



## EFFECT OF ALCOHOL PROMOTION ON MARAKI STUDENTS' PURCHASE BEHAVIOR: IN CASE OF GONDAR, ETHIOPIA

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**Abstract:** *The effect of alcohol promotion in the way of advertisements, consumer sales promotions will have high influence on the buying behaviour of the youth and students in specific. The reason for many other countries have banned the promotion mix of all types of intoxications is to distract the people from menacing practices. As it has been found that the Ethiopian government overlaps the issue might be because of the effect expected would be inconsiderable, the researcher established the objective of this study was to study the effect of alcohol promotion exposure on youth. A questionnaire with five-point scale items was designed based on previous research and distributed them to 254 students of Maraki campus from University of Gondar. The findings of this study revealed that watching alcohol promotions is related with alcohol use. Gender of the youths was also strongly related with alcohol use. Male participants, compared to females, scored high on adorability, recognition and expectancy scale items; hence they were more likely to use alcohol as compared to their female counterparts. The result also revealed that adorability of promotion, recognition of youths with characters of alcohol promotion and expectancy to use alcohol derive youths to use alcohol. Moreover, adorability of alcohol promotion, recognition of youths with models of alcohol promotion and expectancy of alcohol use were found to be significant predictors of alcohol use. Based on the findings of the study it has been recommended that design counter-promotion targeting at adult age by incorporating elements such as music, humor and youth-attractive characters that appeal to these audiences may reduce the unwanted impacts of alcohol promotion.*

*Key words: Alcohol Promotion, Alcohol Experience, Exposure, Adorability and Expectancy*

### I. INTRODUCTION

Promotion appears in different media (print, outdoor, internet, etc.), this study has focused on the effect of alcohol promotion exposure on youths drinking behavior. Promotion can affect not only the individual's belief, awareness, knowledge and attitude, but even the actual drinking patterns of youths. Public health advocates have expressed concern that alcohol promotion is a factor contributing to youth alcohol consumption. Both the level of alcohol consumption by youths and the level of alcohol promotion are considerable. Although there is a considerable level of alcohol promotion, the alcohol industry argues that its promotion codes prohibit content and placement of

promotion which target young individuals. The promotion codes, in western countries, also prohibit use of actors who appear youths. However, beer promoters have no restrictions on the use of sports celebrities. But, here in Ethiopia, there are no restrictions on the use of actors and sport celebrities in alcohol promotion. Moreover, there are no promotion guidelines that direct alcohol promoters on how to promote the product to the youth audience. According to a report of WHO (2004), there is no restriction in hours, days, and places to sale alcohol products. Similarly, the report showed that beers, wines, and spirits could be easily promoted through print and broadcast media. However, in electronic media, promotion alcoholic products above 12% of alcoholic content are

restricted. In addition, alcohol promotion, for example beer promotion, in sport and youth events is not prohibited in Ethiopia (WHO, 2004). Studies of promotion exposure have led some public health groups to conclude that there is a link between promotion and youth alcohol consumption. Concerning this issue, Wagenaar & Perry (1994) conclude that alcohol promotion and marketing are factors in the environment that help to create problems of youths drinking. The present study, therefore, investigates to what extent youths are effected by alcohol promotion exposure. Moreover, this study examined different variables, including perceived frequency of alcohol promotion exposure, adorability of alcohol promotion, recognition and expectancy in relation to youth's frequency of alcohol use.

A growing body of evidence from both experimental and national survey studies indicates that youths exposure to alcohol promotion help them to have safe attitude to drinking (Cacioppo & Petty, 1982 as cited in Wanke, 2009). Alcohol promotion more often uses actors and celebrities to change drinking attitudes of youths easily. Previous findings showed that, alcohol promotion affects the attitudes and behaviors of young people through role modeling (Strasburger, 1993). Ethiopia has no alcohol promotion guidelines to control how alcoholic beverages would be presented to youth viewers. In addition, there is no restriction on the use of actors and sport celebrities in alcohol promotion. Nowadays, it is a common practice for beer companies to promote their beer products by using popular actors of television drama. Specially, beer promotion becomes a common part of series television drama. This may help youths to identify themselves with role models of alcohol promotion and consider drinking alcohol as a healthy behavior. More specifically, alcohol consumption is not legally prohibited in Ethiopia and there are

no age limits on alcohol drinking (WHO, 2004; EPHA, 2011). This can be also escalating youths drinking behavior and its associated problems.

Federal Trade Commission report (1999) explained several outcomes associated with youths drinking which include reduced educational attainment, increased suicide attempts and increases in sexually transmitted diseases. Similarly, other researchers further explained alcohol use among young people has been linked to sexual victimization, early onset of sexual activity (Cooper, 2002) and it may also interfere with youths' brain development, causing loss of memory and other skills (Tapert, Brown, Kindermann & Cheung, 2001). Another researcher still explained that, among youth, drinking often coexists with other behavioral problems such as poor academic performance and absenteeism (Mason & Windle, 2001).

It is true that, due to globalization and technological advancement, Ethiopian youths like their counterparts in other parts of the world, beside national television channels, have an easy access to various forms of alcohol promotions that are available via a number of television channels. Hence, increased volumes of alcohol promotion and its related problems become a concern on youth's psychological well-being. Having realized the role of adorability of promotion, recognition with characters of alcohol promotion, and expectancy for youths alcohol use, a need was felt to study the effect of alcohol promotion exposure on youths alcohol use among students in Gondar University Maraki Campus. Besides to that, as to the current knowledge of the researcher, only three researches were conducted focusing on promotion. These are, the portrayal of gender roles on E promotion, cross-cultural reception analysis of selected commercials on E Amharic program and the other is content analysis of selected

commercials. Thus, no prior research conducted focusing on audience perspective; mainly the effect of alcohol promotion exposure on youth's alcohol use.

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

## II. OBJECTIVES OF THE STUDY

The general objective of this study was to investigate the effect of alcohol promotion exposure on youths alcohol use.

The study has the following specific objectives to

- ✓ study the correlation between exposure to promotion and alcohol use.
- ✓ examine the role of promotion adorability, recognition and expectancy to youths alcohol use.
- ✓ investigate gender difference on adorability, recognition and expectancy in relation to alcohol use.
- ✓ Forward possible solution to prevent youths from alcohol promotion and associated problems of drinking alcohol.

## III. REVIEW OF RELATED LITERATURE

Over the past few decades, there have been significant additions to the body of academic research literatures and policy related findings about the impact of alcohol promotion in general

and on the impact of alcohol promotion on the drinking behavior of young consumers in particular. Therefore, the major goal of this literature review is to document and assess conceptual issues and themes that are to do with the effect of alcohol promotion exposure on youths drinking patterns. Before turning to the discussion of the major conceptual issues and themes that have to do with the effect of alcohol promotion exposure on the drinking behavior of youths, it seems reasonable to begin the literature with definitions of some basic concepts such as promotion and youth.

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

Those who regard promotion from mere economic perspective consider promotion as a message that explicitly aims to direct favorable attention to a certain goods or services. From economic perspectives, a good technical definition is Belch and Belch (2003) definitions of promotion who define promotion as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. Similarly, Wells, Brunett & Moriarty, (1989) define

promotion as a paid form of communication from an identified sponsor using mass media or channels of communication to sell more products and establishing new markets. Indeed, those who regard promotion exclusively from economic perspectives tend to focus more on the role of promotion in providing information to potential consumers. According to the proponents of this perspective, promotion plays a crucial role in conveying important information about the price and quality of a certain product or service so that consumer can make informed choice or decision. Challenging the economists' claim of informative promotion, John Kenneth (1976) as cited in Kirkpatrick (2007), for instance, asserted that promotion create unnecessary desires, and manipulate consumers into buying unneeded products. Generally, the critics, especially social psychologists argue that promotion promotes dangerous products and encourages harmful behavior; and consider it as deceptive and manipulative (Kirkpatrick, 2007). Even though different researchers define promotion in different ways, a good technical definition of promotion is Fletcher's definition who defines promotion as a paid-for communication intended to inform and/or persuade one or more people (Fletcher, 2010).

Alcoholic beverages commonly referred to as 'Alcohol' is a drink which contains a substantial amount of the psychoactive drug ethanol (informally called alcohol). In ancient times, traders in Ethiopia promoted products by cutting or drawing symbols in stones and public criers, walking up and down streets, shouted information about their wares (Muna, 1996). This historical development of promotion in Ethiopia is closely linked to development of society at large in the country. Understanding the need for promotion goes back to generations in Ethiopia. Ethiopians

have been selling food items and local beverages (Daniel, 2007).

Promotion also evolved with the establishment of the Ethiopian printing press. The first press ad, for washing soap, appeared in the first Ethiopian newspaper, *Aimroon* August 2, 1914. Promotions appeared in *Addis Zemen*, an Amharic newspaper, at the end of the 1950s and start of the 1960s. According to Yosef, the demand for items from local people and foreigners drove competition during the Italian occupation and helped for the development of Ethiopia's promotion industry. The trend continued into the early 1970s. Few promotion agencies existed before Ethiopian Revolution in 1974. Anbessa, opened by promotion pioneer Ato Wubshet, was among the country's first promotion agencies (Yosef, 2005). Electronic promotion followed. Though Ethiopian Radio started transmission in September 1936, it did not accept promotions until 1953 (Daniel, 2007). Ethiopian Television started service on Emperor HaileSelassie I's coronation day in October 1965. Four years later, the Ministry of Information and Tourism founded the Promotion and Distribution Agency —to promote the promotion industry and to promote trade. “Two years later, Ethio-marketing, a private enterprise, took over (Daniel, 2007). After the Emperor's fall in 1974, the Dergue military government nationalized most companies and all promotion agencies. Almost all commercial promotions, except public announcements, vanished. The promotion sector revived when market opportunities flourished with imported consumer goods and industry deregulation after the Dergue regime fell in 1991 (Kenaw, 2005). With liberal economic policies, investments and a competitive market, many promotion agencies supported print, broadcast and outdoor promotion (Daniel, 2007).

Daniel (2007) says promotion in Ethiopia was not without fault. Quatinga 2000 publication from the Addis Ababa City Government Bureau of Commerce, Industry and Tourism, he noted that, in general, Ethiopia has no promotion policy. So the rights of individuals, groups, the business sector and society can be abused by ill-conceived promotions. He also pointed out that significant number of promotion that mimic a Western style directly conflict with Ethiopian culture and codes of conduct, missing audiences and customers. Relatively high amount of beer promotions depicted with most popular programs of youths. More alcohol promotion portrayed drinking as an overall positive experience rather than a negative one, now, apart from print and outdoor promotion, youths are exposed to alcohol promotions. Commercial promotions became popular in recent years, and the youth viewers are exposed to alcohol promotion in sport and other entertaining programs.

The major of goal this section is to document and assess empirical findings of previous research that are directly related with the effect of alcohol promotion exposure on youths drinking patterns. Therefore, hereunder, previous empirical findings which are related with the effect of alcohol promotion exposure on youths drinking patterns will be presented. Extrapolating from recent data obtained from a nationally representative survey, Youths are heavy users of television and have been spoiled for choice with an expansion of programming during their life time. In a substantial survey of youths leisure time activities in various countries worldwide, Larson and Verma in Giles (2003) found that viewing times are remarkably consistent across cultures, mostly averaging between 1 and 3 hours a night. Similarly, Cooke (2002), also indicate that young people, more than any other social groups in a particular society may, on average, spend between four and five hours a

day, outside school time, watching some form of electronic media. In the course of that time, therefore, young people are exposed to a very large number of alcohol promotions (Giles, 2003; Cooke, 2002).

Correlation studies have found small, but statistically significant, relations between promotion and alcohol-related beliefs and behaviors. Thus, Tucker (1985) found that University boys who were heavier promotion viewers drank more than lighter viewers. Stacy and colleagues (2004) explained that exposure to promotion increased the risk of subsequent alcohol consumption. A study done by Snyder, Milici, Slater, Sun and Strizhakova (2006) further suggest that youth who saw more alcohol promotions on average drank more (each additional promotion seen increased the number of drinks consumed by 1%. In fact, in most real life contexts, youths see promotions more than once, and usually many times and are inevitably more likely vulnerable to alcohol promotion.

Much of research findings have suggested that promotion has an indirect effect on drinking behavior, through attitudes, beliefs, and intentions to drink (Strasburger, 1995). The main goal of alcohol promotion, in common with all promotion, is to effect consumers or future consumers. Youth are exposed to a significant amount of alcohol promotion. Alcohol promotion appears in virtually all types of media. Such promotion is common on television and often is presented in ways that appeal to youth and are shown at times when many youth are likely to see them. Half of televised beer promotion, for example, air during sporting events—programs that are popular among youth (Snyder, Milici, Mitchell & Proctor, 2000).

Age, orientation toward promotion, and peers are some of the factors that affect consumption the most. Orientations or predispositions to promotion may contribute to promotion's effect. Strickland (1982) found that youth who watch promotions to find out what kind of people use the products and want to be like those people are more likely to have alcohol promotion affect their alcohol consumption. However, Strickland (1983) found peers are a more important effect than alcohol promotion on youth alcohol consumption. Peers introduce each other to and reinforce certain behaviors, such as alcohol use. There is a substantial relationship between the proportion of the respondent's close friends who drink and indications of alcohol use and abuse.

Previous empirical findings showed that youths are effected by celebrity endorsements and young models. Data from Atkin and Block's, non-probability sample of 1,227 19- through 22-year-olds, show that celebrity endorsements, sexual themes, and young models in alcohol promotions impress youths. Youths were most impressed with celebrities and young models in alcohol promotions.

A study of 2,766 college students in New York City asked students to recall and identify the people in an alcohol promotion. Sports figures and celebrities were the two most frequently mentioned types of people. The students also recalled young models. While the majority responded that the models were "young adults," 6.9 percent of the students thought that the models were youths. Three demographic controls--age, social class, and sex--determined the sample quotas. Six-five percent of the young people surveyed could name a specific alcohol promotion that they like. Most youths respond positively to promotions for alcohol and do not think the promotions are boring.

According to the respondents, a good promotion would be humorous, bright, and colorful with lively action, music, and style. Aitken also found youths who have drunk alcohol are more aware and appreciative of alcohol promotions than are youths who do not drink. Those who have drink alcohol were more adept at recognizing and identifying brand imagery in commercials. They also appreciated the music, action, and style in promotions more than youths who have never drank alcohol.

Under this section related empirical findings of previous research in relation to the main variables of the study, particularly adorability, recognition and expectancy of alcohol use, will be presented. Liking simply refers to positive evaluation of a character (Cohen, 2001; Giles, 2002). This idea has also been referred to as social attraction and affinity and is often measured with straightforward questionnaire items such as —I would like to be friends with this person. I liking involves evaluation of a character and some desire for a friendship. This is a useful construct for understanding how viewers experience and relate to characters. Grube (2001) showed that liking of alcohol promotions lead to greater intentions to drink in the future and higher consumption of alcohol. They sampled students in college and measured their response to 16 alcohol promotion and 4 soft drink promotion. The study found that liking specific elements of alcohol promotion (characters, humor, and story line) predicted liking the promotions, and that liking the promotion directly predicted current drinking levels and had significant indirect effects on drinking and future intentions to drink. Results of earlier studies that examined the relationship between liking alcohol promotion and current and future intentions to drink, however, were mixed (Kelly & Edwards 1998; Wyllie, Zhang, Casswell,. 1998). A

longitudinal study of New Zealand youth found that liking alcohol promotion at age 19 was related to higher levels of alcohol consumption at age 21 (Casswell & Zhang, 1998). When youths like certain promotion, their drinking habits and associated problems may increase because of the exposure (Wylie et al., 1998). Strasburger, (1993) revealed humor, music and sexiness are strong effects to affect youths drinking behavior. Strasburger also demonstrated that role-modeling aspect of promotion is crucial to understanding how promotion works. Moreover, research findings indicated that liking is related to the volume of alcohol consumed at age 21 and self-reports of alcohol-related aggressive behavior. There is also evidence that young people who like alcohol promotion have probably developed brand loyalty by 19 years of age (Casswell & Zhang, 1998). By considering these accounts, this study was aimed, partially, to investigate the role of alcohol promotion adorability to youths alcohol use in context Ethiopian youths specifically Gondar University Maraki Campus students.

Recognition refers to an emotional and cognitive process whereby a viewer takes on the role of a character in alcohol promotion. The viewer forgets about his or her own reality and temporarily becomes the character, taking on the characters perspective (Cohen, 2001). During recognition, a viewer imagines being the character and replaces his or her personal identity and role as audience member with the identity and role of the character (Cohen, 2001). This process involves four dimensions: empathic (shared feelings with the character); cognitive (sharing the character's perspective); motivational (internalizing the character's goals); and absorption (the loss of self-awareness during exposure; Cohen, 2001). When youths are heavily exposed to characters they identify with in drinking situations, the more they

see real-world drinkers as attractive, successful and fit (Atkin & Block, 1981). Young people may think actors and actresses are closer to their own age than they really are. So that the purpose of this study, in part, was to investigate the role of viewer's recognition with alcohol promotion to alcohol use of youths. Image promotion, which focuses on the lifestyle of the product user rather than the product itself is preferred by youth and has been associated with intentions to drink in the future (Kelly & Edwards, 1998). A study involving male and female Anglo and Latino youths found that, both for males and females, positive responses to alcohol promotions were associated with greater present and planned alcohol use. Another study conducted focus group discussions with student's ages 19 to 22 to learn what aspects of alcohol promotions made them attractive to young people. The students responded positively to promotion with humor, and youthful lifestyle appeal and negatively to the product focus of the promotion (Walters, Treno & Gurbe, 2001).

Alcohol expectancies are the beliefs that an individual has concerning the effects of alcohol and the desirability of those effects. These beliefs are acquired through observation, vicarious learning, and assimilation of cultural stereotypes (Critchlow, 1986) and are present in youths before personal experience with alcohol begins (Smith, Goldman & Christiansen, 1995). Alcohol expectancies are learned before drinking begins and are thought to affect both the initiation and maintenance of drinking behavior (Simons-Morton, Haynie, Crump, Saylor, Eitel & Yu, 1999). Once drinking begins, not only is drinking guided by these existing expectancies, but the drinking also predicts subsequent expectancy (Aas, Heigh, Anderssen & Jakobsen, 1998).

Findings supported a positive and indirect effect of media on youth drinking. The media effect beliefs about the appeal and desirability of alcohol, and the beliefs in turn effect drinking (Austin et al. 2000). Furthermore, Grube (1995) reviews research on the effect of alcohol promotion on knowledge, attitudes and intentions to drink by youths, and he finds that much of the imagery in alcohol promotion does appeal to youth and that this promotion increases positive expectations about alcohol. So, the purpose of this study was in a part to examine the role of expectancy of alcohol use in Ethiopian context, among youths of Gondar University Maraki campus.

#### **IV. RESEARCH METHODOLOGY**

The research was developed based on descriptive research design to provide systematic information about the promotion exposure and the students' alcohol use. Our goal in conducting quantitative research study is to determine the relationship between alcohol promotion exposure [an independent variable] and alcohol use [a dependent or outcome variable] within the Maraki campus students. The study used mixed approach (Quantitative and Qualitative approach). A study participant of this research was selected from Gondar University Maraki Campus students. About a sample of 265, both males and females were involved in the study. The sample size determination was done based on Kepik-lab Solvin's sample size calculator. According to this sample size calculator, these numbers (265) of participants are assumed to be representative to the total population (5957) with 94% confidence level and 6% error. The data collection instruments that

were employed for collecting primary data include survey (open-ended and close-ended) and Focus Group discussion.

Descriptive statistical tools were employed to describe and present demographic characteristics of the participants. Standard deviation was done to measure the relationship between genders of youth and frequency of alcohol use. Data's from focus group discussions and open-ended questionnaires were analyzed as follows. The responses of open-ended questions and focus group discussions were read repeatedly so that relevant themes and patterns of the issue were identified. This is so because the more the written material is read again and again; the more essential the ideas are captured. Furthermore, participants and focus group discussion responses were categorized based on the opinion of participants regarding to the influence of alcohol promotions on drinking behavior of youths.

#### **V. DATA PRESENTATION AND ANALYSIS**

##### **5.1 Demographic Characteristics of the Participants**

The above table indicates the total number of participants that were included in this study. As the table indicates, 49.60% (126) of the participants were male, whereas the rest 50.40% (128) of participants were female. In addition to that it clearly shows the frequency of participants in terms of age. Hence, the ages of the participants were ranged from 18 (minimum age) to 25 (maximum age) years with a mean age of 21 years.

##### **5.2 Analysis of adorability, recognition and expectancy**



**Table 5.2.1 Adorability**

<b>Alcohol promotions are funny</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	42	16.54%
Disagree	47	18.50%
Neutral	40	15.75%
Agree	66	25.98%
Strongly agree	59	23.23%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>Person in alcohol promotion is friendly</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	31	12.10%
Disagree	38	14.96%
Neutral	26	10.24%
Agree	75	29.53%
Strongly agree	84	33.1%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>Person in alcohol promotion are adorable.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	22	8.66%
Disagree	44	17.32%
Neutral	40	12.75%
Agree	60	23.62%
Strongly agree	88	34.65%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I like alcohol promotion involving music and dancing.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	41	16.14
Disagree	46	18.11
Neutral	19	7.48
Agree	72	28.35
Strongly agree	76	29.92
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>Would like to be friends with persons drinking alcohol in alcohol promotion.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	30	11.81%
Disagree	32	12.59%
Neutral	31	12.20%
Agree	77	30.3%
Strongly agree	84	33.1%
<b>Total</b>	<b>254</b>	<b>100%</b>

Source: own survey

From the table 5.2.1 with adorability Likert scale, we can easily generalize that the promotion that are transmitted in communication mediums are funny, friendly and adorable, and promotions involving music and dancing more visually appealing, and students are willing to be friend with students that are drinking.

Table 5.2.2: Recognition

<b>I want to have as much fun as the people in the alcohol promotion do.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	36	14.1%
Disagree	43	16.93%
Neutral	30	11.81%
Agree	81	31.88%
Strongly agree	64	25.19%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I want to have as much fun as the people in the alcohol promotion do</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	47	18.5%
Disagree	50	19.7%
Neutral	36	14.17%
Agree	59	23.22%
Strongly agree	62	24.41%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I want to have as many friends as the people in the alcohol promotion do.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	56	22.04%
Disagree	34	13.38%
Neutral	40	15.75%
Agree	52	20.49%
Strongly disagree	72	28.34%
<b>Total</b>	<b>254</b>	<b>100 %</b>
<b>Most of the times I celebrate by drinking alcohol like models of alcohol promotion.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	39	15.35%
Disagree	77	30.31%
Neutral	28	11.03%
Agree	81	31.89%
Strongly agree	29	11.42%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>Persons in alcohol promotion are similar to me in many things.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	99	39%
Disagree	70	27.5%5
Neutral	36	14.17%
Agree	20	7.9%
Strongly agree	29	11.40%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I wish I were as strong as most people in the alcohol promotion.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly agree	49	19.37%
Disagree	45	17.7%
Neutral	35	13.78%
Agree	73	28.74%
Strongly agree	52	20.48%
<b>Total</b>	<b>254</b>	<b>100%</b>

Source: own survey 2017

From the table 5.2.2, it can be understood that the appearance of alcohol promoters is good as many of our responders agree, and the responders also common in thinking the promoters are funny and they wish to have as many friends as the actors have the last but not the list they want to be strong as promoters do.

**Table 5.2.3: Expectancy**

<b>I will feel more relaxed if I drinking alcohol.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly agree	47	18.5%
Disagree	53	20.86%
Neutral	22	8.64%
Agree	53	20.86%
Strongly agree	79	31.1%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I believe that people who drink alcohol are sociable.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	36	14.17%
Disagree	60	23.62%
Neutral	53	20.86%
Agree	68	26.77%
Strongly agree	37	14.58%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I know people who drink alcohol are happy.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly agree	36	14.17%
Disagree	52	20.47%
Neutral	53	20.86%
Agree	74	29.10%
Strongly agree	39	15.4%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I hope that persons who drink alcohol are self-confident.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	31	12.20%
Disagree	82	20.47%
Neutral	27	10.64%
Agree	85	33.46%
Strongly agree	59	23.23%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I would have a really good time if I drank alcohol.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly agree	35	13.77%
Disagree	39	15.35%
Neutral	62	24.40%
Agree	77	30.31%
Strongly agree	41	16.17%
<b>Total</b>	<b>254</b>	<b>100%</b>
<b>I believe that persons drinking alcohol in promotion are healthy.</b>		
<b>Scale</b>	<b>Frequency</b>	<b>Percent %</b>
Strongly disagree	72	28.3%
Disagree	48	18.9%
Neutral	27	10.63%
Agree	77	30.31%
Strongly agree	30	11.84%
<b>Total</b>	<b>254</b>	<b>100%</b>

Source: own survey 2017

It is well noted from the table 5.2.3, many of the students believe that drinkers are relaxed and sociable which promotion them to be apart, and they think that happiness and self-confidence is highly related with drinking, in addition there will be good time when they are spending their time chilling with their friends by drinking alcohols.

According to the entire above tables, in this study the relationship between youth's frequency of watching promotion and alcohol use was measured and there was moderate relationship. As the frequency of watching alcohol promotion increase, the likelihood of alcohol use among the youths increases moderately. Similarly, the relationship between gender of the youths and frequency of alcohol use was measured and there was direct relationship. Furthermore, this study attempted to investigate the relationship between adorability of alcohol promotion, expectancy of alcohol use and recognition of youths with characters of alcohol promotion and the frequency of alcohol use. Hence, there was strong relationship between adorability of alcohol promotion and youth's alcohol use. The frequency of alcohol use increased as the adorability of alcohol promotion increased. Accordingly, the relationship between recognition and alcohol use was investigated and there was strong relationship. When youth identify themselves with the characters of alcohol promotion feature, they were more likely involving in drinking alcohol. The study was also measured the relationship between expectancy of alcohol use and drinking alcohol and there was relationship. Youth's positive expectation of alcohol use was moderately related with frequency of alcohol use.

## VI. CONCLUSION AND RECOMMENDATION

### 6.1 Conclusion

- Alcohol promotions have a prominent position in the lives of youths as a source of persuasion to use alcohol. Hence, it is found that adorability of alcohol promotions, recognition of youths with models and attractive peoples appeared in alcohol promotion and expectancy of alcohol use played a big role in drawing youths towards alcohol use.
- Moreover, adorability of alcohol, recognition with the model of alcohol promotion and expectancy of alcohol use is expected to increase viewers acceptance of the values portrayed in alcohol promotion.
- Youths spent considerable time in watching and hearing media program on a daily basis, hence more probably exposed to alcohol promotions.
- It is observed that, the frequency of watching alcohol promotion moderately related with the frequency of alcohol use.
- Moreover, male participants scored high on adorability, recognition and expectancy scale items, hence they are found to be more susceptible to alcohol use as compared to females.
- It is found that alcohol promotion presents positive outcomes (leaving negative sides) of alcohol use, then effect drinking behavior of youths by increasing positive expectations about alcohol.
- In other words, alcohol promotion has a function to reduce the perceived costs of alcohol use by promotion the beliefs that drinking is healthy behavior and that alcohol is harmless. It was also observed that, alcohol promotions featured with music, dance and

humor evoked high desire to drink the product among youth compared with other product-focused promotions.

- Moreover, image-focused alcohol promotions, especially promotion featured with celebration of attractive peoples, were appears to effect youths to drink alcohol.
- Alcohol promotions depicted youthful lifestyle perceived as fun and healthy lifestyle. In response, youths are appearing to perceive alcohol promotions as promotion a desirable lifestyle, hence found to be encouraged when alcohol promotion portrayed common activities of most adults.
- Furthermore, the presentation of alcohol promotion was perceived as a way to get happiness, increase confidence and enhance social interaction across both male and female participants who trigger youths to use alcohol more frequently.

## 6.2 Recommendation

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

- This finding strongly suggests that design counter-promotion targeting at younger age by incorporating elements such as music and humor and youth-attractive characters and stories that appeal to these audiences. Effective counter-promotions should also include a variety of themes and contexts to appeal to different audiences including males, females, current drinkers, and potential drinkers.
- This finding strongly suggests that designing product-focused alcohol promotions which solely describes the quality of the product may

rate less favorably, and then evoke less desire to drink. In light of these findings policy makers should seek to encourage alcohol promoters to avoid exposing youth in their marketing efforts, and use content that is less appealing to youth.

- Setting limitations and training youths to set their own standards of conduct will bring about a change concerning the amount of media that they consume.
- Teaching youths to hold values based upon true reality, not media's fantasy will help adults refocus upon who they are rather than imitating characteristics of models in alcohol promotion.
- Promoters should be able to design research based ethical promotions which may help them to effectively promote alcoholic products to adult audience.
- Conducting comprehensive research on exposure of youths to alcohol promotion, by considering socio-demographic variables, may contribute a lot to minimize the susceptibility of youths to alcohol promotion.

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