysis gave an idea that, young adolescents liked beverage advertisements and felt the advertisements would encourage them to drink it. One of male participant remarked that “I tried beer already, but beer advertisements trigger my want to go out and get it, and I believe that young people who don’t drink will want to drink as a result of beer advertisement.”

The attractiveness of beverage advertising presentation was perceived by young adolescents as a key factor in encouraging themselves and their age group to start drinking. One girl participant further explained that,

The celebration of the characters in beverage advertising looks very attractive; hence young adolescents go out to search beer in order to celebrate like models on beverage ads. It is clear that characters of beverage ads viewed as having a really good time, so that adolescents expect a really good time is attainable through drinking beverage. Even, because of the presentation of advertisements, most adolescents (including me) don’t consider beer as a beverage drink.

Largely, adolescents found to be encouraged when beverage ads portrayed common activities of teenagers (like party scene, social gathering). In addition, attractive presentation (like celebration of characters) of beverage ads were also pointed out as an encouraging factor for adolescents to drink advertised beverage products.

#### **4.7. SUSCEPTIBILITY OF ADOLESCENTS TO TV BEVERAGE ADS**

The participants were asked if adolescents are more susceptible to the influence of beverage advertisements presented through TV than any segments of the society. Most of them replied that adolescents are more vulnerable to TV beverage advertising than others. The participants argued that teenagers are vulnerable than adults to the persuasive influences of TV beverage ads because they perceive attractive and cleverly produced beverage ads as desirable lifestyle. Furthermore, the participants revealed that teenagers are curious for every new thing and wants to practice what

they watched on beverage TV screen without thinking the consequences. Regarding this point, boy participants remarked that *“teenagers are fast to reproduce the behavior they watched on TV commercial advertising. Due to this curiosity, teenagers tend to practice, for example drinking beverage, advertised on commercial television advertising”*.

Contrary to the opinion of the majority of the participants, few of them denied susceptibility of adolescents to TV beverage ads by taking the opinions of family members into account.

#### **4.8. COMMENTS OF DISCUSSANTS’ ON THE PRESENTATION OF TV BEVERAGE ADS**

Under this section, two groups of discussants (the first group is composed of only girl discussants and boy discussants formed the other group). The participants were asked to discuss up on three major topics. And the responses of the discussants were summarized as follows:

Participants of this study were asked to comment on presentation of TV beverage advertising. The discussants were encouraged to give any information about the portrayal of beverage ads. Hence, they pointed out certain points based on the experience they have from presentation of TV beverage advertising.

Both boy and girl discussants of this study suggested that beverage advertisements ignored the potential negative consequences of beverage use. The girls and some of boy discussants, for example, mentioned that drinking beverage can make boys aggressive, but advertisers rarely mention it in advertisements. Accordingly, girl discussants themselves suggested that they get involved actions they later regret as a result of drinking beer. However, as the discussants claimed, advertisers present only positive sides of drinking beverage (leaving the negative sides of beverage use). Regarding this point one [male] discussant remarked; *“Drinking beverage involves conflict with others; if you are drinking and you get drunk, you start fighting; you get hyper and start kicking, but this outcomes of beverage use are left when the product are advertised.”*

Similarly, one female discussant further explained,

*It is uncommon to observe anyone being aggressive during the time beverage presented on television. Similarly, it doesn’t show the after effects - the hangover. However, in real life, teenagers especially boys, become aggressive after they get drunk, later on experience hangover.*



Likewise, both boy and girl discussants pointed out that TV beverage ads claim beverage as a gateway to social success, accordingly they used beverage to get confidence, to talk and mix with others. Moreover, the presentation of TV beverage advertising was perceived as a way to get happiness, increase confidence and enhance social interaction across both boy and girl discussants.

#### **4.8.1. TV Advertising as Initiation to Drink Beverage**

Under this section focus group discussants, both boys and girls, were asked the question some says, ' Beverage TV advertising do not initiate the non-drinker to drink beverage', do you agree with them?

Based on the question, boy discussants were more inclined to say that beverage advertisements would encourage themselves and others to drink. The boys were in position to say that beverage advertisement would encourage non-drinkers to try and taste beverage. The attractiveness of beverage product as portrayed in the advertisement had particular appeal for boys.

Among girl discussants there was a more mixed response to the ads. While they perceived that beverage would help them to feel fun and better in friendly interaction, they were far less inclined to believe that the beverage advertisements would encourage them to drink.

#### **4.8.2. Some Aspects of Beverage Ads Influencing Teenagers**

The discussants identified some aspect of beverage advertisements that drive teenagers to drink beverage. This question was forward to understand the perceived attractiveness of beverage advertisements Therefore, firstly, both boy and girl discussants, identified music as the most popular component of good advertisements. As the discussants explained, music is not only as a way of providing entertainment in advertisement but also as a way of remembering the advertisements. Discussants also talked about the appeal of some of the advertisements, especially the music and dancing, for their younger siblings and children. Finally, concerning music, a boy in the focus group remarked that, "*good music is the major reason that makes me (and perhaps other adolescents) to remember the ad and the beverage advertised in that ad*". Similarly, many boys and some girl discussants agreed that having characters dress in a particular way appeals to teenagers, in turn encourage adolescents to drink beverage. The use of humor in beverage advertisements was also identified as a particular appeal for teenagers to be influenced.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 SUMMARY OF FINDINGS

By studying the influence of beverage TV ads exposure on adolescent's beverage use, this study has demonstrated gender of adolescents, likability of beverage ads, identification of viewers with models of beverage ads and expectancy of beverage use are as important as media exposure to adolescent beverage use.

The analysis of this study indicated that there was statistically significant relationship between adolescent's frequency of watching beverage TV ads and beverage use. As the frequency of watching beverage ads increase, the likelihood of beverage use among the adolescents increases moderately. In the light of this result, Tucker (1985) found that high school boys who were heavier television viewers drank more than lighter viewers. Similarly, youth who saw more beverage advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%) (Snyder, et al., 2006). Moreover, two sample *t-test* analysis of this study also suggests a significant variation gender of adolescents and frequency of beverage use. Adolescents viewing beverage TV ads more frequently used beverage more likely than adolescents viewing TV beverage ads less frequently. Although the analysis indicated that youths who drank beverage more frequently reported they view more beverage TV ads than those who reported they viewed less beverage TV ads and drank less beverage, this finding resulted from cross-sectional data and must be interpreted with some caution. It is possible that beverage advertising influence young people's drinking beliefs and behaviors, but the opposite may be true. That is, young people who are predisposed to drinking may be more attentive to and hold more favorable attitudes toward beverage advertising.

Moreover, it was observed that boys used beverage more frequently than their female counterparts. In addition to that results from descriptive statistics showed that boys, compared to girls, desire for beverages than soft drinks to appear in their birth day and high school graduation ceremony. Accordingly, Austin and Johnson (1997a) found that boys had more positive expectancies of drinking than girls and were more likely to desire products with beer logos. This gender difference may result from the fact that many of the beverage advertisements depicted

masculine themes. As a result, the content might have been more relevant and appealing to males, thereby evoking more positive responses from them. On the other hand, this gender disparity may also be attributed to the influence of societal expectation. Societal expectation simply to mean, socially constructed gender roles, perceive drinking as a male role, may appear to influence girls not to drink more frequently as boys. This finding, in part, suggests that beverage messages relying on stereotypes may be more appealing to boys than to girls.

In this study, statistically association was observed between advertising likability and its influence. It is to mean, adolescents scored high on likability scale items were also used beverage more frequently than adolescents score low on likability scale items. The frequency of beverage use increase as the likability of beverage TV ads increase. This finding is consistent with other researches indicating that when adolescents like certain ads, their drinking habits and associated problems may increase because of the exposure (Wylie et al., 1998) and likable advertisements are more effective and persuasive, and that liking of advertisements is one factor that affects attitudes toward brand and product.

In the same fashion, statistically significant relationship was observed between identification and beverage use. In accordance to this finding another researchers found that teenagers are affected by the attractiveness of drinkers in ads through identification with the model in terms of lifestyle. It is possible to say that identification with the model of beverage ads is expected to increase viewers acceptance of the values portrayed in beverage ads. An assumption based on both social-cognitive theory (Bandura, 1986) and persuasion theory (McGuire, 1989; Petty & Cacioppo, 1986) also suggests that identification with media portrayals tends to predict behavioral intentions and actual behavior. In this study, likability of ads and identification of viewers with characters portrayed in beverage ads appears to influence adolescent's beverage use.

Adolescent's expectancy of beverage use was also moderately related with beverage use. Positive expectancy of beverage use found to increase the susceptibility of adolescents to beverage use. Supporting this finding, Austin et al. (2000) found that media influence beliefs about the appeal and desirability of beverage which, in turn, influence drinking behavior of adolescents. Accordingly, the result from focus group discussion of this study also showed that beverage advertising presents positive outcomes (leaving negative sides) of beverage use, then influence drinking behavior of adolescents by increasing positive expectations about beverage. It is possible

to say that, beverage TV advertising has a function to reduce the perceived costs of beverage use by promoting the beliefs that drinking is healthy behavior and that beverage is harmless. It has been argued that the mere presence of beer and wine advertising carries the implicit belief that use of these products is normal, acceptable, and relatively kind (Atkin, 1993). Adolescents received an entirely positive image of beverage use, and it could present an unbalanced source of influence on the developing young person. This finding strongly suggest that positive images of beverage use can help adolescents to develop positive expectancy of beverage use, and then influence actual drinking behavior.

In this study, likability of beverage ads, identification of teenagers with models portrayed in beverage ads and expectancy of beverage use found significant predictors of beverage use. Liking of media portrayals of beverage use predicted the desire to imitate those portrayals, called identification, which predicted positive beverage expectancies. Furthermore, likability of beverage ads, identification of adolescent viewers with characters portrayed in beverage ads, expectancy of beverage use, and adolescent's beverage use were significantly dependent up on gender of adolescents. It was observed that gender of adolescents has a statistical significant effect on likability of TV beverage ads. Boys were score high on likability scale items of TV beverage ads as compared to girls.

Similarly, gender of the adolescents played a significant role in expectancy of beverage use. Males, compared to females, were expected more positive out comes from beverage use. Accordingly, a study in-depth interviews of college students found that female students associated more negative consequences with drinking, such as getting drunk, becoming ill, and being vulnerable as compared to male students (Parker, 1998). On the other hand, Austin and Johnson (1997a) found that boys had more positive expectancies of drinking than girls and were more likely to desire products with beer logos.

In addition to that, identification was significantly dependent upon gender of adolescents. The results of this study asserted that boys and girls differ in the ways in which they identify with portrayals involving in beverage ads. Boys 'inclined to be like the characters and experience an active desire to imitate the role of the character in TV beverage ads; this is so because boys scored high on the scale items of measuring identification. This may be due to the fact that, compared to females, many beverage advertisements presented by males. Accordingly, Wyllie et al. (1998)

suggest that many beverage advertisements utilize imagery relating to sex roles, especially male sex roles and masculinity.

This study also identifies some elements of TV beverage advertising that influence teenagers to drink beverage. Specifically, beer advertisements featured with music, dance and humor evoked high desire to drink the product among youth compared with other product-focused advertisements. Supporting this finding, Grube (1993) suggests that liking specific elements of beverage ads (characters, humor, and story line) predicted liking the advertisements, and that liking the advertising directly predicted current drinking levels and had significant indirect effects on drinking and future intentions to drink.

Image-focused beer advertisements, especially ads featured with celebration of attractive peoples, were appears to influence teenagers to drink beverage. This finding is consistent with previous findings that beverage advertisements focus on the product itself are generally less appealing to youth than are those advertisements that focus on the lifestyle of the users (Kelly & Edwards, 1998). Possibly because adolescent like to have fun and party, as a response most TV beer ads appeared with the portrayal of party scene, common social activity of adolescents; hence many teenagers want to act accordingly. Perceived attractiveness of beverage advertisements were more closely related to appreciation of the elements of music and humor in advertisements.

The qualitative result of this study showed that beer advertisements depicted youthful lifestyle perceived as fun and healthy lifestyle. In response, adolescents are appearing to perceive beverage advertisements as promoting a desirable lifestyle, hence found to be encouraged when beverage ads portrayed common activities of teenagers (e.g. Party scene and social gathering). This result is consistent with previous findings indicating that the students responded positively to ads with humor, and youthful lifestyle appeal and negatively to the product focus of the ads (Waiters, Treno & Gurbe, 2001). Moreover, the presentation of TV beverage advertising was perceived as a way to get happiness, increase confidence and enhance social interaction across both boy and girl discussants. This result is observed, possibly because TV beverage ads sent message only positive outcomes of beverage use, which may encourage drinking intentions of youths.

## 5.2 CONCLUSION

Television beverage advertisements have a prominent position in the lives of teenagers as a source of persuasion to use beverage. Hence, it is found that

- Likability of beverage advertisements, identification of teenagers with models and attractive peoples appeared in TV beverage ads and expectancy of beverage use played a big role in drawing teens towards beverage use. Moreover, likability of beverage, identification with the model of beverage ads and expectancy of beverage use is expected to increase viewers acceptance of the values portrayed in beverage ads. It is observed that, the frequency of watching TV beverage ads moderately related with the frequency of beverage use.
- Male participants scored high on likability, identification and expectancy scale items, hence they are found to be more susceptible to beverage use as compared to females.
- It is found that beverage advertising presents positive outcomes (leaving negative sides) of beverage use, then influence drinking behavior of adolescents by increasing positive expectations about beverage. In other words, beverage TV advertising has a function to reduce the perceived costs of beverage use by promoting the beliefs that drinking is healthy behavior and that beverage is harmless.
- It was also observed that, beverage advertisements featured with music, dance and humor evoked high desire to drink the product among youth compared with other product-focused advertisements. Moreover, image-focused beer advertisements, especially ads featured with celebration of attractive peoples, were appears to influence teenagers to drink beverage.
- Beer advertisements depicted youthful lifestyle perceived as fun and healthy lifestyle. In response, adolescents are appearing to perceive beverage advertisements as promoting a desirable lifestyle, hence found to be encouraged when beverage ads portrayed common activities of most teenagers. Furthermore, the presentation of TV beverage advertising was perceived as a way to get happiness, increase confidence and enhance social interaction across both boy and girl participants which trigger adolescents to use beverage more frequently.

### **5.3 LIMITATION OF THE STUDY**

This study attempted to investigate the influence of TV beverage advertising exposure on adolescents beverage use. In this study, gender of adolescents, likability of beverage ads, and viewer's identification with characters of beverage ads, and expectancy of beverage use were investigated in relation to the influence of TV beverage advertising exposure to adolescents' beverage use. Moreover, both qualitative and quantitative data were merged together in order to get a detailed information. In contrast to the above mentioned attempts, this study is not totally free from errors and biases. Some of the limitations of this research are outlined as follows:

- The data of this study from high and preparatory school students may not be applicable to the other segments of the society. This study could have been best if conducted on customers at various market places such as: groceries, restaurants, hotels, and different shopping centers.
- Video supported beverage commercial ads were not shown to the subjects of the study. Showing video based advertisements could have been made important to stimulate the participants of the study to give more accurate and detailed information on the issue.
- Adequate related literatures on beverage Television advertisements were not available in Ethiopian context.
- Other factors, such as parental influence, peers and other environmental factors may have strong association with drinking beverage, and hence confound the role of beverage TV ads exposure on adolescents beverage use. So that, inclusion of these factors could have been important to know the role of TV advertising exposure on adolescents beverage use.

### **5.4 RECOMMENDATION**

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

- ✓ This study strongly suggests that commercial marketers and social marketers should work together to prevent adolescents from underage beverage use. Marketers should consider the social, commercial and cultural belief of the society.
- ✓ This finding strongly suggests that design counter-advertising targeting at younger age by incorporating elements such as music and humor and youth-attractive characters and stories

that appeal to these audiences. Effective counter-advertisements should also include a variety of themes and contexts to appeal to different audiences including males, females, current drinkers, and potential drinkers.

- ✓ This finding strongly suggests that designing product-focused beverage advertisements which solely describes the quality of the product may rate less favorably, and then evoke less desire to drink. In light of these findings policy makers should seek to encourage beverage advertisers to avoid exposing youth in their marketing efforts, and use content that is less appealing to youth.
- ✓ Setting limitations and training teenagers to set their own standards of conduct will bring about a change concerning the amount of television media that they consume.
- ✓ Teaching adolescents to hold values based upon true reality, not media's fantasy, will help teens refocus upon who they are rather than imitating characteristics of models in beverage ads.
- ✓ Advertisers should be able to design research based ethical advertisements which may help them to effectively advertise beverage products to teenage audience.
- ✓ Conducting comprehensive research on exposure of adolescents to TV beverage advertising, by considering socio-demographic variables, may contribute a lot to minimize the susceptibility of adolescents to TV beverage ads.



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## **APPENDICES**

### **Appendix I**

**St. Mary's University**

**School of Graduate Studies**

**In Marketing Management**

#### **Instructions**

The main objective of this study is to examine the influence of beverage advertising exposure on adolescents beverage use.

Thank you for your willingness to participate in this study. Your response contributes a lot to achieve the objectives of this study. Therefore, your genuine response highly appreciated.

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

#### **Note**

In this questionnaire, the word "**Beverage**" refers to only "beer" and "wine" products.

Thank you

**I. Demographic characteristics**

*Please tick the box that corresponds your answer*

**Sex:** Male  Female

**Age:** \_\_\_\_\_

**Grade level:** \_\_\_\_\_

**Religion:** Muslim  Orthodox  Protestant  Catholic

Other (specify) \_\_\_\_\_

**II. Item of measuring advertising exposure, beverage preference and frequency of beverage use in the past 30 days.**

1. How many times in the past four weeks have you seen TV ads for beer (wine)?

\_\_\_\_\_

2. Which beverage product do you want to have during the day celebrating your birthday or high school graduation ceremony? (Please list from the most you like to least you like).

Soft drinks  Beers  Wines

3. How many times do you drink beer (wine) in the last 30-days?

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**III. Below are statements concerning to likeability, identification and expectancy to examine the influence of beverage TV advertising exposure on adolescents' drinking behavior. Therefore, you are kindly requested to indicate the level of your agreement with the following statements by ticking inside each box in front of the statements.**

		<b>Level of Your Agreement</b>				
<b>S.Nº</b>	<b>Items to measure likability</b>	<b>Strongly Agree (5)</b>	<b>Agree (4)</b>	<b>Neutral (3)</b>	<b>Disagree (2)</b>	<b>Strongly Disagree (1)</b>
1	TV beverage ads are funny.					
2	Persons in beer advertising are friendly.					
3	Persons in beer advertising are likable.					
4	I like TV beverage ads involving music and dancing.					
5	I would like person in beer ads as a classmate.					
6	I would like to be friends with persons drinking beer in beverage ads.					
	<b>Items to measure identification</b>					

7	I wish I were as good looking as most people in the beer ads.					
8	I want to have as much fun as the people in the beer ads do.					
9	I want to have as many friends as the people in the beverage ads do.					
10	Most of the time I celebrate by drinking beverage like models of beverage advertising					
11	Persons in beverage advertising are similar to me in many things.					
12	I wish I were as strong as most people in the beer ads.					
	<b>Items to measure expectancy beverage use</b>					
13	I will feel more relaxed if I drinking beer or wine.					
14	I believe that people who drink beer are sociable.					
15	I know people who drink beer and wine are happy.					



16	I hope that persons who drink beer and wine are self-confident.					
17	I would have a really good time if I drank beer.					
18	I believe that persons drinking beer in TV ads are healthy.					

**IV. Questions to assess general opinions of adolescents to desirability of beverage TV ads and its influence on adolescents beverage use.**

1. In your opinion, do you think that TV beverage ads present desirable lifestyle to teenage audience?

Yes  No

why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. Are you encouraged to drink beer after seeing or hearing beer ads?

Yes  No

Why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Do you think some groups (adolescents like you) are more susceptible to TV beverage advertising than others?

Yes

No

Why? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Appendix II**  
**St. Mary's University**  
**School of Graduate Studies**  
**In Marketing Management**

The main objective of this study is to examine the influence of TV beverage advertising exposure on adolescents drinking behavior.

Thank you for your willingness to participate in this study. Your response contributes a lot to achieve the objectives of this study. Therefore, your genuine response highly appreciated.

Your response will not pose any threat to yourself

*Thank you*

***Focus group discussion (FGD) guide***

General Information of the Focus Group Discussion Participants

**Sex:** Number of Males \_\_\_\_\_ Number of females \_\_\_\_\_

**Grade level** \_\_\_\_\_

**Topic Guidelines of Focus Group Discussions (FGDs)**

1. What is your comment on the presentation of beverage TV advertising to teenage audience?

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4. Some says —TV ads do not initiate me to drink beverage. Do you agree with them?

Yes       NO

Why?

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5. What aspects of beverage ads are influencing teenagers to drink beverage?

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