

The Impact of Advertisement on Alcohol Consumption: A Case Study of Consumers in Bantama Sub-Metro

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ABSTRACT: The general focus of the study was to investigate the impact of advertisement on alcoholic beverage consumption at Bantama Sub-Metro in Kumasi. Objectives were to analyse the nature of advertisement of alcoholic beverages, determine factors that influence the consumption of alcoholic beverages and to examine the influence of advertisement on the consumption of alcoholic beverages. A convenient sampling, which is a non-probability sampling, was used to select 220 respondents for the study. Instruments used to collect data were questionnaires. Regression analysis was used to establish the relationship between advertisement and alcohol consumption, which indicated a highly positive correlation. It was revealed that electronic medium was the biggest vehicle through which adverts of alcoholic beverages reach consumers. Again, consumers were more attracted to adverts that made bare the product functions or performances and musicians made the highest impact on consumption patterns of consumers among the celebrities used in adverts of alcoholic beverages among others. The alcohol brewing industries in order to assert themselves well and widen the scope of their products to their target consumers should endeavour to sponsor public events.

Keywords: Advertisement; alcoholic beverage; impact; consumption; consumers.

JEL Classifications: M37

1. Introduction

Communication with existing and potential customers is vital to every business entity that intends to chalk success in its marketing campaign. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Advertisements are basically designed to generate increased consumption of products and services through the creation and reinforcement of brand image and brand loyalty. Critics of alcoholic beverage advertising have maintained that the huge expenditure and attractive promotional messages result in increased levels of alcohol consumption (Smith and Foxcroft, 2009). Adverts are almost always embedded with persuasive messages with factual information. It is often the only means of communicating the existence of a product to potential buyers on a large scale. It also increases the recognition of a company's name, reputation and enhances the opportunity of salesperson's to create a sale, among others. Major mediums used to deliver these messages include television, radio, cinema, magazines, newspapers, and video games, sides of buses, the internet and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

1.1. Objectives

The general objective is to assess the impact of advertisement on the consumption of alcoholic beverages and the specific objectives are to;

1. Analyse the nature of advertisements of alcoholic beverages at Bantama sub-metro in the Kumasi metropolis.

2. Determine factors that influence the consumption of alcoholic beverages by consumers in Bantama sub-metro in the Kumasi metropolis.
3. Examine the impact of advertisement on the consumption of alcoholic beverages at Bantama sub-metro in the Kumasi metropolis.
4. Make recommendations to stakeholders on the level of influence of alcohol advertisements on the consumption patterns at Bantama sub-metro in the Kumasi Metropolis

1.2. Research Questions

The research will be guided by the following questions;

1. What is the nature of advertisement of alcoholic beverages at Bantama in the Kumasi Metropolis?
2. What factors influence the consumption of alcoholic beverages at Bantama in the Kumasi metropolis?
3. What is the influence of alcoholic beverage advertisements on the consumption of alcoholic beverages in the Bantama sub-metro?

1.3. Problem Statement

The association between exposure to advertising or promotional activity and subsequent consumption by many people has been a matter of concern and various studies has been carried out by many researchers (Smith and Foxcroft, 2009). The uncertainty surrounding the nature of influence of alcoholic beverage advertisement on the level of consumption of alcoholic beverage has necessitated this research. This study is to investigate the relationship between advertisement of alcoholic beverages and the consumption of alcoholic beverages vis-à-vis the benefits marketers stand to gain to enhance their marketing activities.

2. Methodology

2.1. Research Design

A case study design was employed in the research. Bantam sub metro was chosen for the study. Data were sorted from both secondary and primary sources. Basically the secondary data sources were from literature on advertisement and alcohol consumption from text books, journals and the internet. The primary source was a well structured questionnaire which sort the views of respondents. The items were both closed-ended and an open-ended.

2.1.1 Population of Study and Sample Frame

Bantama, a sub-metro in Kumasi Metropolis was selected for the study. The researcher choose Bantama on the basis that there were cluster of drinking bars where people from all walks of life, old and young, literates and illiterates, professionals and non-professionals enjoyed themselves especially on week-ends and holidays in these drinking bars. All those aged below eighteen years were excluded from the study. A sample size of two hundred and twenty (220) people was chosen for the research.

2.1.2 Sampling Technique

A convenient sample which is a non-probability sampling technique was used to select the 220 respondents to participate in the research. By the sensitive nature of the topic, only those who were willing and ready to participate in the study were contacted. A target population of 18 years and above was considered. This is because advertisers of alcoholic beverages exclude those below the age 18 from their target market.

2.1.3 Validity and reliability

To enable the researcher test the reliability of the questionnaires, pre-testing of the instrument was conducted. Ten copies of sample questionnaires were pre-tested; using some selected people the researcher chanced upon at Bantama. To have a valid and a reliable data, the researcher ensured that the questionnaires were well formulated which allowed error minimization.

2.1.4 Procedure for Data Collection

Copies of the questionnaire were personally handed to respondents at vantage points. After an hour the researcher went back and collected the answered questionnaires because the respondents were not in their permanent home or place of work. The researcher explained the questions to the respondents thoroughly after copies of the questionnaire were given to them. The purpose of this was to help the respondents understand the purpose of the research and provide their independent opinions on the questionnaire items given them. The questionnaire had closed-ended questions which respondents were asked to tick the appropriate answer. The last question was open-ended which offered respondents the opportunity to express their views freely.

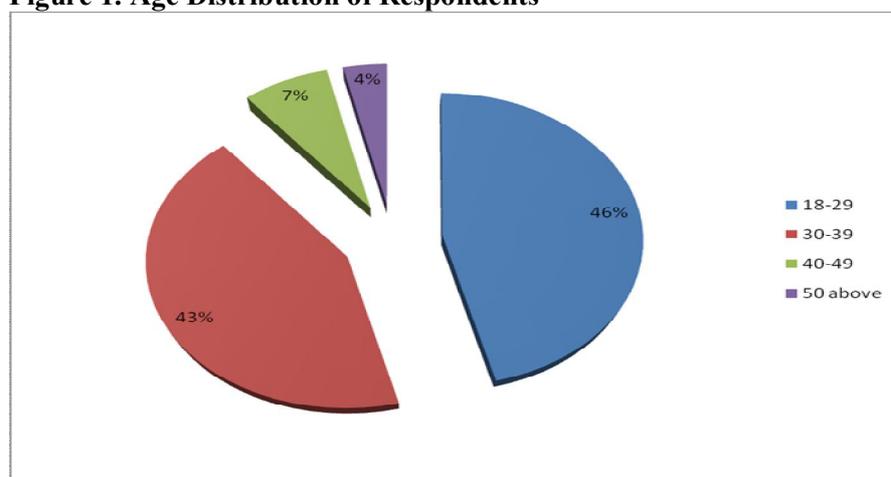
2.1.5 Data Analysis Plan

The collected data were analyzed using charts, pie charts and line graph to ensure easy and quick interpretation of data. Responses were expressed in percentages. Data from the completed questionnaire were checked for consistency. The items were grouped based on the responses given by the respondents. Microsoft Excel was used to derive the charts. Relationship between alcoholic beverage advertisement and consumption was determined by using Statistical Package for Social Sciences (SPSS) to estimate the regression.

3. Results

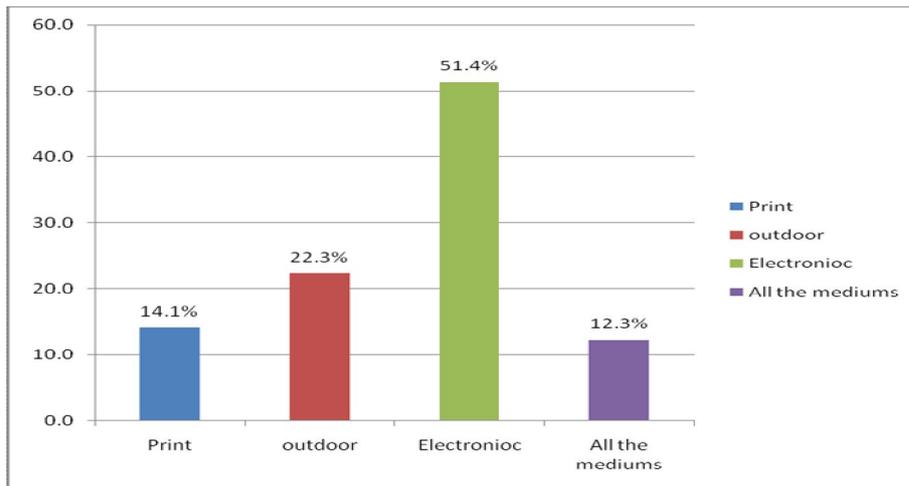
The data gathered from the field indicated that the bulk majority of the respondents were age between 18 to 39 (figure 1). These age groups formed 89% of the respondents. As indicated above in figure I, those between ages 18-29 were 46%. The next large age group was between 30 to 39 as that age bracket recorded 43% of the data, followed by the age group of 40 to 49 which also recorded 7%. Interestingly, the more adult age group, thus those above 50, recorded the least, 4%. The highest number recorded in the 18 to 39 age groups, is an indication that those within that age bracket are more active and outgoing than those aged above 40. This is in consonance with the proposition made by Aitkens (1989) that there is the tendency for younger generation to perceive and judge goods and services in a more global way than adults who analyzed feelings and intentions in a more analytic fashion.

Figure 1. Age Distribution of Respondents



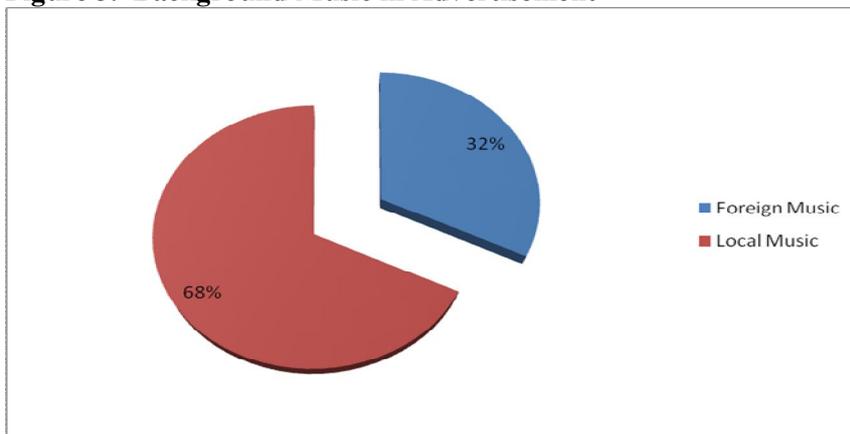
About the mediums of advertising, as illustrated in figure 2, print; made up of newspapers, magazines, brochures, leaflets among others recorded 14% while outdoor also made up of posters and billboards scored 22%. Significantly, electronic medium made up of Television, Radio, Internet, recorded tremendously high score of 52%. Surprisingly, internet recorded zero which might be perhaps due to uneasy accessibility of internet and pre-arranged motives of individuals who visit the internet. Respondents who were attracted by all the advertising mediums recorded 12%. Electronic medium recorded the highest attraction due to the fact that most programmes on radio and television were sponsored by the brewery industries, thereby making adverts of their products part and parcel of the programmes which were aired intermittently during the sponsored programmes. It means that television and radio are the biggest electronic means or vehicle through which adverts on alcoholic beverage can reach a large group of people at different destinations. This is in consonance with the assertion made by Tomlinson (2003) that in 2001, an estimated 219,000 alcohol commercials were shown on television alone. He again reiterated radio and magazines are also largely used.

Figure 2. Major Advertising Mediums



On the level of attraction elicited by background music in advertisement, local music recorded the highest as against foreign music. Only 91% of the respondent, attended to that particular item. Out of this, as indicated in figure 3, 68% of the respondents said they were influenced when local songs were used as background music in adverts. On the other hand, 32% were attracted and influenced when foreign songs were used as background music in the advertisement. The implication is that, the more local music is used in advertisement of alcoholic beverages, the more likely people will be attracted to consume alcoholic beverages.

Figure 3. Background Music in Advertisement

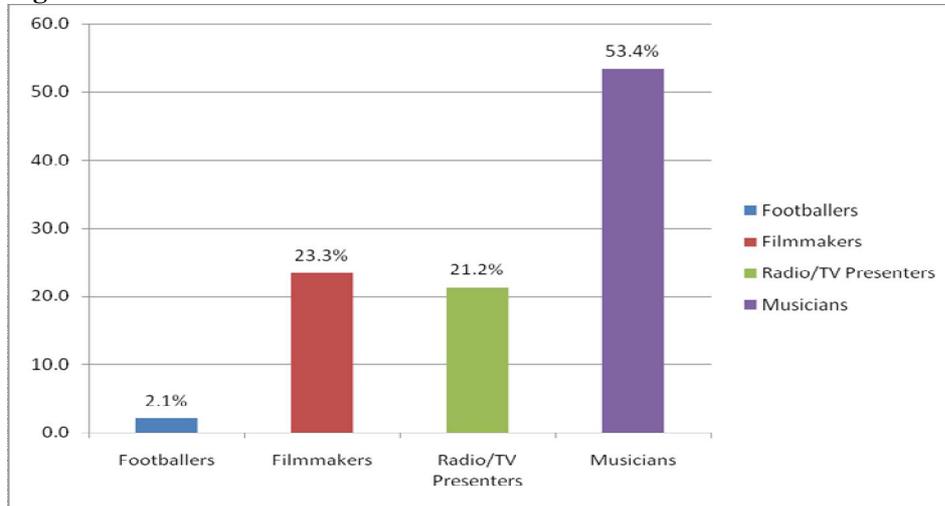


The term celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Johansson and Sparredal, 2002). According to Macracken (1987) a celebrity endorser is any individual who uses his or her public recognition on behalf of consumer goods by appearing in an advertisement. This is based on the notion that celebrities are successful spokespersons for a company's brand or product, in that they deliver a company's advertising message and persuade consumers to purchase the sponsored brand. On this particular item on the questionnaire, only 88% of respondents answered it.

As illustrated in figure 4, respondents' attitudes, thus, like or preference of celebrities in adverts was explored. Fifty three percent of respondents overwhelmingly endorsed musicians as the personalities that attract them in adverts and can influence their consumption patterns. Film makers attracted 23% of respondents, radio and television presenters pulled 21%. Respondents scored 2% for footballers making them the least attracted personalities in adverts of alcoholic beverages. This may be because footballers by the very nature of their profession were not expected to take alcoholic beverages of any kind. Hsu and McDonald (2002) stated that celebrity endorsement is a very effective

marketing tool. They indicated that celebrities used in advertisements have considerable influence on consumers' attitudes and purchase intentions. However, Till et al. (1998) warned that the risk with celebrity endorsement is that a celebrity's image may have a negative impact on the brand or product that he/she endorses as a result of negative news or publicity.

Figure 4. Influence of Personalities in Adverts

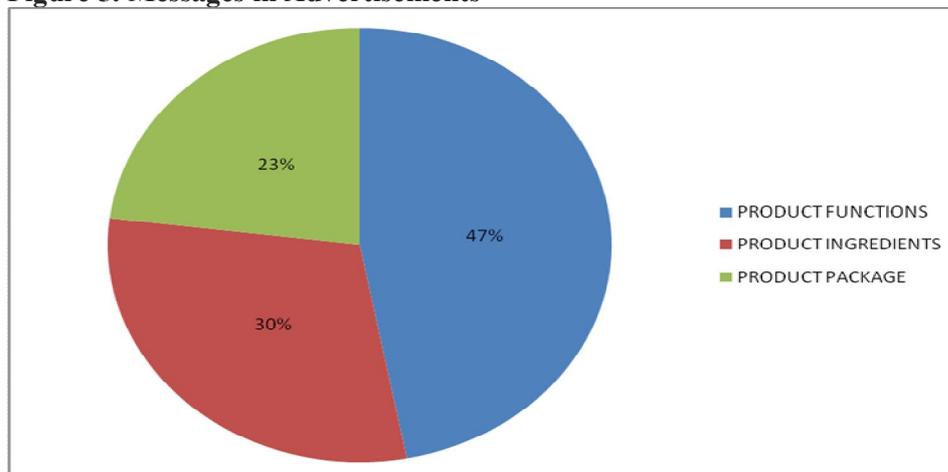


The essence of the above is that more and more people will be enticed to consume more alcoholic beverages if musicians are portrayed in advertisements singing their favourite songs.

Figure 5 sought respondent's views on the message in advertisement. Again only 91% of respondents attended to this item. Out of this, 47% of the respondents said that messages in adverts of alcoholic beverages that talked about product functions or performance had major influence on their consumption patterns. Thirty percent and 23% of respondents said that they were more attracted and influenced by product ingredients and packaging respectively.

As indicated, more people are likely to be attracted to alcoholic beverage advertisement if it exposes the functions or performances of the product. The implication is that, when advertising message present detailed information about the functions of the product, many people are likely to be attracted to consume more alcoholic beverage. Consumer determines the meaning of these messages based on the pre-existing values, attitudes, motivations, and beliefs the consumer brings to the message (O'Guinn et al, 2003).

Figure 5. Messages in Advertisements

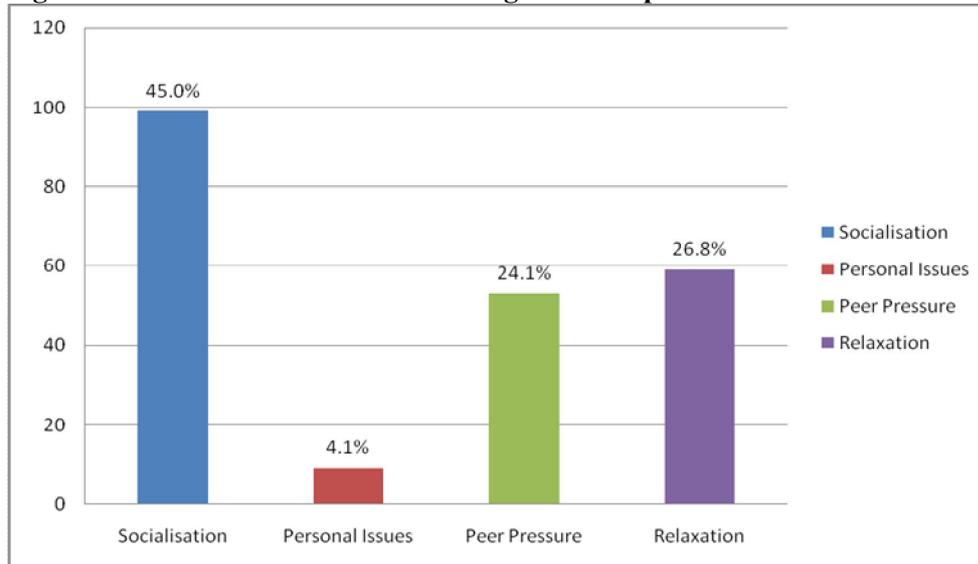


When asked the motive or reasons why they consume alcoholic beverage, as indicated in figure 6, 45% of respondents said they consume alcoholic beverage for socialization purposes and 24% said they take alcoholic beverage as a result of influence by friends (peer pressure). Those who

said personal issues were just few and scored 4%. Twenty percent attributed their motives to relaxation purposes. A large percentage of the respondents who based their motives on socialization and relaxation respectively were the much older people and middle aged respondents. Even though, the younger adult group also talked about socialization, they endorsed peer pressure more than others.

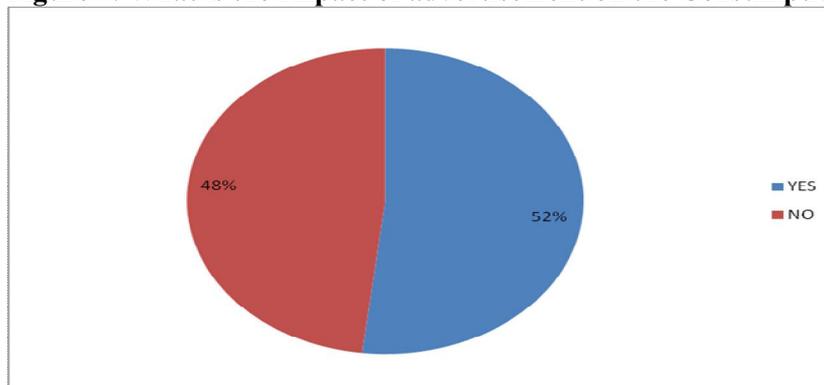
The implication is that, socialiasation is a key determinant in alcoholic beverage consumption. Evra (1995) said different people are attracted to alcohol for different reasons and generalisations are hazardous.

Figure 6. Reasons for Alcoholic Beverage Consumption



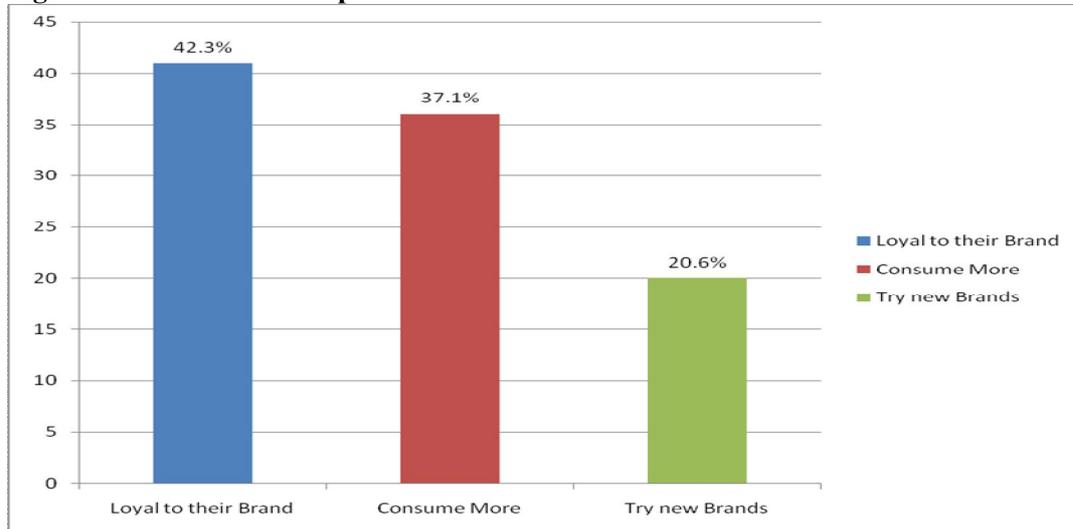
When investigating the influence that advertisements have on the consumption of alcoholic beverages, as shown in figure 7, 52% of respondents said advertisements did have impact on their consumption patterns while 48% said advertisements have no impact on their consumption patterns. Eighty five percent of respondents attended to this particular item. Consumer behavior is highly individualized and complex, and is influenced by a multitude of intrapersonal, interpersonal, and external mediated factors. Intrapersonal factors include variables such as one’s individual personality characteristics, one’s individual drives and motivations, and one’s values, attitudes, and beliefs. Interpersonal factors include personal interactions with others, especially family members and peers, as well as interactions with members of groups to which one belongs or aspires to belong, such as one’s culture, subculture or subcultures, reference groups, and the like. External mediated factors would include nonpersonal sources of information such as newsletters, television portrayals, advertising, and other mass-mediated information. Intrapersonal factors again determine the way in which a consumer will perceive and interpret information (Schiffman and Kanuk, 2000). The nature of the impact as mentioned above by the respondents is presented below.

Figure 7. What is the Impact of advertisement on the Consumption of Alcoholic Beverage?



The nature of the impact as indicated in figure 8, was such that 42% of the respondents said they have remained loyal to their brand of alcoholic beverage, 37% said they consumed more and 21% said they try new products.

Figure 8. Nature of the Impact



To measure the nature of impact advertising has on the consumption of alcoholic beverages, regression analysis of impact of advertisement on consumption was used, as shown in the tables 1, 2 and 3 below;

Relationship Between Alcohol Advertisement and Alcoholic Beverage Consumption

Table 1. Summary of Regression Model^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943 ^a	.890	.888	.403

a. Predictors: (Constant), Messages in advertisements, Background music in advertisement, Major advertising medium used, Influence of personalities in adverts

b. Dependent Variable: Alcoholic beverage consumption

From Table 1, all the independent variables (messages in advertisements, background music in advertisement, major advertising media used and influence of personalities in advertisement) together explained 89% of the variance (R Square) in alcoholic beverage consumption, which is highly significant as indicated by $F(4,188) = 380.98, P < 0.05$ as shown in table 2.

Table 2. ANOVA^b Table for Regression Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	247.756	4	61.939	380.979	.000 ^a
	Residual	30.565	188	.163		
	Total	278.321	192			

a. Predictors: (Constant), Messages in advertisements, Background music in advertisement, Major advertising medium used, Influence of personalities in adverts

b. Dependent Variable: Alcoholic beverage consumption

Table 3. Coefficients^a of the Regression Model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.618	.117		-5.287	.000
	Major advertising medium used	.010	.098	.006	.102	.919
	Background music in advertisement	-.028	.130	-.011	-.218	.828
	Influence of personalities in adverts	.136	.096	.100	1.419	.158
	Messages in advertisements	1.336	.058	.867	22.925	.000

a. Dependent Variable: Alcohol beverage consumption

Table 3 shows an examination of the t-value ($t=22.925$, $P < 0.05$). The results indicated that messages in advertisement contribute significantly to the prediction of alcohol consumption than the other predictors. Therefore, it can be concluded that advertisement significantly influence alcoholic consumption – $F(4, 188) = 380.98$, $P < 0.05$). The result implies that message carried in the advertisement of alcoholic beverages has the power to influence consumers' consumption patterns to a large extent. This is an indication that advertisement encourages people to try new brands, become repeated buyers, and consume more of alcoholic products as well as enticing new customers.

This also means that persistent and vigorous advertisement has direct link with increased intake of alcoholic beverage especially among the active adult population and even among non-drinking people.

4. Conclusion and Recommendations

On the basis of the findings, the researchers drawn the following conclusions; advertising is a powerful tool in the marketing of alcoholic beverages to a large number of consumers at various destinations especially with the use of television and radio. It was also revealed that advertisement affects consumers' preferences to a large extent, especially consumers, who associate a celebrity with brand as well as having actual knowledge about a product performance or functions, labeling and product ingredients. The use of a local language in composing local music as background music in advertisements has a major influence on consumer purchase behaviour and must be encouraged.

Again, it was also revealed that consumers take alcoholic beverage for many reasons which included socialization, relaxation, peer pressure among others. However, the more matured consumers take alcoholic beverage due to other reasons more than being enticed by advertisements. Indeed, the younger age groups were more influenced by advertisements which eventually have a positive impact on their level of alcohol consumption. It can be concluded that advertisement has the power to influence consumer's consumption patterns. However, the nature of the impact suggests that advertisers need additional considerations in making decisions on alcoholic beverage advertisement.

Due to this fact, generalization in decision making may be difficult and that marketers must be cautious in whatever decision they take regarding the level of investment, even though the research had made some recommendations.

Marketers, who intend to chalk success in their endeavours, should adopt the right processes to select the right celebrities in their advertising campaigns.

To this effect, the researcher wishes to recommend to stakeholders to make television and radio their number one advertising media since all categories of consumers can be brought to their basket, which in the long run would likely influence their purchasing behavior.

Marketers must therefore explain in simple terms and language, product functions and ingredients in their advertisements. Marketers should develop more effective advertising campaigns that attract consumer's attention and capture their interest.

It is therefore incumbent on all marketing professionals to put proper planning policies in place, make sure that implementation measures are adequate so as to ensure that the right advertising messages are put in place to stand the test of time and also be able to outwit competitors today and into a promising future.

The alcohol brewing industries in order to assert themselves well and widen the scope of their products to their target consumers should endeavour to sponsor festivals, football events, concerts etc at both local and national levels.

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