



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**AN INVESTIGATION OF THE BANNING OF ALCOHOLIC BEVERAGES
ADVERTISEMENT ON PUBLIC MEDIA AND ITS IMPLICATION ON THE INDUSTRY**

BY
HANNA AMSALU

JUNE, 2020
ADDIS ABABA, ETHIOPIA.

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**A THESIS SUBMITTED TO DEPARTMENT OF BUSINESS ADMINISTRATION IN
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ADVISOR:

TIRUNEH LEGESSE (Assistant Professor)

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HANNA AMSALU

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies

Signature

Advisor

Signature

External Examiner

Signature

Internal Examiner

Signature

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List of Acronyms

AD- advertisement

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Abstract

The main objective of this research was to investigate the new law that bans the advertisement of alcoholic beverages on public media. The new law has its own positive side to the society and negative side to the business. This research tries to see those things from the side of businesses. Advertisement is one way companies use to create brand awareness on the mind of their consumers and also a way to increase their sales volume. So, the law will affect the business in different ways. Descriptive research method was used. Main source of data was primary which was collected through interview and questionnaire, plus secondary source of data which was obtained by referring different types of documents. The data which was collected has been analyzed using SPSS and presented using table. The government proclaimed the law in order to protect the society, the companies are totally not happy with the new law and think that the new law needs some change and modification, though the government has banned public advertisement companies are finding new ways to advertise their products and finally the new law is impacting the companies in a negative way. Because of the new law the sales volume of the company has been decreased. After the major finding the following points were recommended, first the government should make some modification in order to make the benefit for the society and the business, second companies have to find other ways like car printing, indoor advertising and have to make social media the major way of advertising their product.

Key words: Advertisement, Ban and Alcohol

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The purpose of this study is to explore the new Ethiopian law that prohibits the public advertisement of alcoholic beverages and the way the companies are managing to handle their marketing in relation to the new law. This chapter presents the background, purpose, statement of the problem, research questions, significance and organization of the study.

Alcohol advertisement would be a public health problem if it increases alcohol abuse. The effect of advertising on alcohol consumption are controversial, and research on the subject has produced different results. Some research say that advertisement has a direct relation on the consumption and some of them has found that there has no effect on the consumption of alcohol. When it comes to the alcohol industry they believe that alcohol advertise does not affect the consumption of the customer's, rather it affects their brand choice. On the other hand, the public health advocates assert that advertisement has a direct effect on the consumption . The alcoholic beverage industry spends a lot of money for media advertisement. The increase in the advertisement increase the alcohol consumption which results in an alcohol abuse and alcoholism. Because of the alcohol abuse lots of accidents occur which produce negative impact on the society (Saffer 1996).

The supporters of advertising restrictions and bans generally believe in what students of advertising call the strong theory of advertising popularized by Vance Packard's 1956 book *The Hidden Persuader*. Packard and his contemporary adherents believe that advertising changes people's attitudes through manipulative psychological techniques and because of this changing their buying behavior. This means that advertising is capable not only of increasing the sale of individual brands but of entire product categories (John 2004).

In order to protect the society especially the youths government prohibits the advertisement of alcoholic beverages. According to Saffer (1996). Alcohol advertisement ban usually eliminates alcohol advertisement from all or some media. Theoretically an advertising ban will decrease

consumption. The effectiveness of the ban increases whenever the media that the advertisement are banned increases.

When it comes to Ethiopia the alcohol beverage industry uses four major medias in order to advertise their products, which are television, radio, newspaper and magazines. The most advertised alcoholic drinks are beers which are then followed by wine. The advertisements which were seen in the media are described as long, unprofessional, overly dramatized and most importantly it lacks audience segmentation. The advertisements that were seen at the recent time were very unethical plus it targets the youths mostly. Alcohol commercials are unscientific and biased always hiding the side effects of alcohol (Henok and Yemane 2012).

Based on the assumption that the advertisement has been targeting the youth and increased side effect of alcohol, the Ethiopian government has banned the advertisement of alcohol as stated “ advertising any alcoholic drink through board is prohibited” (Federal Negarit Gazeta 2019, p_11152).The main purpose of the ban as it was stated by the health minister Aman is introducing a health way of life for the society.

Even though the banning of alcohol advertisement is not new in the world it is new in Ethiopia. And the researches done on the idea have different results. The present study, therefore, is intended to explore the implementation of the new proclamation that bans public advertisement of alcoholic beverages and how the Ethiopian beverage companies especially the brewer companies are reacting to the law that have been proclaimed.

BGI Ethiopia PLC has been operating in Ethiopia since 1998 and engaged in the production and distribution of beer, wine and beverages. BGI owns five breweries including the iconic St. George Brewery in Addis Ababa, the Kombolcha Brewery, the Hawassa Brewery, Zebidar Brewery and Machew Northern Brewery with a combined production capacity of 3.6 million Hectoliters of beer (bottle and Draft) annually.

Meta Abo Brewery S.C, established in 1967, is one of Ethiopia’s leading beer markets. The Brewery was purchased in 20132 by Diageo, the world leading premium drinks business, which operates in 180 markets and territories globally. In addition to Meta’s flagship Ethiopian brands, Meta and Meta Premium

1.2 Statement of the Problem

The main aim of alcohol advertisement by the industry is increasing their sales volume and being competitive in the industry. Bearing this in mind many researches which were done on this show the matter is controversial. According to Daniel and Patience (2015) the advertisement of beer has a significant relationship between advertising and sales volume. When it come to the other side researchers like (Jon 2001) concluded that there is no significant relationship between advertisement and consumption. This means that there is no consensus about the banning of alcohol advertisement and its outcomes that some researches indicate the banning of alcoholic advertisement has no effect on the consumption and others say it has a direct effect.

The banning of alcoholic advertisement is a new proclamation in Ethiopia which was imposed by the government in May 2019 (Reporter Newspaper). It prohibits the advertisement of alcoholic drink on the medias which the government can control. From observation the law is being strictly implemented. The advertisement of alcoholic drink has been completely out of the media. Even sponsorship by alcoholic beverage industry has been prohibited. (FEDERAL NEGARIT GAZETA, 2019).

On the other hand, the banning of the advertisement of alcoholic beverages on public media could be a challenge to the beverage industry. The new law may affect the sales of the alcoholic products which can lower the financial performance of these companies. The question therefore is how the companies are dealing with the new law in relation to their marketing strategies. This business regulation needs systematic investigation. The purpose of this study, therefore, is to investigate the banning of alcoholic beverage on public media on business practices of the industry. The study aims at exploring the nature of the law that prohibits alcoholic advertisement, the reaction of the beverage industry to the law, possible impact of the law on the performance of the industry, and the alternative strategies the business are utilizing to promote their product.

1.3 Research Question

The study aims to answer the following research questions:

1. What is the nature of the law that prohibits the advertisement of alcoholic beverages on public media?
2. How are the beverage companies reacting to the law prohibiting the advertisement of alcoholic beverage on public media?
3. Are there impacts of the banning of alcoholic beverage advertisement on public media on the financial performance of the beverage industry?
4. How are the beverage industries coping with the impact of banning alcoholic beverages on public media to promote their products?

1.4 Objective of the study

1.4.1 General objective

The present study that explores the banning of alcoholic beverages on public media is carried out to achieve the general objective of investigating the banning of alcoholic beverages on the public media and its implication on business practice of the industry.

1.4.2 Specific objective

This study is conducted to achieve the following specific objectives of the study:

1. To assess the nature of the law that prohibits the advertisement of alcoholic beverage on public media
2. To know how the beverage companies are reacting to the law prohibiting the advertisement of alcoholic beverage on public media
3. To assess the impact of the banning of alcoholic beverage advertisement on public media on the financial performance of the beverage industries.
4. To assess the mechanisms the beverage industries are using to cop up with the impact of banning alcoholic beverage on public media

1.5 Significance of the Study

This study is significant to know more about the new law of banning alcohol advertisement on public media. Specifically, the study provided some solutions to beverage companies the strategies that they can employ to cope with the constraints of the new law that bans the public advertisement of alcoholic beverages. The study can also be a source of ideas for government bodies that would follow up on the impact and implementation of the new law. The present study can contribute to the practices and studies of marketing strategies that can be used by beverage companies. Concerned government authorities may also use the findings of the study to review the law for policy considerations. The study can also be a reference for further studies in the area.

1.6 Scope of the Study

The scope of this study is limited to investigate the banning of alcoholic beverages advertisement on public media and its implication on the industry. Even though the alcoholic beverage companies are many this research will only focus on the beer industry which are found in Addis Ababa. This factory are Heineken beer factory and Meta Beer factory. The research gave much focus on the time in which the banning started and the previous months without the banning since May 2018. This study examined the nature of the law that prohibits public advertisement of alcoholic beverages specifically in terms of its impact on sales, marketing strategies and the company's reactions to the new law.

1.7 Organization of the Study

Organization of the Paper This paper is organized into five sections. The first chapter give emphasis on the background of the study, statement of the problem, objectives of the study, research questions, scope, significance and limitations of the study. On the other hand, chapter two deals with review of related literature and the third chapter is about the methodology used for data collection, compilation and analysis. Discussion and analysis of the data and its interpretation is presented in chapter four. The last chapter summarizes the findings of the study and provides conclusion and recommendations.

CHAPTER TWO

THE REVIEW OF THE LITERATURE

2.1 Introduction

The purpose of this study is exploring the new Ethiopian proclamation that prohibits the public advertisement of alcoholic beverages on media and the reaction of the beverage companies to the law and how they are coping with the marketing challenges. This chapter presents the literature review in relation to alcohol beverages advertisement and banning of such practices that are relevant to the study.

2.2 Definition of Advertising

In marketing management, promotion is one element of the marketing mix, the other being product, place, and price. Advertising is a sub category of the promotional mix, along with other forms of promotional communication, including: public relations, personal selling, corporate communication, direct mail and other direct marketing techniques ; sales promotion ;exhibitions ;and internet communication. Advertising it self is often broken down into further sub categories based on the communication channel: print media; broadcast media; (TV, radio, cinema); outdoor (also called out of Home); and sales promotion. These media categories subsume a large number of promotional techniques. For example, sales promotion can refer to anything from brand logos printed on balloon and pen to in-store demonstration or two-for one package offers. The category of print media might refer to mass media such as national new paper or magazines, or to an in-house publication and even direct mail campaign. Promotional categories do not always have precise and agreed definitions, and in practice they overlap each other.

Media audiences now access more channels than ever before, and in different proportions. Newspaper and televisions still retain their pack in the advertising scene, but they have given up a lot of and mobile communication. In response, brand clients want promotional campaign to be integrated across media channel and across promotional sub categories. Advertising can sometimes be distinguished by genre elements that set it apart from mediated communication (Hackley 2010).

2.3 Purpose of Advertising

Advertising is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers (Hill 2017).

2.4 Theories of Effect of Advertising

For obvious reasons, we can use the phrase "the Strong Theory" to describe advertising as it is illustrated by the six quotations in the previous section. The implications of this theory can be summarized along the following lines:(John 1990)

- Advertising increases people's knowledge and changes people's attitudes; as a result, it is capable of persuading people who had not formerly bought a brand to buy it, at first once and then repeatedly.
- Advertising is a prime mover in the capitalist system and acts as a driving force for the engine of demand.
- Advertising is capable of increasing sales not only of brands but also of complete product categories (e.g., cigarettes).
- Advertising is often able to manipulate the consumer by the use of psychological techniques that destroy the consumer's defenses; in some cases, these techniques are not even perceptible to the conscious mind.
- If advertisers are to be successful, their strategic posture must generally be attacking and aggressive- they should "sell hard" and increase advertising pressure with the expectation that sales and profits will rise as a direct consequence; as a rule, repetition pays.
- In general, consumers are apathetic and rather stupid. It is not too extreme an extrapolation of these points to conclude that advertising deserves (depending on one's point of view) the most exalted praise for its contribution to the benefits of the capitalist system, or the most trenchant condemnation

for its contribution to capitalist evils. According to the Strong Theory, advertising plays a central role in the economic system of a country like the United States.

As I have pointed out, the Strong Theory is the theory of advertising that receives the widest support, although I believe it is accepted more by default than by active endorsement. Observers of advertising, strangely enough, do not dwell much on how advertising works (which is why we have learned so little that is reliable). When they do so, they are mostly just inclined to accept advertising as a powerful force because they have never contemplated any alternative.

There is, however, another theory that has been articulated in Europe and developed with increasing confidence and persuasiveness over the course of the last three decades, and that is strongly rooted in empiricism. According to the Weak Theory, advertising has the following characteristics: (John 1990)

- It is capable of increasing people's knowledge. But consumers are not very interested in viewing, hearing, or reading advertisements; most people who do watch are users of the brand advertised (a phenomenon associated with selective perception). These advertisement watchers already know the characteristics of the advertised brand. Therefore, despite its ability to transmit information, the amount actually communicated is limited.
- Advertising is not strong enough to convert people whose beliefs are different from what is claimed in the advertisement. Advertising is generally not capable of overcoming resistant attitudes. The difficulty that advertising faces is twofold. First, an advertising argument is constricted: to thirty seconds-sixty words-for most television commercials. Second, and even more important, people easily switch off their mental engagement (again through selective perception). Without enticing the audience, advertising cannot communicate. Without an interested audience, the advertiser will indeed find it difficult to lure and seduce, let alone browbeat.
- Most advertising is employed defensively; it is not used actively to increase sales by bringing new users to the brand advertised. It more commonly serves to retain existing users and sometimes to increase the frequency with which they buy the brand. These people are already fairly well disposed toward it (because they buy it), and advertising merely reinforces this preference. The high cost of advertising is paid reluctantly, but paid nevertheless from fear of

the consequences if the advertiser were to stop or seriously reduce it. Achieving continuous business from existing customers is a lucrative marketing strategy for many brands, particularly large ones, which have an extensive user base. Advertising is a driving force for continuity rather than for change. -Advertising that attempts to operate in an opposite direction to existing psychological and behavioral tendencies is, in effect, attempting to fight human nature. Such advertising will not be effective, and a devastating waste of resources will result.

- Members of the public commonly claim to be uninfluenced by advertising. Why should we assume that they are always telling lies? Most practitioners and ex-practitioners, including myself, are only too conscious of the difficulty of persuading the public to do anything at all. -In general, consumers are apathetic and rather intelligent (John 1990).

2.5 Alcohol Advertising and Alcohol Use

One of the main aims of commercial advertising is to encourage the consumer to use and purchase promoted products. In their extensive 2009 review of the effectiveness and cost-effectiveness of alcohol policies and programmes, Anderson, Chisholm and Fuhr report that alcohol is increasingly marketed using 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, and via podcasts and mobile telephones (Anderson 2009). Alcohol marketing campaigns have recently targeted social networking sites such as Facebook and Twitter, which are disproportionately used by young people (Hastings 2013). In a systematic review of 13 longitudinal studies of 38,000 young people, Anderson et al found that longitudinal studies consistently suggest that there is an association between exposure to media/commercial communications and alcohol and adolescents starting to drink alcohol, and with increased drinking among baseline drinkers (Anderson 2009a). In another systematic review of seven cohort studies of young people, Smith and Foxcroft suggest 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 may be limited by the potential influence of residual or unmeasured confounding in the included studies (Smith 2009). Snyder et al, in their longitudinal investigation, found empirical evidence to suggest that exposure to advertising has direct measurable effects on both drink initiation and consumption levels (Snyder 2006).

In their 2008 independent review of the effects of alcohol pricing and promotion for the UK Department of Health, Booth and colleagues identify the methodological complexity of linking advertising to consumption (Booth 2008). Cross-sectional studies will fail to meet the causality criteria of temporality (the intervention predates the effect), and cohort studies and time series analyses may be prone to confounding unless adequately controlled. In addition, they point out that subpopulations such as problem drinkers are likely to be under-represented in general population aggregated data, which are primarily used in national or state-level studies. Despite these methodological limitations, they conclude that there is evidence for an effect of alcohol advertising on underage drinkers and that exposure to television, music videos and billboards that contain alcohol advertising predict the onset of youth drinking and increased drinking (Booth 2008).

2.6 Alcohol Ban

According to Webster (2016) a ban can be simply defined as a prohibition by legal means. The prohibition includes the use, performance or distribution of an item governed by a legal entity. Furthermore, a restriction is defined as a law or rule that controls or limits the use of an item (Webster, 2016). A reduction in or restriction or banning of advertising of alcohol and related products via any format including advertising in the press, on the television, radio, or internet, or via billboards, social media or product placement in films. The broad definition of advertising recommended by the WHO, which defines marketing (with emphasis on its persuasive impact) as: “any form of commercial communication or message that is designed to increase, or has the effect of increasing, the recognition, appeal and/or consumption of particular products and services. It could comprise anything that acts to advertise or otherwise promote a product or service” (WHO 2010, page 15). Hence, a restriction on advertising may include restricting responsible drinking campaigns led by the alcohol industry and the marketing of positive associations between industry and socially responsible initiatives (Seigfried et al 2014).

2.7 Advertising Bans and the Substitutability of Online and Offline Adverts

According to Goldfarb and Tucker (2011) the rise of internet in the recent years has influenced the effectiveness of government regulations in terms of alcohol advertisement. The study showed that

people are 8 percent less likely to purchase alcoholic beverages in countries or states where a ban on alcohol advertisement is enforced compared to countries where no restrictions are enforced (Goldfarb & Tucker, 2011). However, the consumers that are exposed to online advertisements are more likely to state that they would buy alcohol in countries where there is a restriction on alcoholic advertisement.

Online advertising can be used as an alternative method to create awareness for new products in countries that have various restrictions on alcohol advertisement specifically on offline platforms such as television and billboards (Goldfarb & Tucker, 2011). Therefore, Goldfarb and Tucker (2011) suggest that online advertising reduces the effectiveness of alcohol advertisement bans significantly and governments should evaluate alternative online and offline methods in order to control the alcohol consumption in the various countries.

2.8 Types of outcome resulted from ban:

Primary outcomes

1. Reduction in alcohol consumption

Secondary outcomes

1. Delayed age of initiation of alcohol use
2. Reduction in rate of reported risk behavior
3. Reduction in alcohol-related injuries or accidents
4. Reduction in individual spending on alcohol

Adverse effects

1. Loss of revenue from alcohol industry
2. Loss of advertising revenue
3. Reduction in GDP attributable to alcohol sales
4. Loss of employment from alcohol industry

5. Reduction in taxes generated (Siegfried et al 2014).

2.9 Description of Alcohol Use

Alcohol is estimated to be the fifth leading risk factor for global disability-adjusted life years for all ages and sexes (Lim 2012). This estimate has increased by 32% from 1990 to 2010 (Lim 2012). For people aged 15 to 49 years, alcohol is the leading risk factor for DALYs worldwide (Lim 2012). Over 2.7 million deaths (95% uncertainty index 2,464,575 to 3,006,459) are attributed to alcohol use linked to injury (intentional, unintentional and transport), cardiovascular disease, cirrhosis, cancer, mental and behavioural disorders, human immunodeficiency virus infection/acquired immunodeficiency syndrome, tuberculosis, and neurological disorders (Lim 2012). Alcohol affects not only the health of the drinking individual, but in pregnant women the neurotoxic effects of alcohol may cause a range of congenital defects including foetal alcohol spectrum disorders and foetal death, stillbirth, and infant and child mortality (Burd 2012). In addition to its effects on mortality and morbidity, alcohol has significant adverse social and economic effects. A 2006 review of studies estimating the global economic burden of alcohol found that alcohol accounts for 1.3% to 3.3% of total health costs, 6.4% to 14.4% of total public or demand safety costs, 0.3 to 1.4 per thousand USD of gross domestic product (GDP) for criminal damage costs, 1.0 to 1.7 per thousand USD of GDP for drink-driving costs and 2.7 to 10.9 per thousand USD of GDP for workplace costs (absenteeism, unemployment and premature mortality) (Baumberg 2006). The authors of the review caution readers to consider the methodological differences between studies and inherent design limitations, but these findings are supported by a 2009 analysis conducted in partnership with the World Health Organization (WHO). This aggregate analysis of reviews of published work found that costs associated with alcohol amounted to 1% of GDP in high-income and middle-income countries, with social harm accounting for the greater proportion of these costs, in addition to health costs (Rehm 2009). In a 2010 UK multi-criteria decision analysis to assess the relative harms of 20 drugs, harms both to the user and others were greatest for alcohol compared with all other drugs, including heroin and cocaine. Harms assessed included crime, family adversity and a decline in social cohesion within communities (Nutt 2010). In an overview of systematic reviews and quantitative meta-analyses, Rehm and colleagues evaluated the evidence for causal impact of average volume of alcohol consumption and pattern of drinking on diseases and injury, and quantified those relationships identified as causal (Rehm 2010). Their findings indicate that alcohol is causally related to many chronic and acute disease outcomes

as well as to injury. They report that there is evidence that both the average volume and specific drinking patterns are usually related to ischemic heart disease, fetal alcohol syndrome, and both intentional and unintentional injury. They postulate that episodes of heavy drinking are likely to influence additional disease outcomes but that epidemiological research to date has had a limited focus on drinking patterns.

2.10 How the Banning Will Work

Prevention strategies to reduce the quantity of alcohol consumed and the age of initiation of alcohol use include several public health interventions targeted at the general population. One such strategy is the restriction or banning of all forms of advertising of alcohol. The reduction in marketing may be voluntary and implemented by the alcohol, media or advertising industries, or mandatory and implemented by government decree. Theoretically, a restriction or banning of alcohol advertising may reduce the consumption of alcohol across the general population and may raise the age of initiation of drinking in young people. In their 2001 international comparison of bans on the broadcast advertising of alcohol in 17 Organization for Economic and Cooperation Development (OECD) countries between 1977 and 1995, Nelson and Young report that there are several theoretical models of advertising, including social learning theory, which argues that advertising contributes to normalizing perceptions of drinking in society (Nelson 2001). They also describe conflicting economic theories, with advertising either increasing or decreasing consumption because it affects both demand and the levels of prices that sellers find optimal. They warn that partial bans on advertising using specific forms of media may drive substitution towards other advertising media (Nelson 2001). In their review of policies and programmes, Anderson et al indicate that making alcohol less available and more expensive, and placing a ban on alcohol advertising are the most cost-effective ways to reduce the harm caused by alcohol (Anderson 2009a). However, little evidence is provided to support the statement on banning alcohol advertising. The authors acknowledge that in regions where alcohol marketing relies on self-regulation (rather than regulatory banning or restrictions), several studies show that these voluntary systems do not prevent marketing content directed at young people. In another study of pooled time series data from 20 countries over a 26-year period, the authors' primary conclusion was that alcohol advertising bans decrease consumption by 5% to 8% (Saffer 2002). Similarly, a cross-sectional study in the emerging market context of

Brazil found evidence of association, but not causation, between alcohol consumption and alcohol promotion (Pinsky 2010).

2.11 Goals of Alcohol Policy

The main goal of alcohol policy is to decrease social, economic and health damages, resulting from consumption of alcohol, to ensure that children and young persons with supporting growth and development environment and offer all people a safer living environment. For that purpose, the consumption of alcohol in general must be decreased, paying special attention to spheres characterised by major damages – consumption of alcohol among the young, and accidents, crime and violence, chronic diseases resulting from the consumption of alcohol. The following goals were determined for the alcohol policy:

- To reduce total alcohol use.
 - To reduce harmful use of alcohol.
 - To prevent alcohol use among young persons.
 - To ensure safe environment, reduce alcohol-related crime, social problems and health damages. •
- To develop treatment and rehabilitation services to people who have the motivation to give up alcohol (ministry of social affaires 2014).

2.12 Influence of Advertising Alcohol on Alcohol Use

Alcohol ads represent one of the many factors that influence alcohol use. The influence of alcohol ads and movies that involve alcohol use has been studied, in detail, by employing various methodologies (econometric, longitudinal and experimental studies) and by studying the results, the Science Group of the European Alcohol and Health Forum has formed the following conclusion:

- Alcohol marketing serves to enhance the possibility of minors starting to use alcohol and those already consuming increasing the used quantities.
- Econometric studies have been used to explain the influence of advertising alcohol on total consumption and it has been found that every increase of the scope of alcohol advertising by 10%

increased consumption by 0.3% (60). Although econometric studies, which attempt to link the scope of alcohol advertising and quantities of alcohol, consumed by society, are of serious interest, the conduct of such studies is complicated as the consequence of several methodological problems.

□ The impact of marketing seems as cumulative: in the markets where young person see more alcohol ads, they will use larger quantities (ministry of social affaires 2014).

2.13 The National Context:

In Ethiopia, advertising in general is believed to have begun in the 19th century, during the reign of Emperor Menelik II. At the time, advertisements used to be announced at main squares and streets using the “Negarit”, a traditional war-drum. Although media consumer advertising started sprouting during Emperor Haile Selassie time, the handful of agencies doing advertising as well as the activity itself disappeared with the fall of the monarchy and seizure of political power by the “Derg”, a military junta, in 1974. The years from the mid-1970s to the early 1990s are characterized by severe restriction on any forms of advertising; with the exception of a few government censored advertisements, consumer service advertising ceased to exist altogether. However, following the ousting of the “Derg” and the coming to power of the Ethiopian Peoples’ Revolutionary Democratic Front (EPRDF) in 1991, advertising practices began to flourish once again (10). Nonetheless, this new era of deregulation and unchecked liberalization, heralded an unprecedented expansion of product advertising, including alcoholic beverages in the media, without developing socially responsible practices. The main deterrents of progress were lack of distinct government authority fully responsible for advertising, absence of a comprehensive advertising regulation and underdevelopment of the sector itself. For example, over the years, the authority dealing with advertising changed several times; from the Ministry of Information to a private marketing company and back to the same ministry. However, it could be boldly argued, that since the mid 1990s, no clear forms of advertising regulation seemed to exist in Ethiopia. Perhaps not surprisingly, this in turn has resulted in the various media taking liberties with advertising. Fortunately, the need for regulation was recognized in the year 2010. The Ethiopian Broadcast Authority (EBA) took the initiative to restructure advertising for general merchandise including regulations governing alcohol advertising and sponsorship in the media. With regard to its control, since the advertising industry in Ethiopia is still in its embryonic stages; there are neither seasoned professionals in the field nor such a

professional association, to establish a self-regulatory mechanism will be problematic. Further, organizing an independent institution for the purpose creates burden on the nation. Based on experiences gleaned from some countries and in view of the tangible situation, the preferred approach would be for the EBA to take charge of advertising along with its existing jurisdiction of controlling media services. If the task is undertaken by an organization already working on issues closely related to advertising, and therefore experienced at that, would ensure better execution than if it had by other institutions. The whole rationale for regulations governing alcohol advertising revolve around avoiding messages that could be seen as encouraging excessive consumption, claiming health/therapeutic properties, social and sexual success, and remaining conscious at all times, of the age of characters depicted in advertisements and avoiding messages appealing to and aimed at minor (Drig and Hope 2001).

Television was mentioned as the primary media for alcohol advertising, followed by radio, newspapers and magazines. Local beer brands are the most widely advertised followed by wine. Advertising for strong alcoholic drinks (e.g., spirits) were not observed by the participants. Alcohol ads were described as lengthy, unprofessional, overly dramatized, lacking audience segmentation and specification and largely unethical. Television does not consider composition of audiences in airing alcohol advertising. Alcohol is portrayed as boosting success in business, a sign of modernity and indispensable for successful social and cultural events. In addition, advertisements are aired during televised sporting, musical and other events where even the very young make up the audiences (Henok and Yeman 2012).

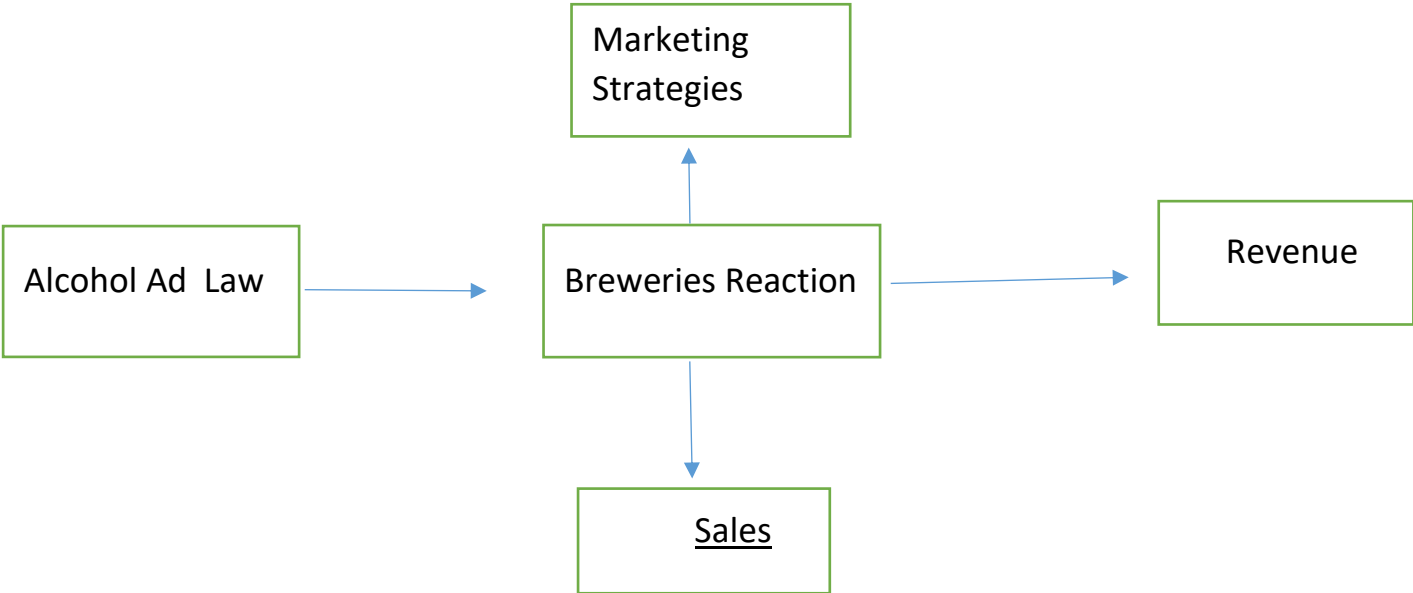
2.14 Laws on Alcoholic Drinks in Ethiopia

Before the total ban on alcohol advertisement of alcoholic drink which is stated as follow “advertising any alcoholic drink through board is prohibited” (Federal Negarit Gazeta 2019, p_11152) there was some other laws related to alcohol, although their practicability remains questionable. For example; their sale to children is prohibited in Ethiopia. Some alcohol outlets state ‘no sale’ for underage children, but do not demand proof of age identification before selling. Thus, under the circumstances in Ethiopia, children as young as 7 and 10 years of age can purchase alcoholic drinks with no one stopping them. In addition, the law states that driving is prohibited if intoxicated. However, its

implementation is grossly ignored to the extent that some members of law enforcement bodies appear to be completely oblivious to its existence (Henok and Yeman 2012).

2.15 Conceptual Framework

The present study is based on the assumptions that the new Ethiopian law that prohibits the public advertisement of alcoholic beverages will have some form of impact on the way beverage companies do their business in the areas of marketing and sales. The study examines the way the companies are responding to the new law in the form of their reactions, and if the new law is influencing the way the companies market their products and whether the new law is having any impact on their sales and revenues.



2.16 Empirical Review

In a systematic review of 13 longitudinal studies of 38,000 young people in a method of searching MEDLINE, the Cochrane Library, Sociological Abstracts, and Psyc LIT, from 1990 to September 2008, supplemented with searches of Google scholar, hand searches of key journals and reference lists of identified papers and key publications for more recent publications, they selected longitudinal

studies that assessed individuals' exposure to commercial communications and media and alcohol drinking behavior at baseline, and assessed alcohol drinking behavior at follow-up. Anderson et al found that longitudinal studies consistently suggest that there is an association between exposure to media/ commercial communications and alcohol and adolescents starting to drink alcohol, and with increased drinking among baseline drinkers (Anderson 2009a).

The effects of restrictions of alcohol advertisements in Manitoba, Canada and in the United States are examined using statistical data on alcohol consumption. The relationships between consumption and alcoholism rates for the U.S. and advertising regulations were very weak and not statistically significant. Subsequent to a restriction on beer advertising in Manitoba, beer consumption in that province rose at a similar rate as in a control province of Alberta. It is considered unlikely that restrictions on advertising will reduce consumption (Ogborne 1980).

In a systematic way of researching the Cochrane Drugs and Alcohol Group Specialized Register and five alcohol and marketing databases in October 2013. They also searched seven conference databases. To evaluate the benefits, harms and costs of restricting or banning the advertising of alcohol, via any format, compared with no restrictions or counter-advertising, on alcohol consumption in adults and adolescents. They concluded that There is a lack of robust evidence for or against recommending the implementation of alcohol advertising restrictions. Advertising restrictions should be implemented within a high-quality, well-monitored research program to ensure the evaluation over time of all relevant outcomes in order to build the evidence base (David C 2014).

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter of the study deals with the research design and methods. It includes the research design, the approach, and source of data, instrument of data collection, population and sampling procedures, validity and reliability, methods of data analysis and ethical considerations.

3.2 The Research Design

The main objective of this research is to investigate the banning of alcoholic beverage advertisement on public media. The researcher used descriptive research method. The major advantage of using descriptive research design is that it provides a relatively complete picture of what is occurring at a given time and in order to collect detailed and actual information, since, the aim of the research is to describe and present actual happenings, and hence descriptive survey research was selected as an appropriate design.

3.3 The Research Approach

The researcher adopted mixed method 'which combines quantitative and qualitative techniques for the reasons of achieving credibility of result, for better interpretation of result, to offset the weaknesses associated with using one method and to achieve justification between the two methods (triangulation). The mixed research method including both quantitative and qualitative approaches is selected for this thesis as it is considered to be the best option due to suitability to collect data and to present the result with the help of diagrams and statistics. In addition, employing this approach is used to neutralize or cancel the biases of applying any of a single approach and a means to offset the weaknesses inherent in a single method with the strengths of the other method (John, 2009). Mixed research approach opens door to multiple methods of data collection and helps to generate the

findings to a population and develop a detailed view of the meaning of a phenomenon or concept for individuals.

3.4 Target population, Sampling Technique and Sample Size Determination

The target population for the study has been all beer industry in Addis Ababa. The total number of beer factories in Ethiopia is 11 while there are three in Addis Ababa. The study has included the two beer factories in Addis Ababa. The participants and the sources of data for the study have been determined based on purposive sampling technique. That is administrative and staff personnel of the breweries that have direct knowledge of the study area will be purposively included in the study. These are managers and leaders, marketing officials and personnel, sales department workers, communication department and other individuals who are directly involved in marketing and sales will be included as sample and sources of data for the study. As mentioned in the above sentence there were 65 employees who are directly related to the matter so took them as a sample size for the study.

3.5 Source of Data

Both primary and secondary data were collected. The primary data was obtained directly by structured Questionnaire and semi structured Interview. This instrument is preferred because it enables to secure information at a time. Secondary sources of data have been obtained from review of published journals, related articles, organization website, internal records, the internet and relevant documents.

3.6 Method of Data Collection

The data for the study has been collected using interview, questionnaire and document reviews. The interview part has been through semi structured interviews, which is conducted to the manager assistance managers, sales, marketing and communication department officials of the breweries. The interview protocol includes eight items and they were based on the research questions of the study. The interview has been conducted by the researcher. The interview items were supported by further probes and follow up questions. Questionnaire has been used in order to collect data from employees who are not included in the interview. The items in the questionnaire have been prepared by the researcher. The draft items have been reviewed and evaluated for validity and reliability involving

experts and pilot test. Based on the results of the reviews and pilot test, the items has been improved and used for final administration for data collection. Documents including reports and minutes of meetings and Negaret Gazeta of the proclamation of the banning of the alcohol advertisement were used as additional sources of data.

3.7 Data Analysis

The primary data that has been collected through questionnaire and interview was analyzed by using descriptive data analysis method. Data which was gathered has been entered in Statistical Package for the Social Sciences (SPSS) version 20.0 for analysis purpose. This has been carried out to ensure that the data from the respondents is accurate, reliable and consistent. The collected data has been analyzed by means of descriptive statistics that included frequencies and percentages.

3.8 Validity

Validity means ability of the research method to find accurate reality. If the research is said to be valid then it really means that what was intended to be measured has been measured accurately. Validity is quite important if the researcher is doing in- depth studies on individuals, small groups or situations. If the researcher knows that his research is valid then he can be confident on the findings that really show some uniqueness in the issue being studied. If the researcher lacks validity then it means that there was lack of truth in the findings (Churton&Brown 2010).

3.9 Reliability

Reliability means to measure consistency in producing similar results on different but comparable occasions. If research is said to be reliable that means if it is replicated, similar or identical results will be shown. If researchers know that their research is reliable then there is less risk of their taking a chance pattern or trend exhibited by their sample and using it to make assumptions about the population as whole (Churton & Brown 2010). To assess reliability and internal consistency of the variables, Cronbach's alpha was calculated and the result was 0.713.

3.10 Ethical Considerations

Before starting the actual data collection, the purpose of the study, the right to participate and refuse were told to the study subjects. Verbal consent from the study subjects were obtained. Confidentiality of the information were guaranteed by not writing a name or anything that enable to identify study participants. In addition to that a respondent answer were kept in a confidential place. The researcher acted responsibly according to ethical standards to ensure that the information gathered was not brought to disregard. All respondents have the right to privacy, to safety, to know the true purpose of the research, to obtain research results and to abstain from answering questions (Kumar, Aaker and Day, 2002).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with the presentation, analysis and interpretation of data gathered from employees of two beer factory employees which were selected purposively through interview and questionnaire in addition documents related to the new law. Data was collected and analyzed in order to assess the new law which bans alcohol advertisement and the implication to the alcohol business. The questionnaire was distributed to 65 purposely selected employees which have a good knowledge of the subject matter, but out of those 65 the student researcher could not get the chance to make a contact to the three employees because they were out of the country. So, this analysis is from the 62 questionnaires.

The questionnaire was structured in a 5-point Likert scale format. The questionnaire is structured which involves the use of special rating scale that ask respondents to indicate the extent to which they agree or disagree about the subject (1= strongly agree, 2= agree, 3= undecided, 4=disagree and 5= strongly dis agree). And there is some open-ended question which were answered randomly by the respondents.

The first part of the analysis contains the general information of the respondents or the demography of them. The second section of the analysis is about banning of alcoholic beverages advertisement on public media and its implication on the industry. The results are represented in tables using frequencies and percentage.

4.1 General Profile of the Respondents

Here the researcher collected information about the general profile of the respondents. The researcher collected personal information of respondents like age, gender, marital status, educational background, work experience and position of the respondents. The analysis is made using SPSS.

4.1.1 Gender, Age and Marital Status of Respondents

Table 4.1.1 Gender Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	32	51.6	51.6	51.6
	Female	30	48.4	48.4	100.0
	Total	62	100.0	100.0	
Valid	under 25	8	12.9	12.9	12.9
	25-34	50	80.6	80.6	93.5
	35-44	4	6.5	6.5	100.0
	Total	62	100.0	100.0	
Valid	Single	43	69.4	69.4	69.4
	Married	19	30.6	30.6	100.0
	Total	62	100.0	100.0	

Source: Owen Survey, June 2020

As indicated in the above table, 32 (51.6%) of the employees are male and 30 (48.4%) percent of the respondents are female. As it is seen in the above table the number of female and male are almost approximately similar.

As indicated in the above table, 8 (12.9%) of the respondents were under the age of 25, 50 (80.6%) of the respondents were at the age between 25-34 years of age, 4 (6.5%) of the respondent were 35-44 ages of year. This shows the company has employees with different groups and the majority of the respondents are young adults.

As indicated in the above table 43 (69.4%) of the respondents are married and the rest 19 (30.6%) of the respondents are single. This indicates that the majority of the respondents are married.

The above analysis shows that the company has almost equal number of male and female employees and this is an encouraging character of the companies. It gives equal opportunities for both male and female. For the paper it has been an opportunity to get a perspective from both male and female. The other good side of this companies which can be used by the company as an opportunity is, most of

them are young adults meaning they are capable of doing many things and they can attack this new law by brining many different ideas.

4.1.2 Educational Level, Current Position and Years of Working

Table 4.1.2 Educational Level, Current Position and Years of Working

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate	54	87.1	87.1	87.1
	post graduate	8	12.9	12.9	100.0
	Total	62	100.0	100.0	
Valid	top level management	16	25.8	25.8	25.8
	middle level management	24	38.7	38.7	64.5
	Operational level	20	32.3	32.3	96.8
	Other	2	3.2	3.2	100.0
	Total	62	100.0	100.0	
Valid	less than two years	24	38.7	38.7	38.7
	2-5 years	26	41.9	49.7	80.6
	6-10 years	12	19.4	19.4	100.0
	Total	62	100.0	100.0	

Source: Own survey, June 2020

As indicated in the above table majority of the respondents 54(87.1%) are undergraduates who have their 1st degree, 8(12.9%) of the respondents have 2nd degree. Even though the questionnaire contains 5 different alternative all the respondents choose only two of the alternatives. This shows that the majority of the respondents have a good educational background.

As it is shown in the above table, 16(25.8%) of the respondents were in the position of top level management, 24(38.7%) of the respondents were in the position of middle level management,

20(32.3%) of the respondents were in the position of operational level management and the rest 2(3.2%) were in different position. The percentage of officers are higher than other classifications.

As indicated in the above table 24(38.7%) of the respondents have worked in the company less than two years, 26(41.9%) of the respondents have worked in the company in between 2-5 years, and rest 12(19.4%) of the respondents have been working in the company more than six years but less than 10 years. This implies that the majority of the respondents have worked in the company greater than two years and less than 5 years which means majority of them have experience in the company.

The company have employees with a good background of knowledge which give an opportunity for the organization to make it competitive. And the response from these employees is based on a knowledge which give the paper a good value. Plus, most of them are well experienced which give the companies a good opportunity. And because they have been working in the organization, they have a good knowledge of the company as well as the matter and their response to the questionnaire would be valid.

4.2 Analysis of Data Related to the New Law

4.2.1 Nature of the Law

Table 4.2.1 Nature of the Law

	Strongly Agree		Agree		undecided		disagree		strongly disagree	
	f	%	f	%	F	%	f	%	f	%
1. I have understood the nature of the law that prevents public ad of alcoholic drinks	22	35.5%	30	48.4%	0	0.0%	10	16.1%	0	0.0%
2. it was not clear to me why we need the new law that prevents public ad of alcohol drink	0	0.0%	30	48.4%	15	24.2%	12	19.4%	5	8.1%
3. the new law that prohibits ad of alcoholic beverage has considered all the impacts that business will face	0	0.0%	19	30.6%	3	4.8%	15	24.2%	25	40.3%
4. the aim of the new law is to reduce alcohol consumption	3	4.8%	32	51.6%	11	17.7%	11	17.7%	5	8.1%
5. it is possible to achieve the aim of the government by the new law	0	0.0%	17	27.4%	4	6.5%	30	48.4%	11	17.7%

Source: Own survey, June 2020

As indicated in the above table item 1, 22(25.5%) of the respondents strongly agrees that they have understood the new law, 30(48.4%) of the respondents agrees that they have understood the new law and the rest 10 (16.1%) of the respondents say they have not understood the new law. This implies

majority of the respondents have understood the new law meaning the law is understandable it is not complicated.

As shown in item two of the above table 30 (48.4%) of the respondents agree that it was not clear why the new law was needed, 15 (24.2%) of the respondents were neutral to the this idea, 12 (19.4%) of the respondents disagree which means it is clear to them why the new law was need, and the rest 5(8.1%) of the respondent strongly disagree to the idea which say it is not clear why the new law is needed. This implies that the majority of the respondents did not understood why the new law was needed, the reason behind proclaiming the new law which prohibits alcoholic drink advertisement on public media.

As indicated in item 3 of the above table 19(30.6%) of the respondents agree that the new law has considered all the impacts that business will face, 3(4.8%) have a neutral idea on this issue, 15 (24.2%) of the respondents disagree saying that the new law has not considered all the impacts business will face due to the new law and 25(40.3%) of the respondents strongly disagree with the idea which say the new law has considered all the impacts business will face due to the law. This implies majority of the respondents don't believe that the new law has considered all the impacts that business will face. Though the law has negative impact to the business those respondents don't think the government has considered all those negative impact to the business.

As it is shown in the above table on item 4, 3(4.8%) of the respondents strongly agree that the main aim of the law is to reduce alcohol consumption, 32(51.6%) of the respondents agree that the main of the new law is to reduce consumption of alcohol, 11(17.7%) of the respondents are neutral on this issue, 11(17.7%) of the respondents disagree with this idea and the rest 5(8.1%) of the respondents strongly dis agree with the idea raised in this item. This implies that majority of the respondents think that the main aim behind the new law which prohibit alcohol promotion in public media is to reduce the alcohol consumption in the society.

As it is indicated in item 5 if the above table, 17(27.4%) of the respondents agrees that the government would achieve its goal by the new law, 4 (6.5%) of the respondents are neutral on this idea, 30(48.4%) of the respondents don't think that the government would not achieves its goal by the new law, and the res strongly disagree with the idea which says it is possible to achieve the government's goal by

the new law. This implies that majority of the respondents don't think that it is possible to the government to achieve those goals with the prohibition on alcohol advertisement on public media.

From interview and document

As Witten in Ethiopian food and medicine control authority directive no.: 41/2011 the new law was needed because the number of alcohol beverage consumers is growing and studies have shown consumption of alcoholic beverage highly expose to the non-contagious diseases plus surveys and studies have shown that unlimited and uncontrolled alcoholic beverage advertising has caused the number of consumers and related with the expansion of technology it has become necessary to control the advertising, contents types communication means and accessibility of alcoholic beverage advertising. So as it can be seen from the above directive introduction the main aim is to decrease the consumption of alcohol so as to decrease all the negative impact as a reason of alcohol intake in the society.

The main don'ts or the companies cannot advertise its product on the following ways

1. It is prohibited to advertise alcoholic beverages in broadcast, billboard or through lottery promotion or prizes in any method whatsoever.
2. Pursuant to the stipulation of Sub Article 1 of this Article, promotion or selling of alcoholic products any methods of lottery or prize offers, shall include offering alcoholic products for free or in the form of prized and regardless of such prizes being items other than alcoholic products which has the purpose of directly or indirectly advertising alcoholic products.
3. It is prohibited to promote or advertise any alcoholic product's trade mark, logo, trade name, company logo or other similar identifications by relating them with other nonalcoholic products or services or by implying any affiliation the said identifications with nonalcoholic products.
4. Any signs or markings that are posted in alcoholic product supply business and which does not comply with the requirements of this Directive, should be removed with 1 (one) month from the effective date of this Directive.

Promotion of Alcoholic Beverages

1. No person is permitted to promote any alcoholic beverage, produced in compliance with national standard, in any methods or manner other than those stipulated under this Directive and other applicable laws.
2. The content of presentation of any promotional items of alcoholic beverage produced in compliance with national standard, including those produced in traditional manufacturing processes, should not be offered in such a manner creates confusion or provide misleading information concerning the content of the product, as having health benefits, or in a manner that entail inaccurate understanding of the health risks or side effects that the product may cause
3. It is prohibited, in any commercial of social events, to distribute or offer T-shirts, sticker, key chain and similar promotional items to children below the age of 21 or adolescents
4. Any alcoholic beverage product should have clear and bold inscription or writing stating the prohibition of sale or offer of the product for person below the age 21 or clear, bold and easily noticeable a marking of “+21”

Sponsorship of alcoholic beverage

1. Any permitted alcoholic beverage promotion scheme is prohibited from sponsoring any event, either financially or in kind, with primary focus of children below the age of 21 or adolescents.
2. Any manufacturer, importer or distributor of any alcoholic beverage that is nationally standardized with alcohol content of more than 10% is prohibited from directly or indirectly sponsoring events related with public holidays and government meetings, trade fairs, sport tournaments, school events and similar events that the youth take part
3. Any manufacturer of any nationally standardized and traditionally brewed or distilled alcoholic beverage is prohibited from sponsoring any events regardless of its purpose

The companies can advertise their products on social medias and on their own websites but whenever they advertise their product they don't have to insert anything that show alcohol as a fascinating thing and which make a person capable of doing things because of the alcohol to the young youths. and all the advertisements must contain the side effect of alcohol and has to contain plus 21, which means alcoholic drinks can only be sold to adults above the age of 21.

4.2.2 Reaction of the Firms to the New Law

Table 4.2.2 reaction of the firm to the new law

	strongly agree		agree		undecided		disagree		strongly disagree	
	F	%	f	%	f	%	f	%	F	%
1. the new law that prevents public ad of alcohol is a big problem on our company	17	27.4%	26	41.9%	16	25.8%	0	0.0%	3	4.8%
2.the new law that prevents public ad of alcohol is a good law for our society	3	4.8%	27	43.5%	17	27.4%	15	24.2%	0	0.0%
3.the new law of public ad of alcohols needs to be changed	6	9.7%	46	74.2%	10	16.1%	0	0.0%	0	0.0%
4.the new law of public ad of alcohol is negative for our business	11	17.7%	40	64.5%	8	12.9%	0	0.0%	3	4.8%
5.there needs to be some modification of part of the new law of public ad of alcohol	24	38.7%	29	46.8%	4	6.5%	5	8.1%	0	0.0%
6.the new law is being implemented properly	3	4.8%	39	62.9%	7	11.3%	5	8.1%	8	12.9%
7. the new law that prevents ad of alcohol did not change the way we advertise our products	0	0.0%	0	0.0%	5	8.1%	44	71.0%	13	21.0%

Source: Own survey, June 2020

As indicated in the above table item 1, 17(27.4%) of the respondents strongly agree that the new law is a big problem to their company, 26(41.9%) agree that the law is a problem to their company, 16(25.8%) of the respondents are neutral on this issue and 3(4.8%) strongly disagree with the idea which says the new law is a big problem to the company. This implies that majority of the respondents think that the new law which prohibits the advertisement of alcohol in public media is a big problem to the company. Companies primarily use those public medias in order to advertise their product but

the new law has been forcing companies not to use them. This thing has been creating a difficulty for the company.

As it is show in item 2 of the above table 3(4.8%) of the respondents strongly agree that the new law is a good law to the society, 27(43.5%) of the respondents agree that the law is good for the society,17(27.4%) of the respondents are neutral on the issue and 15(24.2 %) of the respondents do think the law is good for the society. This shows that majority of them think it is good for the wellbeing of the society. The main aim of the law is to reduce the effect that are seen as a result of using alcohol. Advertisement encourages consumers to use the product being advertise and the banning of alcohol advertisement will decrease the effect of the advertisement which is going to reduce the alcohol intake of the society.

As indicated in item 3 of the above table 6 (9.7%) strongly agree with the changing of the new law, 46 (74.4%) of the respondents agree with the change is needed to the new law and 10 (16.1%) of the respondents are neutral on the issue. This implies majority of the respondents say that the new law which bans alcohol advertisement must be changed. The new law is affecting the organization in a negative way. It is creating difficulties to companies to advertise their product and making some change to the law can help the companies.

As indicated in item 4 of the above table 11 (17.7%) of the respondents strongly agree that the new law is negative to the company, 40 (64.5%) of the respondents agree that the new law is negative to the company, 8 (12.9%) are neutral to the issue and 3 (4.8%) strongly disagree to the idea which says the law is negative to the company. This implies that majority of the respondents think that the new law is negative to the company. Since the main aim of the law is to reduce the consumption of alcohol by the society, it will decrease the sales of the companies which is negative to the company.

As shown in item 5 of the above table 24 (38.7%) of the respondents strongly agree that the law needs a modification, 29 (46.6%) of the respondents agree that the law need to be modified, 4 (6.5%) of the respondents are neutral on this issue, 5(8.1) of the respondents disagree with the modification of the new law and 8 (12.9%) strongly disagree on the modification of the law. this shows that majority of the respondents believe that the new law needs to be partial modified. Some modification to the law can be usefull to the company. Hence the law prohibits many means of advertisement it has been

difficult for companies to advertise their product. Modifying part of the law would be a benefit to the company.

As indicated in item 6 of the above table 3 (4.8%) of the respondents strongly agree that the new law is implemented properly, 39(62.9) agree that the new law is implemented properly, 7 (11.3) of the respondents are neutral on the issue, 5 (8.1)of the respondents disagree with the idea and 8(12.9%) of the respondents strongly disagree. This implies that the majority of the respondents think that the new law is being implemented properly. There is no discrimination between companies and all the companies are obeying the law. Since the time the new law has been proclaimed, alcohol advertisement has not been seen in public medias.

As indicated in item 7 of the above table 5 (8.1%) of the respondents are neutral on this issue, 44 (71%) of the respondents disagree with which says the new law did not change the way we advertise and 13 (21%)of the respondents strongly disagree with the idea. This implies the majority of the respondents believe that the new law has made the company to change the way it advertises. Before the new law was proclaimed companies used public medias to advertise their products. But now since the law banes the advertisement of alcoholic drink on public media companies have change the way they advertise.

From interview

The law is a good law to the society because most of alcohol advertisements has been presented at the time were even little children can view, and this has its own problem to the society but the government could adjust the time of alcohol advertisement by that it can be possible to protect young youths. But the law is being negative to our company because almost all ways of advertisements have been blocked. Rather than doing a total block it could make some laws and give it to the companies so that both the business and the society be protected. Even now our company think there has to be a modification to the law.

4.2.3 Coping Mechanism

Table 4.2.3 Coping Mechanism

	strongly agree		agree		undecided		disagree		strongly disagree	
	f	%	f	%	f	%	f	%	f	%
1. we are using different means of ad for our products because of the new law of alcohol promotion	17	27.4%	37	59.7%	8	12.9%	0	0.0%	0	0.0%
2. we have excelled our online promotion because of the new law	17	27.4%	31	50.0%	10	16.1%	4	6.5%	0	0.0%
3. the new law that prevents public ad of alcohol is making us find other means of advertisement	31	50.0%	29	46.8%	2	3.2%	0	0.0%	0	0.0%
4. we are using indoor advertisement in order to advertise our product	20	32.3%	36	58.1%	2	3.2%	4	6.5%	0	0.0%

Source: Own survey, June 2020

As it is indicated in the above table item one, 17(27.4%) of the respondents strongly agree that they are using different means of ad for their product, 37(59.75) of the respondents agree that they are using different means of ad for their product because of the new law and 8(12.9%) of the respondents are neutral on the idea. This implies majority of the respondents believe that the new law has made the company to use different means of ad to advertise their product. In early time companies use to advertise their product on public media like tv, radio, magazines, newspapers and billboards but the new law has prohibited all the above means of advertisement. So companies are finding other ways of advertising their product.

As shown in item 2 of the above table 17(27.4%) of the respondents strongly agree that they have excelled their online promotion because of the new law, 31(50%) of the respondent agrees with the idea, 10(16.1%) of the respondents are neutral on the idea and the rest 4(6.5%) of the respondents disagree with the idea. This implies the majority of the respondents believes that the organization has

excelled its online promotion because of the new law. The best way to advertise a product since the public media has been banded is to use online advertisement.

As indicated in item 3 of the above table 31(50%) of the respondents strongly agree that the new law is making them find new means of advertisement, 29(46.8%) of the respondents agrees with the idea and 2(3.2%) of the respondents are neutral on the above idea. This implies that majority of the respondents believe that new law is making the company find new means. The new law has prohibited many ways of advertising alcoholic drink and to advertise their products companies have been searching new ways. So as to cop up with the change.

As indicated in item 4 of the above table 20(32.3%) of the respondents strongly agree that they are advertising their product using indoor ad, 36 (58.1%) of the respondents agree with the idea, 2(3.2%) of the respondents are neutral on the issue and the rest disagree with the idea. This implies that majority of the respondents believe that the new law has made the company to use indoor advertisement. Hence companies are not allowed to use many medias because of the new law they are forced to advertise their products inside bars and in places where alcohols can be sold.

Form interview

The company is dealing with the new law by trying to come up with new advertisement ideas. So far, we have been using social medias and our websites to advertise the new products, we are also using different indoor activities to create brand awareness and advertise our product through it. we are planning other strategies which we cannot say it out loud because it's the secret of the company.

4.2.4 Impact of the Law

Table 4.2.4 impact of the law

	strongly agree		agree		undecided		disagree		strongly disagree	
	F	%	f	%	f	%	f	%	f	%
1. the new law has an impact on the consumption of alcohol	9	14.5%	17	27.4%	23	37.1%	13	21.0%	0	0.0%
2. the law that prevents public ad of alcohols affected our sales	13	21.0%	31	50.0%	10	16.1%	8	12.9%	0	0.0%
3. the new law has caused the lay-off of employees at our company	5	8.1%	5	8.1%	34	54.8%	18	29.0%	0	0.0%
4. the new law has made our company to cancel new employment plans	8	12.9%	11	17.7%	23	37.1%	20	32.3%	0	0.0%
5. the new has made the company to reduce product quantity produced per day	8	12.9%	14	22.6%	7	11.3%	21	33.9%	12	19.4%
6. alcohol advertisement encourage people to drink more	14	22.6%	22	35.5%	19	30.6%	7	11.3%	0	0.0%
7. the new law is creating difficulties to the company on creating brand awareness	21	33.9%	33	53.2%	8	12.9%	0	0.0%	0	0.0%
8. the new law is creating a stiff competition among the beer industries	10	16.1%	37	59.7%	11	17.7%	4	6.5%	0	0.0%

Source: Own survey, June 2020

As indicated in item 1 of the above table 9 (14.4%) of the respondents strongly agree that the new law has an impact on alcohol consumption, 17 (27.4%) of the respondents agree with the idea, 23 (37.1%) of the respondents are neutral on the idea and the rest 13 (21.0%) of the respondents disagree with

the idea. This implies that majority of the respondents either strongly agree or agree with the idea meaning they believe that the new law has an impact on consumption. Since the main aim of any advertisement is to encourage the use of the product banning this advertisement will result on impacting the consumption of the product.

As shown in item two of the above table, 13(21%)of the respondents strongly agree that the new law has affected their sales, 31(50%) of the respondents agree with the idea,10(16.1%) of the respondents are neutral on the idea and the rest 8(12.9%) of the respondents disagree with the idea that the new las has impacted their sales. This implies the majority of the respondents agree that the law has impacted their sales. The main aim of an advertisement is to increase the sale of the product and the new law has been affecting the company to do this as a result there is a reduction on their sales.

As shown in item 3 and 4 of the above table majority of the respondents are neutral on the idea which says the company has laid off employees and has canceled new employment plan. This can be due to the knowledge that they have about the matter meaning all are related to marketing department legal department and communication department. So, majority of them are neutral on the idea.

As shown in item 5 of the above table, 8 (12.9%) of the respondents strongly agree saying the company has reduced it product per day, 14(22.6%) of the respondents agree with the idea, 7 (11.3%) are neutral on the issue, 21 (33.9%) of the respondents disagree with the idea of the company reducing its product per day and the rest strongly disagree that saying the company did not reduce its per day production. This shows that majority of the respondents do not think that the company has reduced it per day production because of the effects of the new law. The new law has not shown any change on the production quantity of the company though it shows some impact on the sale it did not show much reduction, this shows the impact on sales is little.

As shown in the above table item 6, 14(22.6%) of the respondents strongly agree that alcohol advertisement encourages peoples to drink more, 22(35.5%) of the respondents agree with the idea, 19(30.6%) of the respondents are neutral on the above idea and the rest 7(11.3%) of the respondents disagree with the idea. This implies that majority of the respondents believe that alcohol advertisement encourages peoples to drink more alcohol. One of the main aims of commercial

advertising is to encourage the consumer to use and purchase promoted products. This is also true for alcoholic advertisements too their main is to encourage consumers to drink more.

As indicated in item 7 of the above table 21(33.9%) of the respondents strongly agree that the new law is creating difficulties to the company creating brand awareness, 33(53.2%) of the respondents agree with the idea and the rest 8(12.9%) of the respondents were neutral on the idea. This implies that majority of the employees believes that the law has created some difficulties on creating brand awareness on the minds of consumers. Advertising is the main way companies use to create brand awareness on the minds of its consumer and the new law has made this difficult for them.

As shown in the above table item seven, 10 (16.1%) of the respondents strongly agree that the new law is creating a stiff computation, 37(59.7%) of the respondents agree with the idea, 11(17.7%) of the respondents are neutral on the idea and the res disagree saying the new law does not create stiff computation. This implies that majority of the respondents believes that the new law has created a stiff computation between companies.

Form interview

There is an impact to the company, to start from the simple one not being able to advertise our products as we used to is one impact of the law, our sale has been decreased and we can not say the only reason behind the decrease of our sale is the law. There are many reasons for reduction of our sale some of them are political instability, inflation, the increased price of alcoholic drink and to see the recent reason corona is also another issue behind the decrease of our sale. But one thing that is obvious is the new law has been so difficult for our company to create brand awareness as it is known many users in our country really don't know the test difference of beers so being on their mind ever time is the best thing that the organization can do so as to increase its sales and the new law has created difficulties to this.

CHAPTER FIVE

SUMMARY CONCLUSION RECOMMENDATION AND LIMITATION

5.1 Summary

The purpose of this study was to explore the new Ethiopian law that prohibits the public advertisement of alcoholic beverages and the way the companies are managing to handle their marketing in relation to the new law. This chapter presents the summary, conclusion and recommendations of the study. Based on the analysis of the data collected, the study has come up with the following findings:

- Majority of the employees, 48.1% of them have understood the nature of the new law which prevents public ad of alcoholic drinks.
- For majority of the employees 48.4% of then it was not clear why the new llaw that prevents public ad of alcoholic drink was not clear.
- Majority of the employees strongly disagree with the idea of the new law that prohibits ad of alcoholic beverages has considered all the impacts that business will face.
- Majority of the employee agrees that the main aim of the new law is to reduce alcohol consumption.
- majority of the employees, 48.4% of them disagree saying that the aim of the government will not be achieved by the new law.
- the new law was needed because the number of alcohol beverage consumers were growing and studies have shown consumption of alcoholic beverage highly exposes to the non-contagious diseases plus surveys and studies have shown that unlimited and uncontrolled alcoholic beverage advertising has caused the number of consumers to increase and the new law was need to control it.
- Companies can advertise their products using their own website and other social medias but under a certain rule.
- 41.9% of the employees which are the majority, agrees that the new law is a big problem for the company.
- Majority of the employees, 43.5% of them agrees that the law is a good law to the society.
- 74.2% of the employees agrees that the new law of public ad of alcohol should be changed.

- Majority of the employees agrees that the new is negative to the company with its own effects on the business
- For majority of the employees, 46.8% of them agrees that some modification of part of the new law is needed.
- Majority of the employees agree that the new law is being implemented properly.
- Majority of the employees agree that the new law has changed the way they are advertising their product.
- Thought the law is good for the society it is effecting the business in different ways so, the law maker can make some adjusting in order to benefit all the parties which means the society, the government and the business, this law only benefits some part and is a disadvantage to others.
- Majority of the employees which are 59.7% agrees that they are using different means of ad for their product because of the new law.
- 50% off the employees agree that they have excelled their online promotion because of the new law.
- Majority of the employees, 50% strongly agree that the new law is making their organization to find new ways to advertise their product.
- Majority of the employees agrees that they are using indoor advertisements in order to advise their product.
- They are developing strategies to cop up with the new law. And so far they are advertising their product through the internet and in indoor activities.
- Majority of the employees agrees that the new law has an impact on the consumption of alcohol
- Majority of the employees did not decide if the new law has made the company to lay-off employees or the new employment plan by the company id canceled
- Majority of the employees, 33.9% of them disagrees with the new law making the organization reducing product quantity produced per day.
- 35.5% of the employees agrees that alcohol advertisement encourages people to drink more.
- Majority of the employees agree that the new law is creating difficulties for the company on creating brand awareness and majority of them agrees that the new law is creating a stiff competition among the beer industries.

5.2 Conclusions

Based on the major finding the researcher has been able to conclude the following points.

The main objective of this research was to investigate the Banning of Alcoholic Beverages Advertisement on Public Media and Its implication on the Industry. Under the main objectives there were different specific objectives.

The nature of the law is understandable to any one who reads or hears it, but the thing that was not clear was why the new law was needed. The new law was needed in order to protect the society from the effect of alcohol. The new law which prohibits public alcohol advertisement did not consider all the impact the beer factories will face due to the law. Though the new law is negative to the business it can be said it is achieving its goal. From the above finding we can see that the sales volume is decreasing which means alcohol consumption by the consumer is decreasing due to the law. This shows that the main aim of the law is to protect the society by decreasing the alcohol intake by consumers, the law was formulated after evaluating many different researches on the matter, so we can say it is well designed. and it specifically states the dos and don'ts, which is clear to the people.

The new law is a big problem to the beer companies, though the law is a good law for the society which will benefit them it is a negative law to the business. Which will take most of the advertisement away from the companies. So the new law needs some change and must make some modification in order to benefit all the parties in this matter. Because of the new law companies have been forced to use other ways of advertising in order to advertise the product. But the law is being implemented properly without discriminating companies from companies. Companies are not happy about the new law and there must be a modification or change of the new law in order to benefit all.

Companies have been using different methods in order to cope up with new laws. Because the new law is forcing them to find other ways of advertising their products, companies are developing different marketing strategies to challenge the change. The main strategies companies are using in order to advertise their product is through online promotion, this has been the major tool of advertising their product. The other important way companies are using to advertise their product is through indoor promotion, by this they are using different activities to advertise their product and to create brand awareness.

The new law has different impacts of the business. The new law has decreased their sales by having an impact on the consumption of alcohol. Because advertisement encourages consumers to drink more the prohibition of advertisement result the vice versa. It has been difficult to companies to create brand awareness on the mind of consumers and this is making the company's sales to decrease. Because most consumers don't exactly know the test difference of different beer they need to be reminded every time by the company but the new law has been an obstacle to do this and it is affecting the company. But the student researcher could not conclude that the only reason to the decrease in sale of the company is only the new law, there has been price increase political instability in the country and the recent reason corona which has changed the way peoples use to have.

5.3 Recommendation

Following the conclusion made using the finding of the summary, the government should modify the law to benefit all the parties in the matter. The law is good for the society but bad to the business so the government can modify it to some extent to reduce the impacts of the law. It can make advertisement to be transmitted in late night times so as to protect the young youths from being exposed to alcohol at their early age.

The companies who are involved in this business should not only focus on their income and be careless about young's and others. It should be self-regulated as of what to transmit how to transmit and when to transmit those ads. The business by it self should be responsible and also think about the side effects which societies will face due to the excess use of alcohol.

In order to advertise their product after the prohibition of advertisement on public media, companies can use the social medias in different ways, since advertising on social media is not prohibited and majority of peoples in our society started to use the social media it will be the best way to the organization to use it. The car printing strategy meaning printing different types of ad on their company's vehicle will also be one way to advertise their product. Increasing their indoor advertising will also be a good way for the companies to advertise their product. They can give free drinks to those in that bar, provide free glass which contain the name of the product and they can and by posting things which are related to their product in the bar will make the consumer to recognize the product.

5.4 Indication for Future Studies

This study only focused on assessing the new law and its implication to the companies. So other researchers can research the impact of the law to the business using different variables. Because those impacts that are seen in this paper for example the reduction of sales can't be surly stated here because there are other factors effecting sale of the beer. So, making further studies on the impacts will be good.

5.5 Limitation

- The study focused on two beer factories in Addis Ababa though there were many other beer factories. This will limit the finding only to those beer companies and no other companies.
- At first the plan was to collect data from three beer factories, but one of the companies was not willing to due to the corona pandemic
- Three managers which were included in the sample were gone to their country because of the corona pandemic.

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APPENDICIES

Appendix I

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

The purpose of this questionnaire is to collect primary data for the study on “An Investigation of the Banning of Alcoholic Beverages Advertisement on Public Media and Its implication on the Industry” for the partial fulfillment of the requirements for the degree in Master of Business administration. The study is required for academic purpose only. Your cooperation in filling the Questionnaire is crucial and makes the paper very much valuable. So, kindly take few minutes to fill the questionnaire and be objective while completing your answers. I would like to assure that the information you give would strictly be kept confidential.

Instructions

- Do not write your name
- Put “√” mark in the box provided for choice questions
- Your response will be utilized only for the purpose of this survey.

Part I: Demographic Information

Please complete the items by placing the answers in the spaces provided or by applying (✓) when required.

1. Gender

Male Female

2. Age

Under 25 25-34 35-44 Above 45

3. Marital Status

Single Married Divorced

4. Education Background

Primary school Undergraduate (1st degree)
High school completed Post graduate (2nd degree)
Diploma Other (please specify)

5. Please specify your current position in the company

Top level management Clerical staff
Middle level management other (please specify)

6. How long have you been working in the company?

Less than two years 6-10 years
2-5 years above 10 years

Survey Questionnaire

Direction: Please, indicate your level of agreement or disagreement to each of the items below by circling SA, A, U, D or SD about your evaluations of the new law that prohibits the public advertisement of alcoholic beverages.

SA= Strongly Agree
 A= Agree
 U= Undecided
 D= Disagree
 SD= Strongly Disagree

And for the last question which is found under the table please write your answers.

Items	SA	A	U	D	SD
Nature of the law					
1. I have understood the nature of the new law that prevents public ad of alcoholic drinks					
2. It was not clear to me why we need the new law that prevents public ad of alcohol drinks					
3. The new law that prohibits ad of alcoholic beverage has considered all the impacts that business will face					
4. The aim of the new law is to reduce alcohol consumption					
5. It is possible to achieve the aim of the government by the new law					
Reaction of the firms to the new law					
6. The new law that prevents public ad of alcohols is a big problem on our company					
7. The new law that prevents public ad of alcohols is a good law for our society					
8. The new law of public ad of alcohols needs to be changed					
9. The new law of public ad of alcohols is negative for our business					
10. There needs to be some modifications of part of the new law of public ad of alcohols					
11. The new law is being implemented properly					
12. The new law that prevents public ad of alcohols didn't change the way we advertise our products					
Coping mechanism					
13. We are using different means of ad of our products because of the new law of alcohol promotion					

14. We have excelled our online promotion because of the new					
15. The new law that prevents public ad of alcohols is making us find other means of advertisement					
16. We are using indoor advertisement in order to advertise our product					
Impact of the law					
17. The new law has an impact on the consumption of alcohol					
18. The law that prevents public ad of alcohols affected our sales					
19. The new law has caused the lay-off of employees at our company					
20. The new law has made our company to cancel new employment plans					
21. The new law has made the company to reduce product quantity produced per day					
22. Alcohol advertisement encourage people to drink more					
23. The new law is creating difficulties to the company on creating brand awareness					
24. The new law is creating a stiff competition among the beer industries					

Why do you think government wants to ban alcohol advertisement?

Do you believe the new law will make the government meet its goals?

Anything else you want to complement?

Thank you for your time.

Appendix II

Interview Questions

1. How are you dealing with the new law that bans public advertisement of alcoholic beverages?
2. What is the new law all about? What does and doesn't it include?
3. What are the impacts of the new law on your sales?
4. What alternative marketing methods are you using to sell your products?
5. Are you noticing a decrease in revenue because of the new law?
6. Do you think the new law is helpful to society?
7. Is the new law a good law for your business?
8. What do you suggest to improve the new law? In terms of modifying or changing part of it?

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Tiruneh Legesse (Asst. Professor) All sources of materials used for the thesis have been duly acknowledged. I Further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Name

Signature

ENDORSEMENT

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

Advisor

Signature