
Advertisement as the Determinants of Alcoholic Drink Consumption in Akwa Ibom State

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ABSTRACT

The study investigated the influence of advertisement and alcoholic drink consumption in Akwa Ibom State. The researcher formulated four objectives to guide the study. From the four objectives four research questions and four hypotheses were formed for the study. The study adopted Expost-Facto research design, while the population of this study comprised all consumers of alcohol in Akwa Ibom State, distributors, family members of the drunk persons, owners of drinking parlor and medical practitioners, all being 2,003 in number. A simple random sampling technique was used in selecting 200 respondents for the study. The instrument for data collection which was tagged "Advertisement and Alcoholic Drink Consumption Questionnaire" (AADCQ) was administered to the respondents and used for the study. The instrument was vetted by an expert in test and measurement before the reliability test was conducted with 30 respondents which produced the reliability coefficient of 0.85, proving the instrument to be reliable for the study. Data collected was analyzed using descriptive analysis and Regression Analysis. From the results of the data analysis, many findings were made including the fact that there is significant effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State. It was also observed that there is significant influence of the consumption of alcoholic drink due to advertising on health implication. It was therefore recommended that since the excessive usage of alcohol is risky to one health, one should be able to moderate in its intake if there is a reason to take it at all. It was also recommended advertising of alcohol should be prohibited so that its intake should be based on choice not on persuasions.

Key Word: Advertisement, Alcoholic Drink, Akwa Ibom State.

Introduction

Obviously there have been prevalent cases of alcohol consumption among young people in our society. Even teenager has been observed to indulge in drinking of alcohol excessively to the point of drunkenness. It has remained eminent fact that a number of factors are responsible for these cases of alcohol consumption. In Nigeria teenagers, adolescent and adults are observed to be over whelmed by the influence of alcohol and this is attributed to advertising of alcoholic products and the marketing of products deliberately and having young adult as their targeted audience. It has become conspicuous to many that the availability of designer drinks and other drinks has been pinpointed as a particularly significant development that has encouraged young people even the elderly to drink.

The manufacturers of the drinks have made it in such a way consumers are appealed to consume the drinks frequently by reducing the drinks into sachet contents. With this people can easily afford the drinks and these attract much patronage to the company. Besides these drinks

have also appealed the patronage because they are promoted with marketing messages that play on themes known to capture the attention of young consumers, but also provide alcohol-based products with varied flavors that attract inexperienced drinkers. According to Kuo, (2000) there has been researches conducted by eminent scholars' on the roles played by advertising in priming young people to drink who have created much concern in the mind of many people and this has made clear what is known about the nature of young people's alcohol consumption habits. A number of large-scale national and international surveys have been carried out in the past 25 years that have attempted to map the prevalence of alcohol consumption and the frequency and nature of that consumption among young drinkers. It is important to understand the scale of this behavior and the problematic manifestations of it. Thompson (2008) has also indicated that while positive links between advertising expenditure and aggregate consumption of alcohol can be found, such links exist only for specific categories of alcohol (e.g., beer and spirits but not wine). Furthermore, any increase in consumption of one type of alcohol can sometimes have an impact of levels of consumption of another type.

Statement of the problem

Over the years there has been an increase in the publicity of alcohol in our media, such as television, radio, billboards, etc to the public which has increased the number of its consumption by the public. In regard to that, people take it to appeal themselves not minding the health risk attached. Most of the time, its publicity has made so many people to test it because it's new, rebranded or well packaged, but its risk is still the same. It is quite pathetic our youth take it to feel among and for pleasures these make its usage always abused by the youth.

Most times, this drinks are the same but different brands which is an exhortation to the general public , because they are being sold at difference prices though the same thing. Publicity of alcohol has made so many people to engage in the business of selling the product which is not helping the health of the consumers. Fake brands have overwhelmed our society and this is even more risky to the health. It is also a thing of great concern that though different researchers have written much about the advertisement of alcohol to the public, the gap is still yet to be filled when it comes to its awareness risk and of course on health of the consumers. It is on this ground this study is carried out to assess the influence of advertisement and alcoholic drink consumption and health implication in Akwa Ibom State.

Objectives of the study

The main objective of this work is to examine the influence of advertisement and alcoholic drink consumption in Akwa Ibom State, while specific objectives are as follows:

1. To determine the extent of advertising of alcoholic drinks in Akwa Ibom State.
2. To find out different mediums of advertizing of alcoholic drinks in Akwa Ibom State

Research questions

The following research questions will be answered:

1. What is the extent of advertising of alcoholic drinks in Akwa Ibom State?
2. What are the different mediums of advertizing of alcoholic drinks in Akwa Ibom State?

Hypotheses

The following null hypotheses will be tested:

1. There is no significant effect of advertizing on the level of alcoholic drink consumption in Akwa Ibom State.
2. There is no significant influence of the consumption of alcoholic drink due to advertizing on health of the consumers.

Literature Review

Medium of alcoholic advertising and consumption

Many commentators suggest that effective alcohol campaigns only increase a producer's market share and also brand loyalty. Jernigan D. (2006). Whether young people are directly targeted by alcohol advertisers or not they are exposed to alcohol advertising on television, in print media, and on radio. In fact, 45% of the commercials that young people view each year are advertisements for alcohol. A first question to be answered through rigorous research, therefore, is whether alcohol advertising does have an impact on alcohol consumption amongst young people. (Kotler, Wong & Saunders, 2005). Smith & Foxcroft, (2009), identified the various medium advertising alcoholic drink as being the major reasons why most young and old people get involve in the consumption of alcoholic, he also listed out those medium as being:

Television

A recent content analysis of primetime television from the 1998-1999 seasons, for example, indicates that 71 percent of all programming depicted alcohol use and 77 percent contained some reference to alcohol (Christensen, Henriksen, and Roberts, 2000).

Music and music videos

An analysis of music that is popular with youth found that 17% of lyrics across all of the genres contained references to alcohol (Roberts et al. 1999). A similar pattern is found for music videos. DuRant et al. (1997) found that rap music videos contained the highest percentage of depictions of alcohol use, whereas rhythm and blues videos showed the least alcohol use. Additionally, alcohol use was found in a higher proportion of music videos that had any sexual content than in videos that had no sexual content.

Films

Content analyses indicate that alcohol is shown or consumed in most films. Thus, 92% (185) of the 200 most popular US movies for 1996–1997 contained images of drinking (Roberts et al. 1999). Surprisingly, an analysis of children's animated feature films found that 47% of them depicted alcohol or drinking (Thompson and Yokota, 2001).

Paid placements

Media placement decisions are the result of extensive market research and the use of standard market research databases to assess the demographic profiles of the audiences for various media

vehicles, as well as the effectiveness of such vehicles in delivering target audiences to firms interested in placing advertising in them (Jernigan and O'Hara 2005).

Internet

The Center for Media Education (quoted in Grube and Waiters (2005) found that commercial alcohol web sites are easily accessible to youth, and are often accessed from search engines through non-related key word searches for games, entertainment, music, contests, and free screensavers.

Grass roots and viral

Grass-roots level marketing has also increased during the 1990s through the use of technologies such as the Internet, the adoption of racial, ethnic, and other holidays and celebrations and the expansion of sponsorship from sporting events to popular music concerts as alcohol marketing opportunities (McBride and Mosher 1985:143). Viral marketing techniques are also popular to encourage users to bring their friends to Internet sites, including features that permit users to send e-mail and mobile phone text messages to friends (Cooke et al. 2002). Little research has been done to date on the impact of such marketing on young people.

Sports sponsorship

Commercial sponsorship has expanded greatly since the 1980's, led by the tobacco industry, but with the alcohol industry in second place (Cooke et al. 2002). As a result, alcohol sponsorship has become common across Europe in all the key areas of youth culture: music, sport, dance, film and television.

Effect of advertising on the level of alcoholic drink consumption

According to Smart, (2006), alcohol advertising is the promotion of alcoholic beverages by alcohol producers through a variety of media. Along with tobacco advertising, it is one of the most highly regulated forms of marketing. Some or all forms of alcohol advertising is banned in some countries. Scientific research, health agencies and universities have, over decades, been able to demonstrate a correlation between alcohol beverage advertising and alcohol consumption, (Nelson, 2007. However, it has not been proven that alcohol advertising causes higher consumption rather than merely reflecting greater public demand. (Nelson, 2007).

According to Makela, Rossow, Tryggvesson, (2002), the higher the rate of alcoholic advertising the higher the rate of consumption, most people get addicted the alcoholic consumption through various means to which the product is been advertised. When this product is advertised there is no negative effect displayed in the adverted, so by so doing the viewers and those witnessing the advert sees the product as something good for fun having. The aim of our systematic review was to evaluate the likelihood that exposure to alcohol advertising, marketing and portrayal of alcohol increases self-reported alcohol use in young people.

Health implication of the consumption of alcoholic drink

Over the years, scientists have documented the effects of alcohol on many of the body's organ systems and its role in the development of a variety of medical problems, including cardiovascular diseases, liver cirrhosis, and fetal abnormalities. Alcohol use and abuse also contribute to injuries, automobile collisions, and violence. Alcohol can markedly affect worker

productivity and absenteeism, family interactions, and school performance, and it can kill, directly or indirectly. Harmful use of alcohol is one of the main factors contributing to premature deaths and disability and has a major impact on public health. The harmful use of alcohol encompasses several aspects of drinking such as the volume of alcohol drunk over time; the pattern of drinking that includes occasional or regular drinking to intoxication; the drinking context if it increases the public health risks; and the quality or contamination of alcoholic beverages. Alcohol can damage nearly every organ and system in the body. Its use contributes to more than 60 diseases and conditions. In 2002, the harmful use of alcohol was estimated to cause about 2.3 million premature deaths worldwide (3.7% of global deaths). It is the fifth leading contributor to the global disease burden. According to Thomsen & Rekve (2006) alcohol consumption has been identified as the leading cause of liver cirrhosis, and liver cirrhosis accounts for 10 percent of the total disease burden attributable to harmful use of alcohol. Studies consistently show alcohol increases the risk of cancer and 20 percent of all alcohol-related deaths are due to cancer. Cancers of the mouth, or pharynx, esophagus, colorectal, liver and breast are all causally related to alcohol, (Casswell, 2004).

METHOD

Research Design

An Expost-Facto design was used for this study. As far as this design is concerned, the researcher cannot manipulate the effect on the dependent variable but just obtain the effect already existing in the natural course of events.

Area of the Study

The research area for this study was Akwa Ibom State.

Population of the Study

The population of this study comprised all consumers of alcohol in Akwa Ibom State. Others are distributors, family members of the drunken persons, owners of drinking parlor and medical practitioners. They are 2,003 in number.

Sample and Sampling Techniques

A stratified random sampling technique was used to draw the 200 respondents derived from 3 distributors, 120 family members of the drunken persons, 37 owners of drinking parlor and 30 medical practitioners from the study area.

Instrumentation

The main instrument used in this study was questionnaire titled “ADVERTISEMENT AND ALCOHOLIC DRINK CONSUMPTION QUESTIONNAIRE” (AADCQ). The questionnaire was made up two sections, sections A and section B. Section A was used to collect information on personal data of the respondents while section B of the questionnaire was made up of four variables such as extent of advertising, effect of advertising, alcoholic drink consumption and health of the consumers.

Validation of the Instrument

The instrument passed through face and content validated by the experts in test and measurement.

Reliability of the Instrument:

Cronbach Alpha technique was used to determine the level of reliability of the instrument. In the trial test, a total of 30 respondents who did not form part of the main study were randomly selected from one of the state in Akwa Ibom State and the instrument administered on them. The reliability coefficient obtained was 0.85 and this was high enough to justify the use of the instrument.

Procedure for Collecting Data

A letter of introduction was written by the researcher. This letter was to introduce the researcher to the respondent for understanding and assistance. The questionnaire were issued and retrieved 3 days latter from each respondent. The exercise took about two weeks.

Method of Data Analysis

The researcher subjected the data generated for this study to appropriate statistical techniques such as descriptive analysis and Regression Analysis. The test for significance was done at 0.05 alpha levels.

Results and Discussions

Research Question One

The research question sought to determine the extent of advertising of alcoholic drinks in Akwa Ibom State. To answer the research question, descriptive analysis was performed on the data (see table 1)

Table 1

Descriptive analysis of the extent of advertising of alcoholic drinks in Akwa Ibom State

Variable	N Mean	Observed Mean	Expected	Remarks
Advertising of alcoholic Drinks	200	16.96	12.5	High Extent

From the table, the observed mean of the extent of advertising of alcoholic drinks in Akwa Ibom State (16.96) was higher than the expected mean value (12.5), meaning that there is high level of advertisement of alcohol in Akwa Ibom State.

Research Question Two

The research question sought to find out different mediums of advertising of alcoholic drinks in Akwa Ibom State. To answer the research question, descriptive analysis was performed on the data (see table 2).

Table 2
Descriptive analysis of different mediums of advertising of alcoholic drinks in Akwa Ibom State.

Mediums	Freq	%
Bill Board	47	23.5
Newspaper	21	10.5
Posters/Handbills	10	5.0*
Radio	74	37.0**
TV	48	24.0
Total	200	100%

** The highest percentage frequency

* The least percentage frequency

From the table it was observed that the highest percentage of advertising medium was the radio advertising (37.0%), seconded by the television advertising (24.0%). Meanwhile, the third advertising medium on the list was bill board advertising (23.5%), this was followed by newspaper advertising (10.5%). While the least advertising medium observed with the lowest percentage was posters/handbills.

Hypothesis one

The null hypothesis states that there is no significant effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State. In order to test the hypothesis regression analysis was performed on the data, (See table 3).

TABLE 3
Regression of the effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State.

R	R-Square	Adjusted R-Square	F	Sig.
0.91	0.83	0.83	961.29	.000 ^b

***Significant at 0.05 level; df= 198; N= 200; critical R-value = 0.139**

The above calculated R-value (0.91) was greater than the critical R-value of (0.139) at 0.05 alpha levels with 198 degree of freedom, meaning that the strength of the effect of the independent variable (advertising), being linear in nature, is very strong and positive. R-square value, the coefficient of determination (0.83), being the squared value of the correlation coefficient predicts (83%) of the effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State. The rate of percentage is highly positive and therefore implies that there is effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State. Besides, the Adjusted R-square of 0.83 depicts 83% level of effect of the explanatory variable on the level of alcoholic drink consumption in Akwa Ibom State. The table also presents the calculated F-value as (961.29) and the computer critical f-value as (000). Being that the computer critical f-value (000) is below the probability level of 0.05, the result therefore means that there is significant effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State. The result was in agreement with the research findings of Nelson, (2007), who stated that alcohol advertising causes higher consumption rather than merely reflecting greater public demand. The

significance of the result caused the null hypotheses to be rejected while the alternative one was accepted

Hypothesis Two

The null hypothesis states that there is no significant influence of the consumption of alcoholic drink due to advertising on health implication. In order to test the hypothesis regression analysis was performed on the data, (See table 4).

TABLE 4
Regression of the influence of the consumption of alcoholic drink due to advertising on health implication.

Model	R	R-Square	Adjusted R-Square	F	Sig.
1	0.84	0.71	0.70	475.43	.000 ^b

***Significant at 0.05 level; df= 198; N= 200; critical R-value = 0.139**

The above calculated R-value (0.84) was greater than the critical R-value of (0.139) at 0.05 alpha level with 198 degree of freedom, meaning that the strength of the influence of the independent variable (consumption of alcoholic drink due to advertising), being linear in nature, is very strong and positive. R-square value, the coefficient of determination (0.71), being the squared value of the correlation coefficient predicts (71%) of the influence of the consumption of alcoholic drink due to advertising on health implication. The rate of percentage is highly positive and therefore implies that there is influence of the consumption of alcoholic drink due to advertising on health implication. Besides, the Adjusted R-square of 0.70 depicts 70% level of the influence of the explanatory variable on health implication. The table also presents the calculated F-value as (475.43) and the computer critical f-value as (000). Being that the computer critical f-value (000) is below the probability level of 0.05, the result therefore means that there is significant influence of the consumption of alcoholic drink due to advertising on health implication. The result was in agreement with the research findings of Thomsen & Rekke (2006) who stated that alcohol consumption has been identified as the leading cause of liver cirrhosis, and liver cirrhosis accounts for 10 percent of the total disease burden attributable to harmful use of alcohol. The significance of the result caused the null hypotheses to be rejected while the alternative one was accepted

Conclusions

Based on the findings of the research work, the following conclusions are deemed necessary:

1. There is high extent of advertising of alcoholic drinks in Akwa Ibom State.
2. There are various mediums of advertising of alcoholic drinks in Akwa Ibom State
3. There is significant effect of advertising on the level of alcoholic drink consumption in Akwa Ibom State

- 4 There is significant influence of the consumption of alcoholic drink due to advertising on health implication.

Recommendation

Based on the findings of the work the following recommendations are deemed necessary:

1. Since excessive usage of alcohol is risky to one's health, the consumers should be able to moderate in its intake if there is a reason to take it at all.
2. Advertising of alcohol should be prohibited so that its intake should be based on choice not on persuasions.
3. Its intake should be on refreshment or on occasions not based on habitual purpose because this can be addictive.
4. Government should create a wide range of information and publicity about the risk factors of taking alcohol, thus balancing the equation of advertising its intake.
5. If at all alcohol must be taken, its intake must be limited to a certain age.

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