



**St. Mary's** ቅዱስ ግርግር  
University የኢትዮጵያ  
*Committed to Excellence*

**Effects of Social Networking Sites Alcohol Advertisement and Ban of alcohol advertisement on Main stream media on Youths Alcohol Drinking Behavior: Evidence from Addis Ababa, Ethiopia**

**A Thesis Submitted to St. Mary University  
School of Graduates Studies**

**In partial fulfillment of the requirements for the master's degree in marketing management**

**By  
Yordanos Yifru G/Mariam**

**Addis Ababa, Ethiopia**

**June, 2021**

**Effects of Social Networking Sites Alcohol Advertisement and Ban of alcohol advertisement on Main stream media on Youths Alcohol Drinking Behavior:  
Evidence from Addis Ababa, Ethiopia**

**A Thesis Submitted to St. Mary University  
School of Graduates Studies**

**In partial fulfillment of the requirements for the master's degree in marketing  
management**

**By  
Yordanos Yifru G/Mariam**

**Thesis Advisor: - Mesfin Workineh (PhD)**

**Addis Ababa, Ethiopia**

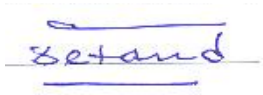
**June, 2021**

**EFFECTS OF SOCIAL NETWORKING SITES ALCOHOL  
ADVERTISEMENT AND BAN OF ALCOHOL ADVERTISEMENT ON  
MAIN STREAM MEDIA ON YOUTHS ALCOHOL DRINKING  
BEHAVIOR:**

**EVIDENCE FROM ADDIS ABABA, ETHIOPIA**

**BY: YORDANOS YIFRU**

**APPROVED BY BOARD OF EXAMINERS**

_____ ADVISOR	_____ SIGNATURE	_____ DATE
<b>Dr. Getie Andualem</b>		<b>14/7/2021</b>
EXAMINER	SIGNATURE	DATE
_____ EXAMINER	_____ SIGNATURE	_____ DATE

## DECLARATION

I am Yordanos Yifru, hereby declare that this thesis titled, “**Effects of Social Networking Sites Alcohol Advertisement and Ban on alcohol advertisement on main stream media on Youths Alcohol Drinking Behavior Evidence from Addis Ababa** ” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Mesfin Workineh (PhD). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Declared by:

Yordanos Yifru

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Confirmed by Advisor:

Mesfin Workineh (PhD)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## LETTER OF CERTIFICATION

This is to certify that Yordanos Yifru carried out his study on the topic entitled “The Effect of Social Networking Sites Alcohol Advertising and Ban of alcohol advertisement on Main stream media on Youth’s Drinking Behavior”. This work is original in nature and suitable for submission for the award of the Master’s Degree in Marketing Management.

Thesis Advisor Dr. Mesfin Workineh

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

## Table of Contents

DECLARATION .....	iv
LETTER OF CERTIFICATION .....	v
LISTS OF ACRONYMS .....	ix
ABSTRACT .....	x
CHAPTER ONE .....	1
INTRODUCTION .....	1
1.2. Statement of the problem .....	4
1.5. Significance of the study .....	6
1.6. Scope of the study .....	7
1.7. Limitations of the study.....	7
1.9. The organization of the study.....	8
RELATED LITERATURE REVIEW .....	9
2.1. Theoretical Review .....	9
2.1.1. Social Networking Sites .....	9
2.1.2. Regulation of Advertising in Ethiopia.....	10
2.2. Theories .....	13
2.3.1. Social Networking Sites Alcohol advertising and Drinking Behavior of Youth .....	20
2.3.4. Ban on Advertisement and Drinking Behavior of Youths .....	25
2.3.5. How Alcohol Companies Can Reach Youths on Social Media .....	26
2.3.6. Conceptual framework of the study.....	27
CHAPTER THREE .....	29
RESEARCH METHODOLOGY.....	29
3.1. Research Approach .....	29
3.2. Research Design.....	29
3.4. Population of the study.....	30
3.5. Sampling procedure.....	30
3.5.1. Sampling Technique .....	30
3.5.2. Sample Size .....	30
3.6. Data Gathering Instrument.....	31
3.7. Data Analysis Technique .....	31

3.8. Ethical Consideration .....	31
CHAPTER FOUR.....	32
DATA PRESENTATION AND INTERPRETATION .....	32
4.1. Response rate.....	32
4.3. Reliability Test .....	33
4.4. Descriptive Statistics .....	34
4.6.2. Homoscedasticity Test.....	39
4.7.1. Model Summary .....	42
4.8. Discussion .....	45
4.9. Hypothesis Test.....	46
SUMMARY, CONCLUSION, AND RECOMMENDATION .....	47
5.1. Findings .....	47
5.2. Conclusion.....	48
5.3. Recommendation.....	49
REFERENCE.....	50
APPENDIX.....	54

## **ACKNOWLEDGEMENT**

Most importantly, I praise the Almighty God for strength, boldness, courage, and motivation all through the time of my study. I would like to express my sincere gratitude to my advisor, Dr. Mesfin Workineh, for the entirety of his expert direction, remarks, valuable thoughts and exhortation from the start to the achievement of this study. The culmination of this investigation couldn't have been conceivable without his expertise. Finally, I owe special thanks and love to a very special person, my husband, Kidus Solomon for his continued and unfailing love, support and understanding throughout the study.



## **LISTS OF ACRONYMS**

**ADs**

Advertisement

**WHO**

World Health Organization

**SNS**

Social Networking Sites

**ANOVA**

Analysis of Variance

**SPSS**

Statistical Package for Social Science

## ABSTRACT

Measuring the effect of social networking sites advertising of alcohol and ban of advertisement on youth drinking behavior is critical for alcohol manufacturing companies because they are part of the community and must consider the social aspect of their marketing. The study's objective is to describe the effect of advertising and the ban on mass media advertising on the drinking behavior of Addis Ababa's youth. The research approach was deductive, and the research design was explanatory. Questionnaires were used to collect primary data from 385 respondents using a self-administered data collection system, with 367 valid questionnaires collected and analyzed. These respondents were chosen using a non-probability sampling technique known as judgmental sampling. Descriptive statistics (mean and standard deviation) and inferential statistics (correlation and multiple linear regressions) were used to analyze the data. The findings revealed that there are positive and significant relationships between SNS alcohol Ads exposure, message content of SNS alcohol Ads, and drinking behavior, and the study's findings show that ban of alcohol advertising on mass media outlets has almost no effect on the drinking behavior of Addis Ababa's youths. Finally, this study suggests appropriate actions for companies to strengthen their advertising strategies in order to overcome the market's intense competition without jeopardizing societal well-being, particularly that of youths.

**Key word:** - Alcohol, Advertising, Social networking sites, Ban on advertisement, Drinking behavior

# CHAPTER ONE

## INTRODUCTION

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

### 1.1. Background of the study

Rehm and colleagues evaluated the evidence for a causal impact of average volume of alcohol consumption and pattern of drinking on diseases and injury in a review of systematic reviews and quantitative meta-analyses, and quantified those relationships identified as causal (Rehm 2010). Their findings suggest that alcohol is linked to a variety of chronic and acute disease outcomes, as well as injury. According to them, there is evidence that both average volume and specific drinking pattern are causally related to ischemic heart disease, fetal alcohol syndrome, and both intentional and unintentional injury. They hypothesize that episodes of heavy drinking are likely to influence additional disease outcomes, but that epidemiological research has so far focused on drinking patterns in a limited way. They were unable to conclude whether the quality of alcohol is a significant factor in disease outcomes due to a lack of research.

Anderson, Chisholm, and Fuhr report in their extensive 2009 review of the effectiveness and cost-effectiveness of alcohol policies and programs that alcohol is increasingly marketed through sophisticated advertising in the mainstream media, through the linking of alcohol brands to sports and cultural activities, through sponsorships and product placements, and through direct marketing such as on the internet. Recently, alcohol marketing campaigns have targeted social networking sites like Facebook and Twitter, which are disproportionately used by young people (Hastings 2013). Smith and Foxcroft suggest in another systematic review of seven cohort studies of young people that while there is an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people, the modest effect sizes in the included studies may be limited by the potential influence of residual or unmeasured confounding (Smith 2009). Snyder et al discovered empirical evidence that

suggests that exposure to advertising has direct measurable effects on both drink initiation and consumption levels in their longitudinal study (Snyder 2006).

A reduction in, restriction on, or prohibition on advertising of alcoholic beverages and related products in any format, including print, television, radio, and internet advertising, as well as billboards, social media, and product placement in films. We used the WHO's broad definition of advertising, which defines marketing (with an emphasis on its persuasive power) as: *“any form of commercial communication or message that is designed to increase, or have the effect of increasing, the recognition, appeal and/or consumption of particular products and services. It could comprise anything that acts to advertise or promote a product or service”* (WHO 2010). As a result, advertising restrictions may include restricting responsible drinking campaigns led by the alcohol industry, as well as marketing positive associations between the industry and socially responsible initiatives.

Many countries have adopted or strengthened public policies to address social and economic issues associated with alcohol consumption over the last several decades. Some policy interventions are aimed at the general public, while others are more concerned with high-risk drinkers (youth, pregnant women) or harmful drinking behaviors and outcomes (binge drinking, drunk driving, violent behavior). The World Health Organization-sponsored report (Babor et al., 2003a) ranks the cost-effectiveness of thirty-two different alcohol policy interventions. Based on the evidence, the report concludes that a limited number of policy options, such as physical availability restrictions, alcohol taxation, and enforcement of drunken driving laws, are effective (Babor et al., 2003). Alcohol ban of advertisements, such as content codes, restrictions on marketing methods, and advertising bans, are conspicuously absent from the list of "best practices." Indeed, ban of advertisements and education campaigns, including counter-advertising, were ranked lowest. This low ranking is especially notable given the negative attention paid by public health organizations and officials to alcohol advertising and marketing practices, particularly the possible link to youth alcohol use.

In Ethiopia, from 6:00 a.m. to 9:00 p.m., all broadcast media advertisements for alcoholic beverages are prohibited. The ban goes into effect on May 29th, 2019. The Ethiopian parliament passed the “Food and Medicine Administration Proclamation” bill. The first draft of the bill

imposed fewer restrictions on broadcast advertisements and prohibited the sale of alcoholic beverages. The draft only prohibited advertising for alcoholic beverages containing more than 10% alcohol between 9:00 p.m. and 6:00 a.m. This was amended to prohibit all alcoholic beverage advertising on any broadcast media. In addition to prohibiting alcoholic beverage commercials, the proclamation also prohibits lottery prizes associated with alcoholic beverages and billboards promoting alcoholic beverages. The law also prohibits the sale of alcoholic beverages in health care facilities, educational facilities, universities and colleges, government institutions, places of worship, sporting venues, and movie theaters.

As a result, online advertising on mass media has been replaced by online or social networking sites, which appears to have reduced the effectiveness of government ban of advertisement. Accessing social networking sites (SNS) has become a popular pastime for young people, with these websites being regarded as an essential part of their leisure and friendship networks. As a result of this development, alcohol companies now have the opportunity to use SNS as highly effective platforms for reaching this group and promoting their products.

Previous research indicates that alcohol companies post content on their official SNS pages that SNS users find pleasurable and socially desirable. This process entails starting conversations between SNS users and brands, which facilitates the creation of user-generated content. Users participate in conversations and post content about their real-world activities and socio-cultural identities after being prompted by brands. For example, they may post pictures (sometimes with alcohol), tag SNS friends in such posts, and check-in at events on SNS (e.g., music, fashion, sports, and cultural events created by alcohol companies). This is advantageous for brands because such events are regarded as socially desirable, increase social capital, and make younger SNS users less critical of these marketing techniques. This process facilitates the flow of this content into online users' peer networks as well as the creation of more brand-friendly content.

According to studies on the effects of alcohol marketing on SNS, exposed youth are more likely to develop positive attitudes toward alcohol use, consume alcohol on a regular basis, engage in heavy and risky drinking, and experience subsequent alcohol-related problems/disorders.

Another study found a link between exposure to alcohol advertising and a variety of youth drinking outcomes, indicating that the link is content-based.

As previously stated, many factors may encourage youth alcohol use, and alcohol advertising has been identified as one potential influence. The media in which youth are exposed to the content of the message transmitted through various mediums is thoroughly researched.

## **1.2. Statement of the problem**

The influence of alcohol marketing and advertising on the drinking behavior among youths is a matter of much debates, mostly focused on the question of whether advertising increases consumption and risky drinking by people. On the one hand the International Center of Alcohol Policy (ICAP) reported in 2003 to a World Health Organization (WHO) meeting that there are no compelling evidences of an association between advertising and drinking behavior among youths.

The majority of research on the relationship between alcohol marketing on social media and alcohol use among young people has been conducted in the United States, the United Kingdom, and Australia. However, these studies focused primarily on Facebook, with little work involving other SNS such as Twitter and YouTube. Furthermore, work in other national contexts, such as India, appears to be lacking, with only a few exceptions. (Jones 2016) discovered significant and positive associations between 16–24-year-old social media users' reported exposure to alcohol advertising and branding on SNS and their reported drinking frequency and volume. Similarly, another study found that exposure to Internet advertising was significantly related to the frequency of alcohol consumption among 18–29-year-old Australians.

It is worth noting that the alcohol industry presents counter-arguments in relation to alcohol advertising bans, including that:

1. It is unnecessary to have policies that ban alcohol advertisements;
2. There is insufficient evidence that advertising bans reduce alcohol consumption;
3. Bans may have negative consequences, as people may be tempted to try forbidden issues such as illicit drugs;
4. The state may face legal barriers to implementing bans;
5. The industry is socially responsible for reducing harmful drinking.

All these counter-arguments presented by the alcohol industry are widely criticized as strategies to delay the implementation of policies that ban alcohol advertising. Although such counter-arguments are weak and not based on empirical evidence, addressing and debating such concerns from the alcohol industry may be helpful to reach consensus on the implementation of the bill and minimize counterproductive strategies from the alcohol industry. In the Ethiopian context, although the level of consultations with diverse stakeholders at different levels is unclear, it is important to hold consultations to ensure implementation of the bill with minimal disruption as possible.

Translating the bill requires establishing follow-up and monitoring systems. Without close follow-up, efforts to enact the bill will remain mere paper work, which is what happened in relation to the Advertisement Proclamation (Proclamation No.759/2012) (10). Had that Proclamation been implemented properly, the public would have been protected from misleading statements from the alcohol industry. It is relevant to assume inevitable counter action by the alcohol industry to shift its promotional strategies. A study from the UK has shown that an alcohol promotion ban did not bring reductions in the volume of alcohol purchases. However, this may be due to the industry reducing prices to sustain sales. Furthermore, the alcohol industry should be socially responsible in protecting the younger generation from early engagement in alcohol consumption. The ministry of Trade that gives licenses to the alcohol industry should be cautious about brands, logos and trademarks, since these are meant to convey misleading messages. Available evidence attests to the use of brands that are associated, for example, with national and cultural heritage or historical places is being used as a marketing strategy since they are familiar and can be mentioned frequently in media and among the public.

Finally, the public health system, educational institutions, the legal system and those working with and for youth have an important role to play to make the bill effective by developing strategies to inform, empower and prevent the harmful effects of alcohol. Researchers are also expected to develop tools to continuously measure the impact of the bill.

As a result, the researcher attempts to assess the effects of alcohol advertising and ban of advertisement on the drinking behavior of youths in Addis Ababa. The causal relationships can

be inferred directly from these studies, leading to clear conclusions about the potential impact of ban of advertisement.

### **1.3. Research questions**

#### **Main question**

What is the effect of SNS alcohol advertisements and ban of advertisement on the drinking behavior of youths?

#### **Sub-questions**

1. Is there a relationship between SNS alcohol Ads exposure and drinking behavior of youths?
2. What is the effect of message content of SNS alcohol Ads on the drinking behavior of youths?
3. Has the ban of advertisement affected the drinking behavior of youths?

### **1.4. Research Objective**

#### **General Objective**

The general objective of this study is to investigate the effects of SNS alcohol advertisements and ban of alcohol advertisement on main stream media on the drinking behavior of the youth in Addis Ababa.

#### **Specific Objective**

1. To examine the relation between SNS alcohol Ads exposure and drinking behavior of youths.
2. To explain the effect of social networking sites message content of SNS alcohol Ads on the drinking behavior of youths.
3. To investigate the effects of ban of alcohol advertisement on main stream media on the drinking behavior of youths.

### **1.5. Significance of the study**

This study delves into the alcohol industry's decision to increase its advertising efforts in Ethiopia, as well as how this will affect youth drinking behavior. It builds on the work of social



scientists who have long sought to prove the impact of alcohol marketing, particularly on youth, despite the fact that most research has been limited to developed countries.

The study will help Ethiopian society gain a better understanding of the issue and provide tangible evidence to the government in order for it to develop/revise alcohol control policies and legislation that significantly protect the health of youth.

Furthermore, this study is intended to serve as a source for future researchers who may be interested in delivering on similar or related subject topics.

### **1.6. Scope of the study**

The study looked at the effects of alcohol advertising on the drinking behavior of Addis Ababa's youth. There may be many variables that influence youth drinking behavior, but the focus of this study was on three variables: SNS alcohol Ads exposure, message content of SNS alcohol Ads, and the banning of alcohol advertisement on main stream media. It would be impossible to include all variables or cover all factors in a single study.

The scope of this study is conceptually limited to evaluating overall advertisement on behavior based on Bandura's well-known theory Social Learning Theory and Behavioral Economic Theory, using a structured questionnaire containing question items that have been analyzed through descriptive and inferential statistics.

### **1.7. Limitations of the study**

- Because the exact causal relationship between surrogate outcomes and subsequent drinking behavior is unclear, the researcher concentrated on substantive behavioral outcomes of alcohol use rather than surrogate outcomes such as brand awareness, attitudes, or intentions to drink.
- To achieve the study's objectives, only 385 participants were chosen. However, including a larger sample size of youths in the country may improve the generalizability of the results.
- In the Ethiopian context, adequate related literature on the ban of alcohol advertisements was not available.

## 1.8. Definition of Terms

**Alcohol:** - A large group of organic compounds derived from hydrocarbons and containing one or more hydroxyl (National Institute on Drug Abuse, 2011).

**Alcohol Advertising:** - Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Keller, 2009).

**Social Networking Sites:** - (SNSs) are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared interests (Gupta, H et al., 2016)

**SNS alcohol Ads exposure:** - The extent to which audience members have encountered specific messages or classes of messages/media content (Slater, 2004).

**Message content of SNS alcohol Ads:** - A visual or auditory information prepared by an alcohol manufacturer that include animation, analogy, celebrity sponsorship, familiar, nostalgic, sequence and slice of life to inform or persuade their audiences. (American Marketing Association, 2003)

**Youth:** - Refers to persons in the age group between 18 to 35 years (National Youth Commission Act of 1996).

**Ban:** - Forbidding or prohibiting alcohol advertisement from advertising medium by drafting law(bill). (Saffer, 2000).

## 1.9. The organization of the study

This study is divided into five chapters, Chapter one: the background to the study the Statement of the problem, the research question, the aim and objectives of the study, Significance of the study, the scope of the study, the definition of concepts used in the discussion, the limitation of the study and the organization of the study. Chapter two: Review of the Related Literature and theoretical framework, as well as an overview of advertising fall under this chapter. Chapter three: Research Methodology The chapter elaborates on the research design the study used, an outline of participants and data collection methods, as well as the ethical considerations for the study. Chapter four: Data Analysis and Interpretation The analysis of data and the interpretation of the results are discussed in this chapter. Chapter five: Summary, Conclusion, and Recommendations.

## **CHAPTER TWO**

### **RELATED LITERATURE REVIEW**

#### **INTRODUCTION**

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

#### **2.1. Theoretical Review**

##### **2.1.1. Social Networking Sites**

Social networking sites have also grown in numbers by leaps and bounds. As per the statistics revealed on Statista, approximately 2 billion users used social networking sites and apps in 2015. And with the increased use of mobile devices, this number is likely to cross the 2.6 billion mark by 2018. J Sutton (2019). So below is discussion on the most popular social networking sites that are being explored by the world today.

##### **Facebook**

This is easily the largest social networking site in the world and one of the most widely used. And, Facebook was perhaps the first that surpassed the landmark of 1 billion user accounts.

Apart from the ability to network with friends and relatives, you can also access different Facebook apps to sell online and you can even market or promote your business, brand and products by using paid Facebook ads.

Recently Facebook has lost the trust of millions of its users by allowing 3rd parties to access over 87 million users' personal data. This is a massive breach of trust and has created a feeling of unrest amongst the social media platform's audience. So much so that there is now a #delete Facebook campaign where people are completely removing themselves from Facebook and using other networks instead. If you're concerned about what Facebook is doing with your data, then why not check out my guide on alternatives to Facebook, and see if there's a better place for you to interact with family and friends.

## **YouTube**

YouTube is the world's largest video-sharing social networking site that enables users to upload and share videos, view them, comment on them and like them. This social network is accessible across the globe and even enables users to create a YouTube channel where they can upload all their personally recorded videos to showcase to their friends and followers.

## **Telegram**

This instant messaging network is similar to WhatsApp and is available across platforms in more than eight languages. However, Telegram has always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. This encryption feature has only just been made available for WhatsApp, whereas Telegram has always provided it.

## **TikTok**

TikTok, known in china as Douyin, a Chinese video sharing focused social networking site owned by ByteDance. This social media platform is used to make a variety of short form videos, from genres like dance, comedy and education that have a duration from fifteen seconds to three minutes.

### **2.1.2. Regulation of Advertising in Ethiopia**

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

Regulation of Alcohol Advertisement Proclamation No. 759/2012

1. Any advertisement of liquor with more than 12% alcoholic content may not be disseminated directly or indirectly through any means of dissemination other than outdoor advertisements and newspapers and magazines which are not published on daily and weekly basis.
2. Notwithstanding to the provision of sub-article (1) of this Article, the advertisement of any liquor with more than 12% alcoholic content may not be disseminated through the use of electronic screen, microphone, audio cassette, or other audiovisual advertisement disseminated through the use of outdoor advertisement.

3. Any advertisement of liquor may not:
  - a) Advertise that consumption of the liquor is good for health, brings about individual or social success, improves psychological or physical strength or provides healing power, or instigate its repeated consumption or over drinking;
  - b) Undermine or oppose abstention from alcohol addiction;
  - c) Concentrate on minors, or use a minor as an advertisement actor; or
  - d) Contain other similar messages.
  
4. An outdoor advertisement of any liquor may not be placed within 100 meters' radius of a children care center, school, medical or historical institution, cinema or theater hall or a stadium.

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

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

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

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

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

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

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

Any television advertisement of an alcoholic product shall contain clear prohibition contained in this proclamation or other laws issued to implement this proclamation. Any alcoholic drink whose volume is less than 10% may only be advertised through broadcast from 9 PM in the evening to 6 AM in the morning.

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

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

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

According to the Minister of Health of Ethiopia Dr. Amir, the new law aims to protect children and the youth from being seduced by the commercials of liquor and become addicted and unproductive. It also plans to address the consequences of alcohol consumption on the health of individuals and over economy.

## 2.2. Theories

Among the psychosocial models, social learning theory research serves as the theoretical foundation for prevention efforts that employ a team approach among individuals, small groups, families, and communities. A cognitive dissonance theory-based prevention technique proposes verbal inoculations to establish or strengthen beliefs and attitudes, assisting a young person to resist drinking, which may conflict with their values. Prevention efforts based on this viewpoint aim to assist adolescents in developing positive identities through achievement as students, athletes, and community members. Behavioral intention theory provides a framework for comprehending the role of perceived social norms in behavior direction. Prevention programs, according to the social development model, should foster positive peer groups and ensure that the social environment is safe. Health behavior theory serves as the foundation for prevention strategies that target an individual's entire behavior rather than just one aspect. The stages of the drug involvement model serve as the foundation for prevention programs that provide early intervention aimed at so-called gateway drugs (Bandura 1977).

Among the communications models, the health promotion concept advocates a comprehensive approach to developing health campaigns and focusing on the five major components of the communications process. Mass media campaigns based on the communication-behavior change concept address the steps necessary to move a target population from initial awareness of a problem to adoption and maintenance of a solution. Researchers have concluded that higher real prices on alcohol and restricted availability have the effect of lowering alcoholic beverage consumption among young people and the incidence of heavy and frequent drinking among public policy models. Raising the minimum purchase age has been shown to reduce the number of automobile accidents involving young people. (McGuire 1960).

The World Health Assembly decided in 1983 that problems related to alcohol consumption are among the world's major public health concerns and pose a serious threat to human welfare. Dr. Otis R. Bowen, Secretary of Health and Human Services, echoed this concern last fall by announcing a number of initiatives aimed at addressing the nation's alcohol problems. Over the last decade, there has been growing agreement that the public health approach can provide a useful conceptual framework for developing alcohol and drug abuse prevention strategies. The focus of this paper is the public approach to alcohol problem prevention, specifically theories

and models that provide the knowledge base for prevention programs aimed at youth. The models summarized here guide new prevention efforts and serve as a framework for analyzing diverse field experiences. The models allow for the evaluation of prevention strategies and the generalization of findings. (McGuire 1960).

There is room for multiple theories and combinations of theories within the public health approach to prevention. The public health approach evolved from epidemiologic studies of communicable diseases, which revealed that proper prevention planning necessitates understanding of the host (or person), the agent (in this case, alcohol), and the environment (the social milieu). As we have previously stated, prevention is essential. Because prevention in public health is an evolving field that is constantly growing from the thinking and experiences of researchers, planners, practitioners, and evaluators, the current knowledge base will change, expand, and emerge in new combinations, providing better tools to address alcohol problem prevention. The theories that seek to explain behavior and behavioral changes are largely derived from psychology. Until recently, the majority of theoretical work in alcohol abuse prevention focused on identifying likely antecedents and correlates. Recently, the goal has been to develop strategies based on prevention theories and models that can reverse or prevent alcohol misuse. (McGuire 1960).

### **2.2.1. Social Learning Theory**

Social Learning Theory by Albert Bandura, published in 1977. Lippitt, Polansky, and Hosen (1952) defined behavioral contagion and discussed the significance of prestige and the power it has over people. In an experiment with a pedestrian crossing a traffic signal, Lefkowitz, Blake, and Mouton (1955) demonstrated this.

According to social learning theory, advertising helps to shape the public's perception of drinking as a legitimate and normal social activity (Bandura 1986; Grube 1995). This theory emphasizes the negative effects of advertising on drinking patterns, such as the decision to start drinking, underage and binge drinking, and other forms of alcohol abuse. Advertising reinforces positive attitudes toward drinking in this context by providing positive role models (athletes), lifestyle images and themes (wealth, social approval, friendship), pleasure (relaxation, humor), and so on. Given the repetitive nature of advertising, the daily flow of images and messages



cultivates stable patterns of thought and action (Gerbner 1995). Furthermore, alcohol advertisements and other media images of alcohol are rarely negative, raising the possibility that excessive drinking has few negative consequences. This expectation, according to social learning theorists, contributes to alcoholism.

Albert Bandura's social learning theory is likely the most commonly used among prevention program planners today. According to Bandura, learning is acquired and shaped by positive and negative reinforcements (rewards and punishments), as well as observation of other people's behavior. As a result, people can forecast outcomes and shape their behavior in order to earn rewards and punishments.

Bandura recognized modeling's potential for directing and changing behavior. We observe the behavior of others in person, on television, and in movies, and we are more likely to adopt that model's behavior based on its attractiveness. Bandura's early research discovered that children readily imitate both aggressive and more positive models, with status envy playing a significant role. Later, this theory served as the foundation for using "near peers" to convey messages to slightly younger children by depicting behavior and attitudes for young people to imitate, such as saying "no" to alcohol (refusal skills) (refusal skills). Bandura's work is most likely the theoretical foundation for prevention efforts that use the team or buddy approach, teaming individuals, small groups, families, and even communities in which new health-related behaviors can be modeled and reinforced, thereby helping to set new norms.

Learning would be extremely time-consuming, not to mention dangerous, if people had to rely solely on the consequences of their own actions to tell them what to do. Fortunately, most human behavior is learned through observation and modeling: by observing others, one develops an idea of how new behaviors are performed, and this coded information later serves as a guide for action. People followed and jumped red lights with a prestige depicting suit-clad (high status) volunteers. However, when the same volunteer, dressed in non-status-signifying attire, jumped the red light, only a few people followed him (Bandura 1977).

Albert Bandura's social learning theory states that people rely on status conferring symbols (speech, dress, and possessions) that serve as tangible indicators of their previous success. Our world view is defined by our core values, needs, tastes, priorities, self-concept, mindsets, and

aspirations, which are typically less varied within a generation. According to Social Learning Theory, family values (Balta's, 1997; Felltham, 1998), financial constraints (Ness et al, 2002; Rowley, 2005; East et al, 1995), and peer group influences all have an impact on consumer behavior (Felltham, 1998; Ness et al, 2002)

A social class appears to be homogeneous in terms of values, financial constraints, and group influence (peer) or, as many assume, lack of them. Our expectations are shaped by the society in which we live, work, or study. The perceived risk in purchases varies across people and products, and consumer behavior involves risks in the sense that any action taken by a consumer will have consequences that s/he cannot predict with anything resembling certainty, and at least some of those are likely to be unpleasant. (Song and colleagues, 2004) All of these elements are linked to a purchase decision (Yuksel, 2007), though applications do not always include all of them (Ness et al., 2010). Risk is associated with choice situations involving both potentially positive and potentially negative outcomes in disciplines such as economics, psychology, statistical decision theory, and game theory (Stone and Gronhaug, 1993).

The interrelationship between behavior, environmental factors, and personal factors is explained by social learning theory. Albert Bandura went on to say that learning is a social activity that is aided when people can observe and mimic others' behavior. When our environment intersects with our personal characteristics and experiences, we acquire knowledge. The theory implies that social rewards and punishments can influence behavior as well. Observing the behaviors of others, if they are thought to be similar in some ways to ours, accelerates learning. People, for example, will be interested in hearing about and learning from the experiences of a smoker who was able to successfully quit smoking if his personal history resonates with them and the smoker is willing to quit. All preachers, including government communications, non-governmental organization efforts, and other social media discussions, can be used to provide social learning. By involving more social influencers, a preacher's capacity can be dramatically increased. All parents and teachers can see the potential of this social learning as their children and students mimic and learn from their actions. Mimicking allows people to put their newly acquired knowledge to the test in the form of skill sets. The level of expectation is higher in the luxury apparel segment than in the non-luxury apparel segment. Purchasing luxury is also linked to an increase in expectation. The higher price charged for luxury apparel, as well as the associated

social image, has led to this increased expectation. Higher prices, as such in mostly undifferentiated products, raise customer expectations because higher prices are typically associated with higher quality perception.

When a person is able to internalize their successes and failures, they are said to be learning. Self-efficacy is defined as an individual's belief in his or her own ability to perform. Multitasking is possible, but only after one has had the opportunity to practice, which completes the learning process.

The social and economic impact of advertising ranges from negative to neutral to positive. Advertising has a positive influence on changing behaviors that are contrary to societal norms, such as drunk driving, but the use of women as a sex symbol that has no relevance to the product or service has a negative influence. When J.K. Cement uses women in red bikinis, the impact of advertising is hardly positive from a societal standpoint, though it does serve the purpose of advertisers by raising brand awareness in the minds of the target audience. Progressive social messages with broader appeals can undoubtedly capture the attention of consumers. As a result, the majority of advertisements with social messages continue to serve commercial purposes under the guise of a cause.

In defining propaganda, Edward Bernays, also known as the "Father of Propaganda and Public Relations," could not have been more appropriate, but the above quotation specifically tells the impact possible in social or cause-related communication capable of altering human behaviors. This collective effort has the potential to define and change habits that are not considered appropriate for the healthy development of human societies. Companies were constantly utilizing content to support their brand communication via advertising. This communication could inform, persuade, reinforce, or remind the consumer, but it could also entertain or engage them to have a human connect on which relationship platforms were built to ensure cross selling for the companies to increase their revenue.

According to James Wallman (1994), most industrial societies (including urban India) have amassed an abundance of materialistic goods, and experiences are more important than ever. People are increasingly looking for ways to address this issue in order to focus on what is important. Individual desires and aspirations will continue to entice and define our purchasing to

express ourselves. However, it is predicted that the new conspicuous consumption will be these individual experiences, which will be influenced increasingly by our social media consumption and interaction. Companies are making assumptions based on social causes or issues in order to improve their social credentials and stand out through the use of social media.

People learn more when they have a human connection to the content, which is why most managers/leaders who can create story metaphors through social media or any other medium are more effective. This means that we are more likely to remember a video than we are to recall the same information if we read it in print. People, on the other hand, are incapable of learning by observing others if they cannot recall the details or relevance of the observed behavior to them. This is where people's proximity, such as friends, family, relatives, coworkers, and group members, can have a significant impact on purchasing decisions. Celebrity endorsement and advertising in men's clothing has a role to play, as demonstrated by H&M's partnership with David Beckham, but Tommy Hilfiger, whose men's clothing accounts for roughly 60% of total sales, does not believe celebrity endorsement is appropriate. Our findings are consistent with Tommy Hilfiger's decision not to use celebrities to influence luxury purchasing; it was also one of the least likely reasons for our respondents to be influenced.

### **2.2.2. Behavioral Economic Theory**

The empirical work is founded on a standard demand curve for alcohol. Bernheim and Rangel's behavioral economic theory of addiction and response to cues, which is based on neurological evidence, yields additional predictions about advertising and price effects. The behavioral economic theory advances our understanding of how advertising influences alcohol consumption decisions by making specific empirical predictions. This theory is founded on two key concepts. To begin, the theory contends that the role of advertising cues on alcohol consumption is a result of the forecasting of a hedonic effect from alcohol, rather than the hedonic effect itself. Pavlovian conditioning is another name for this. Second, the theory contends that the predicted hedonic effect produced by advertising cues grows in proportion to consumption.

The behavioral economic theory used in this paper assumes a convenient fiction of three distinct neurological systems acting concurrently to produce a single decision. The Heuristic system, Rational system, and Governor system are the names given to these neurological systems. The

Heuristic system is a subconscious system that learns relationships between current conditions, decisions, and short-term rewards. The Rational system corrects the flaws of the Heuristic system, but it is relatively slow and energy-intensive. Self-regulation is a process that refers to the Governor system's ability to suppress the Heuristic system in favor of the Rational system and is related to the concept of future time preference. In terms of how the Heuristic system learns, there is a significant distinction between non-addictive and addictive consumption goods. Individuals base their consumption decisions, in part, on their previous consumption experiences. When a non-addictive good is consumed, a post-consumption experience occurs, which then updates the Heuristic system. In other words, there is learning from the post-purchase experience, and the predicted outcome of a future choice reflects this learning. Consumption of the addictive good, on the other hand, affects the Heuristic system both through the post-consumption effect and through a direct chemical effect, which distorts the learning process. The Heuristic system operates with information that is systematically skewed, resulting in poor decision-making. Individuals can suppress the Heuristic system through self-regulation, but they cannot consciously eliminate the desire generated by the Heuristic system. Although the Government system regulates total consumption, individual differences in self-regulation and individual genetic features in the direct effect of alcohol on Heuristic learning may explain why some people become heavy drinkers while others do not Hull and Slone (2004).

Advertising economic models predict conflicting outcomes in the event of a ban on advertising. Advertising may increase competition, resulting in lower prices and, as a result, higher consumption. However, advertising may also increase product differentiation, reduce demand price elasticities, and shift consumer purchases toward higher-priced brands and beverages (Ambler 1996). Motta (1997) developed a general theoretical model of an advertising ban under monopoly and oligopoly conditions, in which advertising can be informative or persuasive. Partial advertising bans, such as the one discussed here, may have little or no effect on total advertising and product demand if producers can easily shift to non-banned media or use other marketing methods. Furthermore, a ban on one form of media can spur innovation in the form of non-banned media. Harrison and Godfrey (1989), for example, discuss the difficulty of regulating alcohol advertising in Europe in light of new media such as broadband cable, videotext, and satellite television.

## **2.3. Empirical Review**

### **2.3.1. Social Networking Sites Alcohol advertising and Drinking Behavior of Youth**

Despite decades of research, the influence of alcohol advertising on youth drinking behavior remains a hotly debated topic. The rate of increase in alcohol consumption, particularly among young people, is increasing at a faster rate (Mapulane, 2014). According to the World Health Organization's Global Status Report on Alcohol and Young People, the global burden of disease from alcohol outnumbers that of tobacco in large part because the acute consequences of alcohol use cause death and disability in the younger years of life. Following a review of available research and statistics on the behavioral and physical consequences of alcohol use, the document describes the globalization of alcohol brands and marketing aimed at integrating alcohol products and consumption into young people's lifestyles. Brief profiles of prevalence among young people in each of the WHO Regions highlight the need for standardized monitoring of alcohol use and consequences, and focus is drawn to WHO's guidelines for doing so. Educational approaches to preventing alcohol problems in young people have had little effect on their own, whereas brief treatment interventions have shown promise. The youth are voracious consumers of media. Most of them define themselves, their thoughts, and their actions based on what they see and hear in the media.

To the youth, alcohol advertisements on television reflect the real world. Alcohol advertisements, like any other form of mass media, convey information with a variety of connotations. Although the conveyed meaning may be understood differently by the youth, the same meaning can be reproduced in their social contexts. In other words, the depicted behavior and actions in alcohol advertisements may increase the likelihood of youth alcohol consumption. An overview of this section is provided below to summarize it. According to Parry (2005:246), South Africa consumes over 5 billion liters of alcoholic beverages per year. This adds to WHO (1999) estimates that approximately 2 billion people worldwide consume alcohol. However, young people are more likely than their elders to use and abuse alcohol (Snyder et al., 2006; Anderson et al., 2009; and Clinard & Meier, 2008).

Advertising messages also work in part by reinforcing and bolstering commonly held beliefs about alcohol (Casswell, 1997). This is supported by a study conducted with 10 to 17-year-olds in Glasgow, where researchers discovered that underage drinkers paid more attention to and were

more appreciative of alcohol advertising than non-drinkers (Aitken et al., 1988). The researchers conclude that because underage drinkers gain something from watching alcohol advertisements, they are reinforced by them.

This is not to dismiss or even take for granted the creative aspects of advertising that are used to break through the clutter, gain attention, and increase the memorability of the advertisements to the viewers. Despite the fact that viewers are constantly bombarded with advertisements, only selective attention can be paid to advertising, and only some advertisements can be attended to and remembered, even if a consumer is generally interested in advertising. As a result, creativity is still important in determining the effectiveness of any given advertisement, including alcohol advertisements.

It is assumed that advertisements can be stimulated by targeting a viewer's emotions and mentality. The creative aspects of an advertisement, such as the storyline, slogans, music, the environment, and the actors, can pique the viewer's interest. They have the ability to alter the viewer's perception of certain advertisements. They can cause a person to begin comparing himself or herself to the portrayals seen in advertisements. It is important to remember that the primary goal of advertisers is to sell products to viewers.

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

Despite the negative effects of alcohol abuse, it is unarguable that the alcohol industry contributes to the country's economy (Field gate et al., 2013). It is not a surprise that advertising generates revenue for the media industry (Field gate et al., 2013). Because the alcohol industry invests a significant amount of money in the media industry, rules, regulations, and policies must be put in place to prevent manipulation of this mutual relationship. Most advertising industries in various countries have implemented self-regulation systems (Burns, 2001; Hacker & Cassim, 2002; and Jones & Donovan, 2002).

### **2.3.2. SNS Alcohol Ads Exposure and Drinking Behavior of Youths**

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

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

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

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

The visual images of behavior portrayals provided by television can become one of the factors that influence the behavior of individuals. The way behaviors such as fun, happiness, and others,



portrayed in the alcohol advertisement can encourage young people's drinking pattern. Most alcohol advertisements include the phrase 'enjoy responsibly'. Despite the message behind the phrase, it simply means that alcohol is meant to be enjoyed.

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

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

Young people pay attention to alcohol sponsorship and associate brand labels on football shirts with alcohol. So alcohol brands' sponsorship of football is regarded as reflecting a 25 longstanding cultural association between alcohol – particularly beer consumption – and football, and as such is felt to provide a way of targeting fans with alcohol advertising. Thus, cultural association, rather than direct advertising, might be an important means by which young people are exposed to and influenced by, alcohol advertising (Ogott, 2015).

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

### **2.3.3. Message content of SNS alcohol Ads and Drinking Behavior of Youths**

Entertainment programs frequently depict alcohol consumption as a normal part of life, typically portraying alcohol as a mood-altering substance used to aid socialization and as a stress reliever. Jones and Donovan's formal names are Jones and Donovan (2001).

Advertising, according to Jones and Donovan (2001), tells us what products and brands are associated with those lifestyles, with socioeconomic status, with what attitudes toward life, and thus how we can adapt and maintain a specific self-image. As a result, it is critical to monitor the messages that media advertising, in particular, sends to young people about alcohol consumption.

Binge drinking among young people may be explained and predicted by their engagement in positive expectations based on what they see in advertisements. PAEs are derived from expectancy outcome theory, a social learning theory in which individuals learn an association between performing a specific behavior and receiving a positive outcome. The association is then stored in one's memory, and positive expectations about the behavior form. These behaviors are more likely to be repeated as a result of these positive expectations. Positive alcohol expectancies and expectancy outcome theory provide a well-structured and articulated framework for research into both youth drinking and abstinence behavior. According to research, there is a significant link between PAEs and how much and how frequently people consume alcohol, particularly among college-aged people.

Much of the existing research suggests that alcohol advertising has an indirect effect on drinking behavior via attitudes, beliefs, and intentions to drink. Young people are attracted to alcohol advertising through humor, animation, bright colors, and music. Alcohol advertising tends to reinforce the link between drinking and socialization, as well as acceptance by peers, both of which are important concerns for adolescents. The use of sexual imagery and celebrity endorsers is thought to be particularly effective techniques for young audiences, as defining what it means to be a man or a woman is one of youth's main challenges. Alcohol advertising portrays an entirely positive image of alcohol use, which, when taken together, creates an unbalanced source of information for the developing young person (Dring & Hope, 2001).

Images, messages, and elements that appeal to young people are frequently used in alcohol marketing. According to empirical research, young people are drawn to music, characters, stories, and humor, and they find the quirky, playful, and subversive elements of alcohol advertising appealing (AMA, 2012).

#### **2.3.4. Ban on Advertisement and Drinking Behavior of Youths**

Several public health interventions aimed at the general population are included in prevention strategies to reduce the amount of alcohol consumed and the age at which alcohol use begins. One such strategy is the restriction or prohibition of all forms of alcohol advertising. Marketing restrictions may be voluntary and implemented by the alcohol, media, or advertising industries, or mandatory and imposed by government decree.

In theory, restricting or prohibiting alcohol advertising may reduce overall alcohol consumption and raise the age of initiation of drinking in young people. There are several advertising theoretical models, including social learning theory, which contends that advertising helps to normalize societal perceptions of drinking (Nelson 2001). They also describe competing economic theories, with advertising either increasing or decreasing consumption because it affects both demand and the optimal price levels for sellers. They warn that partial bans on specific forms of advertising may result in substitution for other forms of advertising (Nelson 2001).

According to their policy and program review, making alcohol less available and more expensive, as well as prohibiting alcohol advertising, are the most cost-effective ways to reduce the harm caused by alcohol (Anderson 2009a). However, there is little evidence to back up the statement about banning alcohol advertising. The authors acknowledge that in areas where alcohol marketing is governed by self-regulation (rather than regulatory prohibitions or restrictions), several studies show that these voluntary systems do not prevent marketing content aimed at young people. Another study of pooled time-series data from 20 countries over a 26-year period found that alcohol advertising bans reduce consumption by 5% to 8%. (Saffer 2002). Similarly, a cross-sectional study conducted in Africa's emerging market context discovered evidence of association, but not causation, between alcohol consumption and alcohol promotion (Pinsky 2010).

According to Harrison (2009), the global burden of alcohol-related deaths and disability in 2000 was 1.6 percent in developing countries and 9.2 percent in developed countries. That public policies to improve population health will be more effective if they address the major causes of disease burden. They contend that small reductions in population exposure to large risks will result in significant health benefits. Reducing or prohibiting alcohol advertising may reduce exposure to the extremely high risk that alcohol poses to both individuals and the general population.

The right laws and regulations can reduce the opportunities for young people to use alcohol while increasing the chances of effective enforcement and prevention. Age limits will only work properly if the minimum age for purchasing alcohol is strictly enforced.

When the threat of suspending or revoking a license to sell alcohol is used in cases of irresponsible selling, it appears to have an effect. By "enforcement of legal age limits," we mean the entire system of supervision, sanctions, and communication used to enforce the laws governing the sale and serving of alcoholic beverages. Many studies in developed countries show that the effect of enforcement on youth alcohol consumption is twofold: it influences both the direct availability of alcohol to adolescents and the norms, attitudes, and beliefs about the product in society. Both the availability of alcohol and social norms/attitudes are significant predictors of drinking behavior.

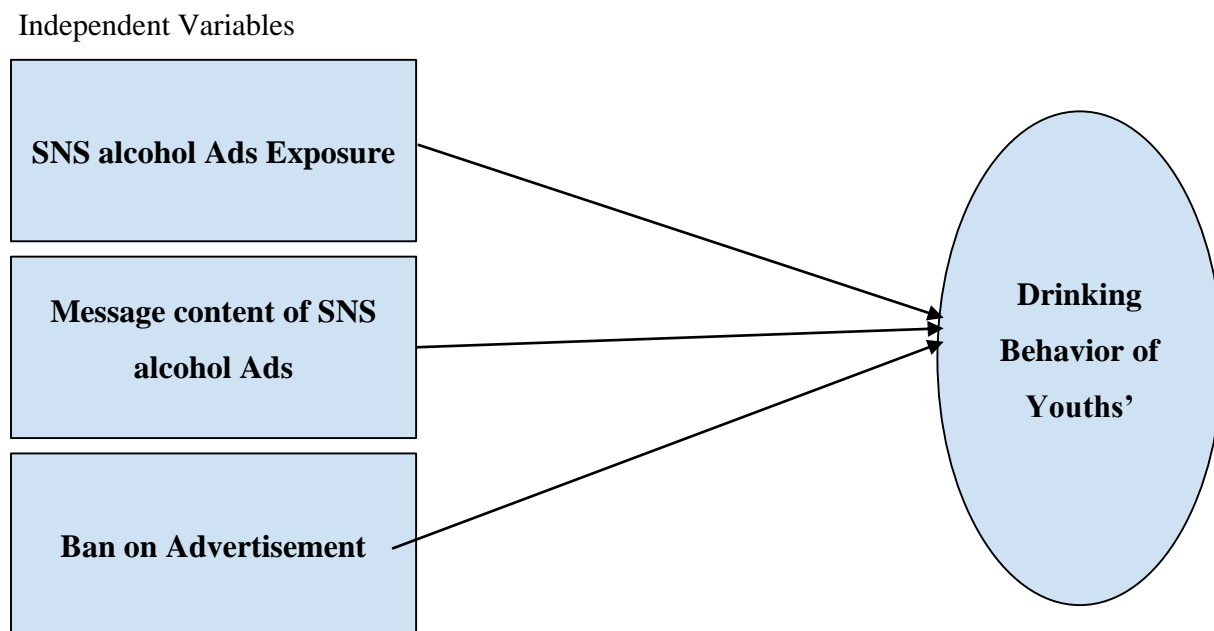
### **2.3.5. How Alcohol Companies Can Reach Youths on Social Media**

According to the alcohol industry, social media advertising can reach more people than traditional media advertising, with a 600% return on investment. Alcohol companies pay for sponsored alcohol advertisements that appear in their target audience's newsfeeds or stories, promoting specific drinks or bottle shop promotions. Alcohol companies collect personal information from social media users and target those who frequently search for alcohol content, exposing them to a high volume of alcohol advertisements in order to encourage impulse purchases. Alcohol brands also establish official Facebook, Telegram, or YouTube pages to engage 'fans' through questions/polls, the posting of photos and memes, the hosting of competitions, and the sharing of videos. This content is very interactive and easy to share. Many of these posts contain content that violates the advertising code, which is posted by both page

administrators and "fans." Alcohol companies pay some social media influencers to post photos or videos of themselves drinking an alcoholic beverage. popular Australian Instagram influencers were discovered to have alcoholic drinks in their posts without disclosing that they had been paid by alcohol brands to do so. Alcohol companies have discovered a way to advertise to young people without violating their own voluntary codes by utilizing influencers. Some user-generated content is generated as a result of alcohol companies running promotions in which social media users are encouraged to post pictures or videos of themselves drinking specific alcohol products. This content is highly appealing to the alcohol industry because it is not considered a violation of advertising rules, despite depicting drinkers under the age of 25, promoting risky drinking, or implying sexual advantages due to alcohol.

### 2.3.6. Conceptual framework of the study

Based on the conceptual framework, three independent variables were developed, and presented in the subsequent section. The conceptual framework was designed with the dependent variable drinking behavior of youths' being influenced positively or negatively by the independent variables, based on these conjectures and the arguments to support the conjectures. The independent variables include SNS alcohol Ads exposure, message content of SNS alcohol Ads and ban on advertisement.



Source: (own) developed for this study

Dependent Variable

### **2.3.7. Research Hypothesis**

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

**H1:** SNS alcohol Ads exposure to social networking sites alcohol advertisement has positive and significant effect on the drinking behavior of youths.

**H2:** Message content of SNS alcohol Ads of social networking sites alcohol advertisement has positive and significant effect on the drinking behavior of youths.

**H3:** Ban of the alcohol advertisement on the main stream media has negative and significant effect on the drinking behavior of youths.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **INTRODUCTION**

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

#### **3.1. Research Approach**

The research approach is selected by the researcher based on the research purpose, the nature of the research, the problem area, and research questions (Alhamdani et al 2006). The research approach in this study is chosen based on the purpose and the research questions set out to be addressed according to Creswell (2003). The study is fundamentally quantitative.

#### **3.2. Research Design**

The explanatory research design was used in this study, which is an attempt to collect data from members of a population in order to determine the cause and effect of one or more variables. This study includes independent variables such as SNS alcohol Ads exposure and message content of SNS alcohol Ads, as well as a ban on advertising, all of which influence youth drinking behavior (dependent variable). The descriptive survey design is also required because on the data analysis the researcher was used descriptive data analysis.

#### **3.3. Data Types and Data Sources**

Primary data and secondary data are the two types of data. Secondary data, according to Church (2001), is data derived from statistical information in published articles, data available in the text, tables, graphs, and appendices of published articles, or data derived from the original data. Furthermore, Heaton, (2008) states that secondary data source entails the re-use of previously collected qualitative data from previous research studies.

### 3.4. Population of the study

A study participant of this research was selected from Addis Ababa's youth population. About a sample of 385, both males and females were involved in the study. The sample size determination was done based on Cochran's Sample Size Formula. According to this sample size calculator, these numbers (385) of participants are assumed to be representative of the total unknown with a 95% confidence level and 5% error.

### 3.5. Sampling procedure

#### 3.5.1. Sampling Technique

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

#### 3.5.2. Sample Size

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population that has the attribute in question,
- q is 1 – p.

The z-value is found in a Z table.

So p = 0.5. Now let's say we want 95% confidence, and at least 5 percent plus or minus precision. A 95 % confidence level gives us Z values of 1.96, per the normal tables, so the researcher get

$$((1.96)^2 (0.5) (0.5)) / (0.05)^2 = \mathbf{385}.$$



### **3.6. Data Gathering Instrument**

Based on the basic questions, a questionnaire that is close-ended items were prepared for the target samples. Because it is an appropriate instrument to obtain a variety of opinions within a short period and it also guides respondents to express their opinion and views freely. The researcher, therefore, amalgamated the use of structured questionnaires.

### **3.7. Data Analysis Technique**

The data were analyzed through descriptive and inferential statistics using the SPSS program. The aim of analyzing data was processed via SPSS is to gain more refined information and for the validity and reliability of the study. Mapulane, (2014)

Descriptive statistical tools were employed to describe and present the demographic characteristics of the participants. Pearson correlation analysis was used to measure the relationship between ban of alcohol ads and alcohol consumption. In addition, regression analysis was used to check whether the independent variable (SNS alcohol Ads exposure, Message content of SNS alcohol Ads and Ban of Advertisement on mainstream media) was a predictor of the dependent variable (Drinking behavior). The above analyses were done by using SPSS.26 statistical software.

### **3.8. Ethical Consideration**

The researcher used data from youths which are collected through a self-administered questionnaire; permission is obtained from respondents. To maintain confidentiality, the respondents were informed that the information they provide is confidential and used only for academic purposes. The respondents were informed to not write their names on the questionnaire. The data that will be collected will be kept confidential and the researcher will try to work on the paper with standard professional ethics.

## CHAPTER FOUR

### DATA PRESENTATION AND INTERPRETATION

#### INTRODUCTION

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

#### 4.1. Response rate

A total survey of three hundred eighty-five (385) questionnaires was distributed to the youth in Addis Ababa, out of this three hundred eighty-four (385) giving a 96.61% complete response rate were returned.

**Table1: Response rate**

	Number	Percentage (%)
<b>Distributed</b>	385	100%
<b>Collected</b>	367	95.32%

Source: SPSS26 data output

So, the analysis was made based on 367 successfully responded questionnaires (95.32% response rate) and done in line with the research questions and objectives set in the proposal and it is presented in the form of descriptive statistics.

#### 4.2. Demographic Characteristics of Respondents

From the data presented in table 2, (64.85%) of the respondents were male and the remaining (34.6%) of the respondents were female.

**Table2: Gender of Respondents**

<b>Gender</b>	<b>N</b>	<b>Percentage</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
<b>Male</b>	238	64.85%	2.2819	.31804	.02062
<b>Female</b>	129	35.15%	3.1969	.28884	.02543

Source: SPSS26 data output

**Table3: Age of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
<b>18-21</b>	92	25.06%
<b>22-25</b>	132	35.96%
<b>26-30</b>	86	23.43%
<b>31-35</b>	57	15.53%
<b>Total</b>	<b>367</b>	<b>100%</b>

Source: SPSS26 data output

As explained in the table above, (25.06%) of the respondents were between the age group of 18-21 years old and the majority of the respondents' age group of 22-25 years accounted for (35.96%). The remaining (23.43%) were 26-30 years old and (15.53%) were 31-35 years old respectively.

### **4.3. Reliability Test**

If the alpha value is greater than or equal to 0.70 is the overall instrument had acceptable reliability, (Shemwell, Chase, & Schwartz, 2015). The above table shows that the Alpha value is 0.722 for SNS alcohol Ads exposure, 0.764 for message content of SNS alcohol Ads, 0.701 for ban of advertisement and 0.860 for drinking behavior of youth which all are >0.70 so that the

reliability of the SNS alcohol Ads exposure, message content of SNS alcohol Ads, ban of advertisement and drinking behavior of youths' Scale is Reliable.

**Table4: Reliability Statistics**

	<b>Cronbach's Alpha (a)</b>	<b>Cronbach's Alpha Based on Standardized items (a)</b>	<b>N of Items</b>
<b>SNS alcohol Ads Exposure</b>	.89	.722	5
<b>Message Content of SNS alcohol Ads</b>	.749	.764	5
<b>Ban of Advertisement</b>	.781	.701	5
<b>Drinking Behavior of youths'</b>	.859	.860	10

Source: SPSS26 data output

#### **4.4. Descriptive Statistics**

As it was revealed in the methodology part, the data was analyzed using descriptive statistics (mean and standard deviation). The above-listed factors are the most critical parts of the conceptual framework and basic research variables of this paper. Therefore, the discussion of the above conceptual framework components has answered the basic research questions and meets the stated objectives of this study.

For the analysis of all these variables, mean and standard deviation were used. Particularly the mean value of the respondents has been considered as an important indicator to the extent of each factor affecting the drinking behavior of the youth and group mean was calculated and used. The mean and group mean statistical values 1 - 2.6 indicate low level of agreement with the items under each variables, 2.61 – 3.40 indicates moderately low level of agreement, 3.41 – 4.20 indicates moderately high level of agreement and 4.21 – 5 indicates high level of agreement.

(Source: Norasmah & Sabariah, 2007; Norasmah & Salmah, 2011)

**Table5: Descriptive Statistics of SNS alcohol Ads Exposure**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>SNSAE1</b>	367	3.7	1.1
<b>SNSAE2</b>	367	3.6	1.4
<b>SNSAE3</b>	367	4.2	1.1
<b>SNSAE4</b>	367	4.6	1.0
<b>SNSAE5</b>	367	3.8	1.2
<b>SNS alcohol Ads exposure Grand Mean</b>		<b>3.98</b>	<b>.52</b>

Source: SPSS26 data output

The means for SNS alcohol Ads exposure items constructed ranged between (3.6 & 4.6) and the standard deviation ranged between 1.0 and 1.4 which show some level of variance. The overall mean for SNS alcohol Ads exposure is 3.98, indicating that respondents are moderately agreed with the statements specified under SNS alcohol Ads exposure.

**Table6: Descriptive Statistics of message content of SNS alcohol Ads**

<b>Items code</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>MC1</b>	367	3.6	1.0
<b>MC2</b>	367	3.6	1.0
<b>MC3</b>	367	3.7	1.0
<b>MC4</b>	367	3.5	1.1
<b>MC5</b>	367	3.7	1.2
<b>Message content of SNS alcohol Ads Grand Mean</b>		<b>3.62</b>	<b>.41</b>

Source: SPSS26 data output

The above table depicts five message content of SNS alcohol Ads measures used to investigate the extent of these items on the effect of message content of SNS alcohol Ads of the advertising on the drinking behavior of the youth. Indicates the mean and standard deviation for each item.

The means for the message content of SNS alcohol Ads items constructed ranged between (3.5 & 3.7) and the standard deviation ranged between 1.0 and 1.2 which show some level of variance. The grand mean for the message content of SNS alcohol Ads is 3.62, indicating that respondents are moderately agreed with the statements specified under message content of SNS Ads.

**Table7: Descriptive Statistics of Ban of advertisement**

Items code	N	Mean	Std. Deviation
<b>BA1</b>	367	4.7	.41
<b>BA2</b>	367	2.0	.35
<b>BA3</b>	367	2.3	.82
<b>BA4</b>	367	3.0	.00
<b>BA5</b>	367	3.0	.44
<b>Ban on Advertisement Grand Mean</b>		<b>3.0</b>	<b>.31</b>

Source: SPSS26 data output

The above table depicts five items to measure youths' attitude towards the ban of advertisement that indicates the mean and standard deviation for each item.

The means for the message content of SNS alcohol Ads items constructed ranged between (2.0 & 4.7) and the standard deviation ranged between .00 and .82 which show some level of variance. The grand mean for ban of advertisement on mainstream media is 3.0, indicating that

respondents are moderately disagreed with the statements specified under ban of advertisement on mainstream media.

**Table8: Descriptive Statistics of Drinking behavior**

Items code	N	Mean	Std. Deviation
DB1	367	4.2	.85
DB2	367	4.2	1.0
DB3	367	4.6	1.2
DB4	367	4.1	1.0
DB5	367	3.4	1.3
DB6	367	4.3	.92
DB7	367	3.4	.73
DB8	367	3.6	.90
DB9	367	4.2	1.1
DB10	367	4.8	1.0
<b>Drinking Behavior of Youths' Grand Mean</b>		<b>4.08</b>	<b>.53</b>

Source: SPSS26 data output

This section of the questionnaire tested the youths' alcohol drinking behavior and their intention to drink. A series of ten statements were presented to respondents and respondents were asked to rate their level of agreement with each statement.

The gran means of the drinking behavior of youths items constructed ranged between (3.4 & 4.8) and the standard deviation ranged between 0.73 and 1.3 which show some level of variance. x.

The grand mean of the drinking behavior of youths is 3.62, indicating that respondents are moderately agreed with the statements specified under message content of SNS Ads.

#### 4.5. Correlation Analysis

The table below shows the Pearson ‘s correlation coefficient between the three independent variables (SNS alcohol Ads exposure, message content of SNS alcohol Ads and ban on advertisement) and the dependent variable (drinking behavior of youths’) which is found using the Spss26. According to Field, (2009) the classification of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong. Strong positive value of coefficient of correlation shows that there is correlation between credit service quality and customer satisfaction.

**Table10: Correlation Matrix**

		<b>SNS alcohol Ads exposure</b>	<b>Message content of SNS alcohol Ads</b>	<b>Ban on Ads</b>	<b>Drinking Behavior of Youths’</b>
<b>SNS alcohol Ads exposure</b>	Pearson Correlation	1	.869**	-.173**	.747**
	Sig. (2-tailed)		.000	.001	.000
<b>Message content of SNS alcohol Ads</b>	Pearson Correlation	.869**	1	-.217**	.639**
	Sig. (2-tailed)	.000		.000	.000
<b>Ban on Ads</b>	Pearson Correlation	-.173**	-.217**	1	.239**
	Sig. (2-tailed)	.000	.000		.000
<b>Drinking Behavior of Youths’</b>	Pearson Correlation	.747**	.639**	.239**	1
	Sig. (2-tailed)	.000	.000	.000	

Source: SPSS26 data output



The results indicated that both of the Advertising effect indicators have strong positive correlation with the drinking behavior of the youth but their degree of correlation varies. SNS alcohol Ads exposure has yielded the highest strong positive relationship with drinking behavior of the youth with the coefficient ( $r=0.747$ ). Message content of SNS alcohol Ads has the second strong positive relationship with the drinking behavior of youths with the coefficient ( $r=0.639$ ). Ban on advertisement has a weak relationship with the drinking behavior of youths with the coefficient ( $r=0.239$ ).

## 4.6. Important Assumptions of Multiple Regression Model

### 4.6.1. Multicollinearity Test

**Table11: Multicollinearity Test**

Collinearity Statistics		
Model	Tolerance	VIF
SNS alcohol Ads exposure	.245	4.078
Message content of SNS alcohol Ads	.241	4.151
Ban of Ads	.952	1.050

Source: SPSS26 data output

Any value greater than 10 indicates high variance inflation which means that the variable is redundant with other variables, (James G, Witten et al, 2013). So in this case, we don't have any value about 10 that indicates no Multicollinearity.

### 4.6.2. Homoscedasticity Test

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

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

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

This statistic can vary from 0 to 4. For this assumption to be met, we want this value to be close to 2. Values below 1 and above 3 are cause for concern and may render your analysis invalid. In this case, the value of Durbin- Watson is 1.784, so we can say this assumption has been met.

#### **4.6.3. Normality Test**

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

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

between -3.96 and +3.96 (Cramer, D 2004). As indicated in the table below, skewness and kurtosis measures for this study are well within that range between -3.96 and +3.96 values. Therefore, the data for this study is normally distributed.

**Table12: Normality Measurement**

	<b>SNS alcohol Ads exposure</b>	<b>Message content of SNS alcohol Ads</b>	<b>Ban of Ads</b>	<b>Drinking Behavior</b>
<b>Valid</b>	367	367	367	360
<b>Missing</b>	0	0	0	0
<b>Skewness</b>	.283	.249	.380	.368
<b>Std. Error of Skewness</b>	.127	.127	.127	.127
<b>Kurtosis</b>	-.105	.885	.700	-.830
<b>Std. Error of Kurtosis</b>	.254	.254	.254	.254

Source: SPSS26 data output

#### 4.7. Multiple Regression

After ensuring that all of the datasets used in this research are suitable for multiple regressions, the next step was to conduct the multiple regression analysis. Multiple regression analysis is a statistical tool used to test the relationship between independent variables and dependent variables (Hair, 2010).

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

Where: Y is dependent variable

a is intercept

b is regression coefficient

x is independent variables

e is an error term

In this research, there are 3 independent variables. The dependent variable in this research is the drinking behavior of the youth, which is measured by three indicators: level of youth drinking behavior, by asking respondents about what drives them to drink which effect is higher from the three variables. The result of the multiple regression analysis is explained in detail in the following subsection.

#### 4.7.1. Model Summary

A Model Summary table is one of the tables produced by the multiple regression procedure. This table contains some important information; R, R square, Adjusted R square, and Standard error of the estimate.

**Table14: Model Summary**

Model	R	R Square	Adjusted R Square	Standard Deviation Error of the Estimate
1	.824a	.676	.676	.30426
a. Predictors: (Constant), Ban of advertisement, SNS alcohol Ads exposure , Message content of SNS alcohol Ads.				

Source: SPSS26 data output

R-value is the absolute value of the Pearson correlation between the dependent variable and independent variable (Kinnear and Gray, 2010). In this study, the R-value is 0.824. The R square value provides information about “how much of the variance independent variables is explained by the model” (Pallant, 2013: 161). The R square value, known as the multiple correlation coefficient or the coefficient of determination, ranges from 0 to 1. The closer the value of R square to 1 implies the greater portion of dependent variable variances is explained by the model. The above table shows that the R square value of this research is 0.676. However, according to Pallant (2013), the R square value has limitations especially if the small sample is involved, “the R square value in sample tends to be a rather optimistic overestimation of the true value in the population” (Pallant, 2013). This is because every independent variable added to the model will increase the R-value certainly even though the variables added may not have a practical impact.

It is believed that the Adjusted R square provides a better estimation (Pallant, 2013). Concerning this, the table above shows that the Adjusted R square of this research is 0.676. It means that the independent variables (SNS alcohol Ads exposure, message content of SNS alcohol Ads and ban on advertising) of this research explains 67.6% of the variance in drinking behavior of the youth. This implies that the effect of SNS alcohol advertising on the drinking behavior of the youth holds 67.6% only. So 32.4% of the drinking behavior is determined by other factors.

#### 4.7.2. ANOVA

**Table15: ANOVA**

<b>1</b>	<b>Model</b>	<b>Sum of Square</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig</b>
	<b>Regression</b>	71.082	4	23.694	255.954	.000
	<b>Residual</b>	33.603	363	.093		
	<b>Total</b>	104.685	367			
a Dependent Variable: Drinking Behavior b Predictors: (Constant), Ban of mainstream media advertisement, SNS alcohol Ads exposure , Message content of SNS alcohol Ads						

Source: SPSS26 data output

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

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

### 4.7.3. Regression Analysis

**Table16: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig
	B	Std. error			
<b>(Constant)</b>	-2.405	.212		-11.336	.000
<b>SNS alcohol Ads exposure</b>	.290	.062	.832	4.717	.000
<b>Message content of SNS alcohol Ads</b>	.661	.079	.809	8.400	.001
<b>Ban on Advertisement</b>	.849	.052	.198	16.333	.068
1. Dependent Variable: Drinking Behavior					

Source: SPSS26 data output

The above table shows the result of multiple regression analysis between the dependent variable (drinking behavior) and independent variables (SNS alcohol Ads exposure, message content of SNS alcohol Ads and ban of advertisement). As shown in the table, the study revealed the independent variables have significant levels below 0.05 ( $p < 0.05$ ). Also, beta values mean individual independent variable's influence on dependent variables. The result indicated that SNS alcohol Ads exposure has a strong influence on drinking behavior with a beta value of 0.832. It explains that 83.2% increase in youth drinking behavior is caused due to SNS alcohol Ads exposure, which is significant at 0.000. Therefore, the study concluded that SNS alcohol Ads exposure positively and significantly affected the drinking behavior of the youth.

Based on the result, similarly message content of SNS alcohol Ads has a positive and significant effect on drinking behavior of the youth, with beta value 0.809, which is significant at 0.001.

Message content of SNS alcohol Ads has a positive and significant effect on drinking behavior of the youth. As shown in the table, the study revealed the independent variable (ban of advertisement) does not have a significant level of influence on drinking behavior with a beta value of 0.198. It explains that 19.8%, ( $p= 0.618$ ). That indicates ban of advertisement is not a significant factor for drinking behavior of youths. Results of different literature also suggest that ban of advertisement has not a significant effect on drinking behavior (Saffer H, 1991, Jon P. Nelson and Douglas J. Young, 2001).

#### **4.8. Discussion**

By studying the effect of social networking sites alcohol advertising on youths drinking behavior, this study has demonstrated SNS alcohol Ads exposure, message content of SNS alcohol Ads and ban of advertisement and youths drinking behavior. Findings with emerging youth samples found that exposure to alcohol advertisements on social media does not only increase participants' intentions to consume alcohol.

Different studies also suggest that they positively influence consumers' drinking behavior (Gezachew, Malik, Jainand, and Sharma, 2012); (Ghafoor, et al., 2013). Results of different literature also suggests that the messages content positively influence consumers drinking behavior (Yang et al., 2007; Bearden, and Michael, 2001). Thus, the finding from the current study is supported by the extant literature. Besides, the result of table 16 revealed that both variables of advertisement had impact or contribution on affecting the drinking behavior of the youth.

Social media have a broad reach into the lives of many young people and therefore have the potential to strongly influence their decisions. The growing body of literature on social media and alcohol suggests that researchers can consider the role of social media in alcohol consumption in two ways. First, social media can serve as a source of information about the behavior of the individual user, as illustrated by studies that link online content to offline behavior (Moreno et al. 2011) or demonstrate links between online and offline alcohol consumption patterns (West et al. 2012).

This result showed that message content of SNS alcohol Ads of social media advertising of alcohol appeared to encourage different behaviors over the youth in Addis Ababa by promoting a

desirable lifestyle and image that people wish to experience, by using humor in a way that has special appeal for youth, by using humor in a way that has special appeal for youth that cannot be forgotten easily and by transferring a message as means of attracting the opposite sex.

In terms of the public awareness about the ban of advertisement, 90% of the respondents have reported that they are aware of the ban. According to public opinion, the number of people drinking alcohol as well as the ban on alcohol advertising changed my drinking behavior. In general, banning alcohol advertising on broadcasting media outlets positively affected behavior of the youth community according to the vast majority (68%) of the respondents.

#### **4.9. Hypothesis Test**

In this study, SNS alcohol Ads Exposure and Message content of SNS alcohol Ads of SNS advertisement found significant conjecturers of attitude towards drinking and alcohol use.

**H1:** SNS alcohol Ads exposure to social networking sites alcohol advertisement has positive and significant effect on the drinking behavior of youths.

The value of  $\beta$  is 0.832 suggesting a strong positive correlation with P-value of 0.000

**Therefore, H1 is Accepted**

**H2:** Message content of SNS alcohol Ads of SNS alcohol Ads has positive and significant effect on the drinking behavior of youths.

The value of  $\beta$  is 0.809 suggesting a strong positive correlation with P-value of 0.001

**Therefore, H2 is Accepted**

**H3:** Ban of the alcohol advertisement on the main stream media has negative and significant effect on the drinking behavior of youths.

The value of  $\beta$  is 0.198 suggesting a positive correlation with P-value of 0.618, (insignificant)

**Therefore, H3 is Rejected**



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION, AND RECOMMENDATION**

#### **INTRODUCTION**

This chapter summarizes the study by highlighting the main elements of the research, layout the conclusions and recommendations drawn from the findings of the research.

#### **5.1. Findings**

By studying the effect of alcohol advertisement and ban of advertisement on the drinking behavior of youths, this study has demonstrated SNS alcohol Ads exposure as an attribute of advertisement and the ban of mass media advertising for the ban of advertisement. The finding of this study is stated as follow:

- The respondents were within the youth age group of eighteen (18) to thirty-five (35) years old in Addis Ababa. The majority of respondents were in the age range of 22 to 25. The researcher strived to reach the balance in terms of gender; the findings showed that the majority of respondents were male (64.85%) but still a reasonable number of females (35.15%).
- This study has shown that youth are highly exposed to three advertising mediums, which are Facebook, YouTube channel and TikTok. They are also exposed to other advertisements like Telegram channel, on browser banner ads but the frequency is low.
- The analysis of this study indicated that there was a statistically significant relationship between youths 'exposure to alcohol advertisements and drinking behavior. As the frequency of watching alcohol ads increase, the likelihood of alcohol use among the youths increases moderately. Similarly, youths who saw more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%) (Snyder, et al., 2006).
- The result of correlation analysis revealed that the attribute of advertisement SNS alcohol Ads exposure positively correlated with drinking behavior of the youths.

- In addition to that, results from the regression analysis indicate that there is a strong positive relationship between SNS alcohol Ads exposure and drinking behavior.
- The alcohol industry spent lots of money in broadcast media advertising. Since the ban of alcohol advertising on mass media has taken effect many alcohol advertisements are replaced in online advertisements and point of sale in many ways that are popular among youths.
- Youth who were exposed to alcohol advertisements were more likely to say that they had a positive attitude towards drinking alcohol. This indicates that alcohol advertisements may lead youth to have positive attitudes toward alcohol and to start drinking alcohol.
- The correlation analysis results indicated that the ban of mass media advertising has almost no effect on the drinking behavior of youths’.

## **5.2. Conclusion**

SNS alcohol ads significantly increase the desire to drink when combined with high user engagement values and may independently increase ad engagement. To decrease this effect, new regulations restricting the ability of SNS users to engage with SNS alcohol ads are needed. Moreover, comments may be a novel method for delivering health promotion information.

This study has indicated that a range of factors in the youth environment are linked to their drinking behavior of alcohol. Alcohol advertising on Facebook, YouTube and TikTtok are among the media's which the ads were watched frequently and are key predictors. What this research has also shown, however, is that the mass media advertising of alcohol is banned, identifying the ban has no effect over the drinking behavior of the youth.

The study results do not support the notion that bans of broadcast advertising of alcoholic beverages will reduce consumption of alcohol abuse. This finding suggests that advertising bans do not have a large impact on drinking patterns, although bans may affect brand and beverage choices. The results of ban of advertisements in relation to drinking behavior is inconsistent with social learning theory, but consistent with an economic model that emphasizes the persuasive

nature of alcohol advertising, and the resulting effects on product differentiation, price competition, and substitution toward non-banned media.

### **5.3. Recommendation**

- The media industry and alcohol industry should make an effort to provide the society with important information about alcoholic beverages, such as percentages of alcohol contained in a bottle of a particular beverage.
- Alcohol manufacturers their social media advertising could be used similarly to how traditional media outlets have promoted responsible alcohol use and increased awareness of alcohol-related harm.
- This study strongly suggests to alcohol manufacturer that scheming product-focused advertisements which solely describes the quality of the product may rate less favorably, and then arouse less desire to youths to drink.
- Thus, it is very much important for the government to take note of this fact and come up with strategies and policies that can regulate the digital alcohol advertising strategies that can sustain the health of the society special the youths.
- Government should try to execute the legal punishment for who do not imply the rules and regulation that included under the policies.
- Researchers are also expected to develop tools to continuously measure the impact of the ban and give suitable recommendation and suggestion for the concerned party.

## REFERENCE

- Ambler, T.I. (1996). Can alcohol misuse be reduced by banning advertising? *International Journal of Advertising* 15, No. 2, 1996, 167-74
- Ackoff, R.L., Emshoff, J.R. (1975). Advertising research.
- Anderson, P., Chisholm, D., Fuhr, D.C. (2009). Effectiveness and cost effectiveness of policies and programs to reduce the harm caused by alcohol. *The Lancet* (pp. 2234–46).
- Baumberg, B. (2006). The global economic burden of alcohol: a review and some suggestions. (pp. 537–51).
- Bernheim, B.D., Rangel, A. (2004). *Addiction and Cue-Triggered Decision Processes*.
- Cramer, D. (1998). *Fundamental statistics for social research*. London: Routledge.
- Cramer, D., Howitt, D. (2004). *The SAGE dictionary of statistics*.
- Doane, D. P., Seward, L.E. (2011). Measuring skewness. *Journal statistics education*.
- De Bellis, M.D., Clark, D.B., Beers, S.R. (2000). Hippocampal volume in adolescent-onset alcohol use disorders. *157:737–44*.[10.1176/appi.ajp.157.5.737](https://doi.org/10.1176/appi.ajp.157.5.737) [Google Scholar].
- Ethiopian Broadcast Authority. (2010). *Broadcast Services Proclamation*. Federal Democratic Republic of Ethiopia, (FDRE) Addis Ababa, Ethiopia.
- Federal Negarit Gazeta of the Federal Democratic Republic of Ethiopia. (2012). *Advertisement Proclamation (Proclamation No. 759/2012)*. Addis Ababa, Ethiopia.
- Gerbner, G. (1995). Alcohol in American culture. In S.E. Martin (Eds.), *The Effects of the Mass Media on the Use and Abuse of Alcohol* (pp. 3-29).
- Grube, J.W. (1993). Alcohol portrayals and alcohol advertising on television: Content and effects on children and adolescents (pp. 61-6).
- Grube, J.W. (1995). Television alcohol portrayals, alcohol advertising, and alcohol expectancies among children and adolescents. In S.E. Martin (Eds.), *The Effects of the Mass Media on the Use and Abuse of Alcohol* (pp. 105-21).
- Gupta, H., Pettigrew, S., Lam, T., Tait., R.J. (2016). A systematic review of the impact of exposure to internet-based alcohol-related content on young people's alcohol use behaviors. (pp. 763–71).
- Habtamu, L. (2019). *The Economic Performance of Ethiopian Alcohol and Liquor Industry: With Reference to National Alcohol and Liquor Factory*. *Science Journal of Business and Management* (pp. 20-23).

- Hanna, T. (2020). Impacts of banning alcohol advertising on media houses, advertising industries, brewery industries and the society in Addis Ababa: A Case Study of Addis Ababa. MA Thesis, Addis Ababa University.
- Harrison, L., Godfrey, C. (1989). Alcohol advertising controls in the 1990s, *International Journal of Advertising* (pp. 167-80).
- Hull, J.G., Slone, L.B. (2004). *Handbook of Self-regulation: Research, Theory, and Applications*. Guilford Press.
- Kevin, L. (1987). *Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations*.
- Kotler, P. (2002). *Marketing Management*. (11th Eds.).
- Kotler, P., Armstrong, G. (2006). *Principles of Marketing*. In MacDonald, S., Nicola H. (11th Eds.).
- Macinnis, D.J., Park, C.W. (1991). The differential role of characteristics of music on high- and low-involvement consumers' processing of ads. *Journal of Consumer Research* (pp. 161-173).
- Marissa, B., Esser, David H., Jernigan. (2018). *Annual Review of Public Health: Policy Approaches for Regulating Alcohol Marketing in a Global Context: A Public Health Perspective*.
- Mekonnen, S. (2019). *Effects of Alcoholic Beverage Advertisements on The Drinking Behavior of the Youth: A Case Study of Addis Ababa*. MA Thesis, Addis Ababa University.
- Moyo, Y. (2014). *Effects of Alcohol Advertisements and Alcohol Consumption amongst Adolescents in Selected High Schools in the Eastern Cape, South Africa*, Department of Communication, University of Fort Hare, *Mediterranean Journal of Social Sciences*, MCSER Publishing, Rome-Italy.
- Moreno, M.A., Goni, N., Moreno, P.S., Diekema, D. (1998). *Ethics of social media research: Common concerns and practical considerations*. *Cyber psychology, Behavior and Social Networking*.
- Motta, M. (1997). *Advertising bans*, unpublished paper, University at Pompeu Fabra, Barcelona, Spain.

- Nandi, S., David, C., John, E., Ataguba, J.V., Tamara, K.M., Jere, C.DH. (2014). Parry Restricting or banning alcohol advertising to reduce alcohol consumption in adults and adolescents. 04 November 2014.
- Negussie, H., Berhane, Y. (2012). Assessment of alcohol advertising practices in Ethiopia. Ethiop.
- Nelson, J.P. (2000). Advertising bans, monopoly, and alcohol demand: Testing for substitution effects using state panel data, *unpublished working paper*, Pennsylvania State University.
- Nasheeta, P. (2017). There has been little progress in implementing comprehensive alcohol control strategies in Africa, *The American Journal of Drug and Alcohol Abuse* (pp. 631-635) DOI: 10.1080/00952990.2017.1316986
- Rao, R., Miller, P. (1975). Advertising/sales response functions. *Journal of Advertising Research*.
- Russello, S. (2009). The impact of Media Exposure on self-esteem and body satisfaction in men and women. *Journal of Interdisciplinary Undergraduate Research*, 1(4).
- Saffer, H. (1991). Alcohol advertising bans and alcohol abuse: An international perspective, *Journal of Health Economics* (pp. 65-79).
- Saunders, M.L. (2012). *Research Methods for Business Students* (6th, Ed.) London: Prentice Hall.
- Senait, M. (2019). Effect of advertisement in the drinking behavior of the youth: A Case Study of Addis Ababa. MA Thesis, Addis Ababa University.
- Smart, R.G. (1998). Trends in drinking and patterns of drinking. In M. Grant and J. Litvak (Eds.), *Drinking Patterns and Their consequence* (pp. 25-41).
- Smart, R.G., Cutler, R.E. (1976). The alcohol advertising ban in British Columbia: Problems and effects on beverage consumption, *British Journal of Addiction*.
- Smith & Foxcroft, (2009). The effect of alcohol advertising, marketing and portrayal on drinking behavior in young people: systematic review of prospective cohort studies.
- Tiggemann, M. (2003). Media exposure, body dissatisfaction and disordered eating: Television and magazines are not the same! *European Eating Disorder Review*.
- Walker, D., Dubinsky, T.M. (1994). Why liking matters. *Journal of Advertising Research*, (pp. 9-18).

- World Health Organization, Alcohol and the Mass Media, (Copenhagen: WHO, 1988)
- YANG, C.C. (2000). Taiwanese students 'attitudes towards and beliefs about advertising. *Journal of Marketing Communication*, (pp. 71-183.)
- Young, D.J. (1993). Alcohol advertising bans and alcohol abuse: Comment, *Journal of Health Economics* (pp. 213-28).
- Zimmer, M. (2010). On the ethics of research in Facebook. *Ethics and Information Technology*.
- James, G., Witten, D., Hastie, T., Tibshirani, R. (2013). *An Introduction to Statistical Learning*.

## APPENDIX

### Public Survey Questionnaire

My name is Yordanos Yifru, postgraduate student of Saint Mary University. I am conducting a study on **‘Effects of Social Networking Sites Alcohol Advertisement and Ban of advertisement on Youths Alcohol Drinking Behavior’**, which is conducted as partial fulfillment of an MA Degree in Marketing Management. If you have any questions on the study or survey questionnaire, you can contact me with the following address: mobile number 0993523439, email address: kiyos4049@gmail.com. Thank you in advance for your willingness to participate in this study. Your response contributes a lot to achieve the objectives of this study. Therefore, your genuine response is highly appreciated.

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

#### Section I: Respondents' Profile

1. Sex

Male

Female

2. Age

18-21

22-25

26-30

31-35



**Section II: SNS alcohol Ads exposure**

Code		Levels of your exposure				
		Always	Very often	Sometimes	Rarely	Never
ME1	Facebook Advertising					
ME2	Telegram Channel					
ME3	YouTube Channel					
ME4	On browser banner ads					
ME5	TikTok					

**Section III: Message content of SNS alcohol Ads**

Code		Levels of your agreement				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
MC1	Alcohol ads promote desirable lifestyles that people wish to experience.					
MC2	Alcohol ads portray an entirely positive image of alcohol.					
MC3	Alcohol ads remind me to drink alcohol.					
MC4	Alcohol ads use humor in a way that has special appeal for Youth.					

<b>MC5</b>	Alcohol ads portrayed drinking alcohol as a means of pain relief					
------------	--	--	--	--	--	--

**Section III: Ban of Advertisement**

Code		Levels of your Agreement				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>BA1</b>	I am aware that alcohol advertising on mass media is banned.					
<b>BA2</b>	The ban on alcohol advertising changed my drinking behavior.					
<b>BA3</b>	Number of people drinking alcoholic beverages has decreased in my neighborhood since the ban took effect.					
<b>BA4</b>	Alcohol induced violence decreased in my neighborhood since the ban took effect.					
<b>BA5</b>	In general, banning alcohol advertising on broadcasting media outlets positively affects behaviors of youth in					

	your community.					
--	-----------------	--	--	--	--	--

**Section IV: Drinking Behavior of Youths'**

Code		Levels of your agreement				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>DB1</b>	I prefer to drink alcohol in most situations.					
<b>DB2</b>	I am careful to limit drinking because of concerns about possibly becoming an alcoholic.					
<b>DB3</b>	I feel that it is okay for people who are under the legal age to drink a small amount of alcohol on special occasions.					
<b>DB4</b>	I like the way alcohol makes me feel (such as relaxed, happy, sociable)					
<b>DB5</b>	A party is more fun for a person who drinks alcohol, than for a person who does not drink alcohol.					
<b>DB6</b>	A person who drinks alcohol is more likely to meet and go					

	out with an attractive person, compared to a person who does not drink alcohol.					
<b>DB7</b>	Drinking can make emotional problems such as anxiety and depression worse.					
<b>DB8</b>	People who drink a lot are more likely to be in a serious automobile accident.					
<b>DB9</b>	Drinking too much alcohol makes people feel sick.					
<b>DB10</b>	Drinking large amounts of alcohol on a regular basis could easily lead to addiction and alcoholism for most people.					