



**St. Mary University School Of
Graduate Studies
MASTER OF BUSINESS ADMINISTRATION**

**EFFECT OF ALCOHOL BEVERAGE ADVERTISEMENT ON THE DRINKING
BEHAVIOUR OF THE YOUTH: A CASE STUDY OF ADDIS ABABA.**

**BY
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July, 2021
Addis Ababa, Ethiopia

ST MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES

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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTERS OF
BUSINESS ADMINISTRATION

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Statement of Certification

This is to certify that the thesis prepared by Siham Redwan, entitled: An assessment of effect of alcohol beverage advertisement on the drinking behavior of the youth: a case study of Addis Ababa and submitted in partial fulfillment of the requirements for Masters of Business Administration complies with the regulations of the university and meets the accepted standard with respect to originality and quality.

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Declaration

I declare that this thesis is my original work. It has not been presented for a degree in any university and that all sources of materials used for this thesis have been duly acknowledged.

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Acknowledgment

I would like to say thank you and Allhamdullilah to complete this thesis at this situation. It is blessing to do it healthy (covid-19).

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Abstract

This study examined the effect of alcohol advertisement in youth behaviour Advertisements in Addis Ababa Consumers with the theoretical frame work of hierarchy of effects. The goal of the study has been to identify how Addis Ababa consumers (youth) rely on alcohol Advertisements and how does that influence their buying habits. In addition to this, the study has also attempted to find out how alcohol Advertisements creating perception and awareness on Addis Ababa consumers. In this study 375 consumers in Addis Ababa have been selected from four sub cities and 3 professionals were selected purposively. However, these numbers of the respondents is few to represent Addis Ababa alcoholic Advertisement viewers, due to the constraints of time and money the researcher limited the number of respondents to this figure. In order to analyse the responses of the items in the questionnaires descriptive analysis using frequency and percentage were employed. Besides, the responses of the in-depth interviews which were obtained from 1 media and advertising professionals and 4 individual business man .were tapes - recorded and analysed. The result of the study reveals that alcohol Advertisement influences Addis Ababa youth consumers buying behaviour and it encourages them to buy a product or service. Overall, the older groups were far less negative about alcohol than the younger groups. While the number of positive beliefs was similar in both age groups for both genders, the amount of negative belief expressed was substantially less in the older age groups. The younger group also expressed a far greater number of 'neutral' comments than the older groups. Most of the positive beliefs were concerned with mood or feelings such as 'feel happy', 'feel relaxed' and 'feel more confident'. The most often mentioned belief common to all four groups was that 'having fun' was perceived as a key benefit of alcohol use. This belief was particularly strong amongst the older girls. The negative beliefs tended to be about behavioural or physical effects, such as 'feel sick to your stomach' and 'do something you'd regret'. The most common to both age groups and both genders were 'get a hangover', 'feel sick to your stomach', 'get into trouble with your parents', 'do something you'd regret', and 'alcohol is expensive'. The older boys had the fewest negative beliefs of all the groups. Producers should have to answer what's alcohol advertisements, how do they produce, how many level message does it has, how's the creativity, how's the cultural sensitivity. In general we need to learn about alcohol and be professional before we become alcohol advertisements makers. Alcohol advertisements should be accomplished by professionals. Alcohol distribution or drinking Stations should have to give awareness about alcohol .The aforementioned predictors should be practiced to include awareness for more youth consumers.

Keywords: - adverting, youth, customer behaviour, alcohol, psychological behaviour

Abbreviation and acronyms

AIDA- attention, interest, desire and action

FBC- Foote, cone and blending model

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

According to Marshal (2011) ‘Humans like to watch and listen to something at the same time. For at least 140,000 years, humans have been entertained and informed by watching and listening to the things going on around them’.

According to Arens (2005), advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services.

The advertising industry is made of companies that advertise agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on (Google scholar).

According to Morris (1998), consumer behaviour has two aspects: the final purchase activity which is visible to us and the decision process which may involve the interaction of a number of complex variables not visible to us. As a matter of fact, purchase behaviour is the end result of a long process of consumer decision-making (Duffy, 2005). According to Folkes (1984), the term consumer is used for both personal consumers and organizational consumers and represents two different kinds of consuming entities.

Advertisement has become one of the most crucial commercial activities in the modern globalized and digitalized environment. Companies allocate large part of their budget to execute and run advertisements to communicate information about their services and products. Companies hope that consumers will purchase their products as a result of advertisements, which deliver messages about a certain brand and products. McDaniel (1998) stated that the best prophet for purchase is advertising. Technologies advance rapidly day by day, contributing to the constant renewal of and changes in broadcasting forms. Among those forms, advertising media is widely used. Advertisements are a kind of persuasive communication that offers product information to every consumer via institutions in charge of production or supply.

According to Reyan (1996) Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses. Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages.

Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product (Kenneth and Donald 2010). Advertising helps in telling the consumer about any new product or service or any new promotion on the existing product and service. Advertising helps to describe the features and characteristics of product or service in the visual form so that the customer can understand it easily. So advertising has become important for business nowadays Bardi (2010).

Advertising has always known to be one of the key factors that affect consumer's decision making process. In this paper, we have attempted to combine different sets of variables from these previous studies to test and analyse how they impact consumer's buying intention.

According to Iqbal (2013) 'Advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service'.

Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media Bov'ee and Arens (1989).

According to Belch (2012) 'Advertising is a promotional tool for non-personal communication about an organization to a target audience through a mass medium. It also tells people about a product or service publicly. It affects the decisions of the consumers because it persuades and educates consumers' acceptability on the product offerings. It creates awareness for certain product and it must

be paid for. Advertising informs and persuade people to buy the advertised goods or services. Advertising plays a vital role in consumers' purchasing decision.' Advertising increases the sales volume of any product. It has contributed immensely to increasing growth of various industries. Increased business growth and increase in efficient, the absence of conflict helps the organization to take advantage of new and more efficient technologies and by training workers in how to use them through communication and cooperation. Improved in quality, organization need to communicate the meaning and importance of high quality and the routines to attaining it all members' subordinate need to communicate quality problems and suggestions for increasing quality to their superiors and members of self-managed work teams need to share ideas for improving quality with each other, and this is possible only when people are open to each other, have good hearts to each and are not conflicting among themselves.

According to Austin and Kanus (2000) 'Alcohol advertising is one of the many factors that have the potential to encourage youth drinking. For young people who have not started to drink, expectancies are influenced by normative assumptions about teenage drinking as well as through the observation of drinking by parents, peers and models in the mass media'.

According to Chen and Grube (2002) Research has linked exposure to portrayals of alcohol use in the mass media with the development of positive drinking expectancies by children and adolescents Young people with more positive affective responses to alcohol advertising hold more favourable drinking expectancies, perceive greater social approval for drinking, believe drinking is more common among peers and adults, and intend to drink more as adults . Fourteen-year olds with greater exposure to advertisements in magazines, at sporting and music events and on television are more advertisement-aware than those with less exposure, as are teens who watch more TV, pay attention to beer advertisements and know adults who drink. Amongst 10- to 17-year olds, the perceived likeability of beer advertisements is a function of the positive affective responses evoked by the specific elements featured in the advertisements. Liking of specific elements featured in beer advertisements, such as humour, animation and popular music, significantly contribute to the overall likeability of these advertisements and subsequently to advertising effectiveness indicated by intent to purchase the product and brand promoted by the advertisements (Chen et al., 2005).

These Research, do not establish whether alcohol advertising actually influences young people's drinking behaviour. Answering the research question requires either experimental studies, which are not possible for ethical reasons, or systematic observation of real world effects.

One approach to observation is to look for correlations between the amount of alcohol advertising and the amount of drinking taking place in a particular jurisdiction using econometric methods. It is hypothesized that, if advertising has an effect, drinking rates should shadow temporal variations in the amount of advertising. Establishing such a link, however, is problematic for a number of reasons. First, measures of the amount of advertising, which typically use expenditure on advertising, vary in the accuracy and inclusiveness. The duration of advertising effects need to be taken into account: a powerful campaign may continue to have effect years after it was first deployed. Indeed, advertisers deliberately try to enhance these long-term effects as part of their effort to build brands. The variations in the amount of advertising tend to be minor (few comprehensive bans have been introduced) so researchers are looking for potentially very small changes in drinking patterns. And most importantly given our focus on adolescents, measures of the overall amount of advertising do not necessarily give an accurate picture of youth exposure.

Advertising is generally accepted as an essential service to the way audience perceives the information that is very important. The advertiser here has to consider the usefulness of the goods and services to their audience and allow them to select what will satisfy them.

Ethiopia Proclamation of Advertisement

Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012. According to the proclamation no. 759/2012, content and presentation of advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements; respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct

In the proclamation no. 759/2012, the following advertisements shall be deemed to be as having misleading or unfair content or presentation: advertisement that gives false information about the country or place of origin, date of production, nature, ingredients, weight, volume, use or acceptance by consumers of a product; advertisement that gives false information about the price of goods or service including tax and other lawful fees or about obtaining copy right or patent right, quality and standard certification or prize from a recognized body or other related information; advertisement presenting a product or a service beyond its real usage, quality, flavour, taste, ingredient, strength, durability or sufficiency; advertisement promoting a product the expiry date of which is approaching

or has already lapsed; advertisement promoting a milk powder or similar meal as preferable or equivalent to breast feeding for children under the age of six months; advertisement presenting the products or services of others as one's own; advertisement promoting a product or service contrary to the rules of fair trade competition by undermining those consumers who do not use the product or the service; advertisement that undermines a product or service, or the capacity or reputation of a competitor by comparing and contrasting it with one's product or service, or that degrades local products or services with the aim of promoting preference to an imported product or service; advertisement that mix local language with a foreign language unless a term taken from the foreign language has no equivalent in the local language; advertisement that present goods or services that are not available in the market; an ambiguous advertisement that confuses a product, service or a company with another product, service or company; advertisement announcing the supply of a product or the provision of service freely or at a discounted price while the product is supplied or the service is rendered at its real price; advertisement promising speculative dividend earnings of shares offered for sale; advertisement promising the awarding of prizes or the provision of guarantees to consumers and fails to do so after the sale of products or services; advertisement that presents research results or excerpts or quotations from scientific, technical or other publication as if they have relation with the promoted product or service; an advertisement which uses false testimony; advertisement containing superlatives such as "the first of its kind", "the only one", "for the first time", "never ever before", or "unparalleled", if it cannot be proved with evidence; any other similar advertisement misleading or unfair with its content or presentation.

Alcohol is among the significant risk factors for death and a high risk for negative sexual behaviours resulting in HIV infection. In Ethiopia, adult per capita consumption is 4.02l. Accordingly, the amount of alcohol consumed and patterns of drinking have serious public health implications in East Africa which heightens the need for an appropriate policy response by governments. Strategies to reduce the harmful use of alcohol endorsed by international as well as regional discussions include; control on availability, restrictions on advertising, promotion and sponsorship, preventing sales to minors, prices and taxes, law enforcement, regulating drink driving, raising public awareness and counselling, treatment and rehabilitation . The use and abuse of alcohol in society is complex. Although the main drivers of consumption are shown to be price and availability, there are other factors deeply embedded in societal and individual behaviours that influence reasons for and amount people drink. Among others, exposure to alcohol advertising influences the onset of youth drinking, increased drinking and occurrences of alcohol problems in later life. Media commercial communication about alcoholic beverages should thus be carefully regulated. Correspondingly, control mechanisms, Pros and cons,

exist; self-regulation (alcohol producers, advertising and media companies policing themselves), legislation, a combination of (self-regulation and legislation) and advertising bans. However, industry self-regulation is ineffective in protecting young people. Therefore, self-regulation must exist in tandem with a broad legal framework where public agencies closely monitor marketing. The state-of-the-art alcohol policy discourse supports a ban on all forms of marketing publicity that promote alcoholic products by any means, that are false, misleading, deceptive or likely to give wrong erroneous impression. Bans adopted by Norway and France should serve as appropriate models.

1.2. Statement of the problem

As an advertisement strategy, advertising serves as a major tool in creating product awareness and condition the mind of potential consumer to take eventual purchase decision (Kotler, Keller, & Koshy, 2009).

Advertising organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success. Consumer do have different alternatives to choose one brand from the other, hence, knowing which advertising can really catch consumers preference and influence their buying decision is important to business advertisers, marketers, manufacturers and suppliers. Marketers' and retailers main objectives are getting new consumers and retaining the existing ones to increase their market share and sales volume. (Adeolu et al., 2005)

According to Vivekananthan (2010), Advertising is a very important tool use to stimulate consumer buying behaviour by ways of getting them or remind them about a product but it must persuade them to purchase the products. As such, it becomes very important in marketing.

According to Geisler (1987), the consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. This is so because, positive emotional appeals provide a strong brand cue and stimulate category-based processing. If the categorization process is successful, then the effect and beliefs associated with this category in memory are transferred to the object itself (Stone, 1982)

Advertising have a power to attract customers in different like it it psychological game. In alcohol advertisement to teenager and the youth are more affected in once country the energetic age is 20-30. These not only affect the country economic it also affects the social and psychological factors. Alcohol advertising has positive and negative impacts. In Ethiopia it is normal to drink alcohol drink in holiday and events like the traditional drinks (tej, and tela) but the problem is when the person is addicted to

the alcoholic drinks. It affects mentality in the first step. The way they advertisement it doesn't show up the impact it show how they relax them self in the drinking.

As Alcohol company are spending large amount of investment cost on the advertisement because they want to keep their product at the top of the customer's mind. Advertisement has proven to be a successful tool for the communication but companies are still in the confusion that what kind of alcohol ingredients should be there and how do these advertisements will help to see only the positive change the youth consumer psychological behaviour. So to underline how negative is it and to create awareness about alcoholism.

However, this study focuses on the effect of alcohol advertisement how Addis Ababa youth customer intends to purchase the product or service.

1.3 Research question

1.3.1 Main research question

- 1) How Addis Ababa consumers rely on good and influenced advertisements to buy a product or service?
- 2) How to find out the militating factor against advertising in alcohol products?
- 3) How to find out how famous person advertisements communicate effectively and create awareness?

1.3.2 Sub research question

- 1) Does advertising contain all the necessary information needed by consumer?
- 2) What media is often used by alcohol to advertise the product?
- 3) How do famous person's advertisements increase Addis Ababa youth habits?
- 4) How alcohol advertisements communicate effectively and create awareness?

1.4. Research objectives of the study

1.4.1 General Objective

The general objective of this study is to investigate the impact of advertisements how Addis Ababa youth intend to purchase the product or service.

1.4.2 Specific Objectives

1. To assess how Addis Ababa consumers rely on good and influenced advertisements to buy a product or service
2. To find out the militating factor against advertising in alcohol products

3. To find out how famous person advertisements communicate effectively and create awareness

1.5. Significance of the study

The significance of this research is of vital importance academically, psychologically, socially and economically. Essentially finds out the impact of alcohol advertisements in Addis Ababa and how especially youth consumers intend to purchase the product or service. Consequently, this study contributes as an input for the advertiser and It indicates to what extent good advertisements can bring attitudinal shift on the perception of products or services to the consumer. It's believed that the result of this study would be important to alcohol advertisers, production companies. Alcohol advertisement products or services because they can understand the Addis Ababa consumer views of social media advertisement. The results of this study can also be an input for further study and reference about impacts which occur through social media advertisements. It also prepares the proposal in readiness to join the advertising of any business and helping the teenager to see the impact of alcohol.

1.6 Scope and limitation of the study

1.6.1 Scope of the study

Advertising effectiveness has been researched by numerous methods in the past, mainly focusing on recognition, recall, opinion, brand-awareness, associations and ratings e.g. Lucas and Britt (1963).

This study focuses on media's alcohol advertising in Ethiopia, particularly on the impact of alcohol advertisement on Addis Ababa youth consumers towards product and services. This study will cover an empirical examination of the impact of alcohol advertising in A.A. The study focuses on general alcohol advertisements which were aired on government and private social media. The study focuses on expected 375 Addis Ababa consumers who watch alcohol advertisements in different social Medias.

However, this study considers the following advertising characteristics as a measure of effect on alcohol advertisement in youth customer buying behaviour: namely advertisement being Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest. As it is mentioned earlier there are different types of media for delivering advertisement messages, however, the current study focuses mainly on social media, Newspaper and Radio Alcohol advertisements.

The methodology of this study used descriptive and explanatory research approach of one particular area (Addis Ababa) bar and lounges as well. These designs were selected because it would have an advantage of producing good amount of responses from a wide range of people. This approach would provide a meaningful and accurate picture of events and seek to explain people's perception and behaviour on the basis of the data to be collected.

1.7 Limitations of the Study

Several limitations expect regarding this study. The first one was difficult to investigate this broad topic that requires deep investigation and which is associated with a large number of factors within the budget time and allocate resources. Secondly, the study is restricting to a specific number of social media viewers in Addis Ababa, and they cannot represent all of the city's social media advertisement viewers because the resource and time constraints limit the study to take a large sample size. Thirdly, lack of related literature conducted in our country on the area of alcohol advertisement. Finally, because of COVID-19 it is hard to data collection technique in qualitative method.

1.8 Organization of the Study

This Research paper is organized into five chapters.

The first chapter introduces the study. It provides the background of the study, statement of the problem, research objectives, research questions, research hypothesis, and significance of the study, scope and limitations of the study as well as the organization of the study.

Chapter two provides the literature review related to the study. It defines the key concepts in the study. It also provides the theoretical perspectives, empirical studies of the study and conceptual frame work.

Chapter three provide the research methodology of the study. It explains the area of study, research design, population of the study, sampling design, and data collection methods and data analysis procedures.

Chapter four presents results and analysis of findings in the study.

Lastly, chapter five concludes the study. It provides the summary, conclusion and recommendations.

1.9 Definition of term

1.9.1 Conceptual definition

Advertising: Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor. (Belch 2012).

Advertiser: The manufacturer, service company, retailer or supplier who advertises their product or service. (Bovee et al. 1995).

Consumer: A person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product. (Solomon et al. 2010).

Consumer Behaviour: The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. (Maria et al. 2008).

Product: Are goods or a service that is sold to customers or other businesses. Customers buy a product to meet a need. This means the firm must concentrate on making products that best meet customer requirements.(Arens 2005)

Service: is a means of delivering value to customers by facilitating outcomes customers want to achieve without the ownership of specific costs and risks. (Duffy, 2005).

Service delivery: Service delivery can be defined as any contact with the public administration during which customer's citizens, residents or enterprises seek or provide data, handle their affairs or fulfil their duties. These services should be delivered in an effective, predictable, reliable and customer-friendly manner. (Google)

Consumer: is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.(Arens 2005)

Customer: A customer is a person or company who purchases goods and services. A customer becomes a consumer when he or she uses the goods or services. A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses cannot continue to exist.(Bardi 2010)

Alcoholic: s the most serious form of problem drinking, and describes a strong, often uncontrollable, desire to drink. Sufferers of alcoholism will often place drinking above all other

obligations, including work and family, and may build up a physical tolerance or experience withdrawal symptoms if they stop.

Alcoholism: Alcoholism is the inability to control drinking due to both a physical and emotional dependence on alcohol.

Addicted: a bio psychosocial disorder characterized by repeated use of drugs or repetitive engagement in behaviour. Addiction is a term that means compulsive physiological need for and use of a habit-forming substance (like heroin or nicotine), characterized by tolerance and well-defined physiological symptoms upon withdrawal.

1.9.2 Operational definition

Conceptual variable	Operational definition
Social media exposure	Social media is the creation, publishing and/or sharing of content from an author to a crowd, providing a locus for horizontal interaction across the crowd.
Commercial spot	Is to provide service to the customer in attractive way like bar in our study.
Awareness	Operational Awareness could be defined as the perception of operational elements and events with respect to time or area, the comprehension of their meaning, and the projection of their status after some variable has changed, such as time, or some other variable, such as a predetermined event.
Purchase intention	Purchase intention as a situation where consumer tends to buy a certain product in certain condition. Customers purchase decision is a complex process. Purchase intention usually is related to the behaviour, perceptions and attitudes of consumers.
Depression	Depression can be operationally defined as people's scores on a paper-and-pencil

	depression scale such as the Beck Depression Inventory, the number of depressive symptoms they are experiencing, or whether they have been diagnosed with major depressive disorder. More in alcoholic addicted customer.
Social impact	It affect friend, family and people surround. It reduce the mentality of working and it leads to depression.

Source: According to Solomon (2002),

CHAPTER TWO

2. LITRATURE

2.1. Introduction

According to clin med (lond). 2009 advertising is a marketing concept which aims to influence the buying behaviour of customers. Whereas consumer behaviour is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. In golden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand.

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous bovee et.al (1995).

According to Kenneth and Donald (2010) without advertising the world would probably narrow or very different. A good advertisement persuades the customer to the final purchase and keeps them motivated to do a certain action. So advertising has an important role in today's businesses.

According to Katke, (2007) of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behaviour, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011).

Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product (Kenneth and Donald 2010). Advertising helps in telling the consumer about any new product or service or any new promotion on the existing product and service. Advertising helps to

describe the features and characteristics of product or service in the visual form so that the customer can understand it easily. So advertising has become important for business nowadays (Bardi 2010).

According to Iqbal (2013) advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service

According to Bov'ee and Arens (1989) advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media.

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmshurst, J. 1985)

According to Dwyer, F.R and Tanner, J.F (2002) advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create favourable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is

to generate sales. In addition, they define mass media advertising as “non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images” (Dwyer, F.R. and Tanner, J.F. 2002) .

Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. Advertising can be used to create favourable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Companies selling their products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. According to Belch G.E. and Belch, M. A. 2009).

2.2 Importance of Advertising

It helps to capture the market and increase sales of an advertiser. According to David et al.(2009), advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers’ purchasing decision. Some of them are, to introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

According to Agrawal (2012), advertising is stated as is a relatively low-cost method of conveying selling messages to numerous prospective customers; it can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. Advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives.

Advertising assumes real economic importance too (Belch and Belch, 2001). Effective communication through advertisement leads the consumers toward the purchasing of brand (Belch and Belch, 2001). Kotler, Keller, and Koshy (2009), stated that, advertising is the best known and most widely discussed form of promotion because of persuasiveness; it can create brand images and in still preferences among consumers.

2.3 Foote, cone and blending (FBC) model

Foote, cone and blending model which is also termed as FBC grid, was formulated in the year 1980 by Richard Vaughn.

It was designed in grid format based in “think and feel” as the base factors. On the basis of these two factors the involvement levels consumers are classified as either high involvement or low involvement.

The FCB grid is an integrative approach to interpret the consumer’s buying behaviour and its implication for adopting suitable advertising strategy. It is depicted on a matrix with the help of four significant factors, thinking, feeling, high involvement and low involvement.

It divides products and motivation to buy those products into four categories on the basis of involvement and decision making pattern of the consumers regarding those products.

It suggests different marketing strategies to target each quadrant effectively.

Characteristics of FBC grid

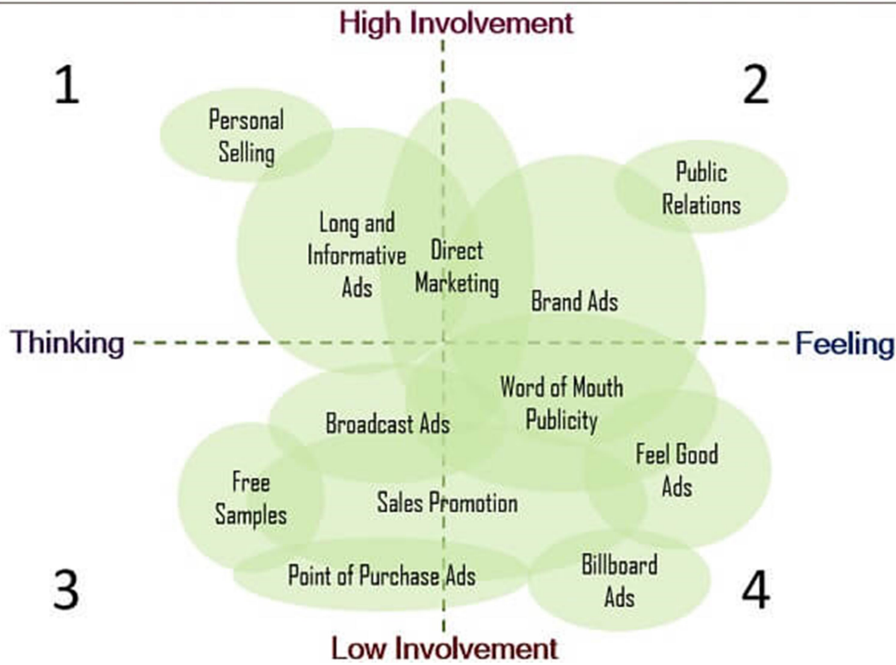
- Is used to assess the thinking and feeling patterns of consumers which act as the basis of strategizing advertisement.
- Is based on the split brain theory which substantiates and emphasizes on the working of left brain and right brain in human being.
- The horizontal row in FBC model shows that the behaviour of the consumers tend to move towards thinking emotionally from being rational over a period of time
- It helps advertisers to formulate effective advertising strategy for each quadrants
- It helps to advertising agencies for formulate informative strategies.
- It helps the formulate satisfaction strategies.

Advertising Strategies in Relation to FCB Grid

Since all the advertising campaigns are done with a purpose to reach out to the targeted audience, it becomes essential to understand the level of consumer’s expectation and engagement.

The FCB grid demonstrates the buyer’s decision-making process and thus, helps the organizations to direct their marketing efforts in the right direction.

Advertising Strategies in Relation to FCB Grid



I Personal Selling

As we know, that the products in the first quadrant are mostly once in a lifetime or value purchase, the consumers need to acquire sufficient product information.

Personal selling is a great option to have direct consumer interaction and also to resolve their queries.

Long and Informative Advertisements:

Most of the products in the first quadrant and some in quadrants two and three require long and engaging advertisements to connect with the prospective buyers. The habitual products require such marketing strategy to form a sharp brand image.

Direct Marketing

The strategy of direct marketing works for all kinds of products; however, it is prominently used for advertising the informative and affective products since the buyers need to get assured of whatever they buy.

II Public Relations

When it comes to high involvement and feelings dominated products, building up strong public relations can do wonders. Therefore this integrative marketing approach is highly used for affective products advertising.

Brand Advertisements

Such ads focus on connecting with the audience by emphasizing and strengthening brand values. Such advertisements not only develops consumer's affection towards the brand but also provides a high degree of satisfaction. Thus, most of the products in quadrants two and four are advertised through this strategy.

III Broadcast Advertisements

The products which are of low involvement for the buyers are advertised on television or radio. This helps the products lying in the quadrants three and four, to reach out to the prospective mass buyers.

Free Samples

Many of us buy the products with free offers or trial packs to avail the deal. Such a strategy is frequently used to make the consumer try the new range of products belonging to the third quadrant.

Sales Promotion

Various schemes such as discounts, gifts, loyalty points etc. are used by the companies to pitch the products of quadrants two and four.

Point of Purchase Advertisements

These advertisements are most commonly put up at the departmental stores, malls and other stores, to promote the products of quadrants two and four.

IV Word of Mouth Publicity

Being applicable for the products in the quadrants two, three and four, this is the most reliable product promotion strategy. The existing consumers publicize or talk about the products to create a buzz or increase the demand.

Feel Good Advertisements

This concept of joy marketing is majorly applied to the products lying in the fourth quadrant. The reason behind it is the satisfaction or happiness consumers feel on having a product requires brand connectivity and emotional embracement.

Billboard Advertisements

While waiting on the signals, we often bang across the roadside advertisements that are displayed on the billboards. Such a strategy fascinates and develops an immediate need for the fourth quadrant products.

Quadrants of Richard

	Thinking	feeling
High inv.	I Informative (learn, feel, Do)	II Affective (feel, learn, Do)
Low inv.	III Habitual (Do, learn, feel)	IV Satisfaction (Do, feel, learn)

I Informative: The expensive products having a high level of importance to the consumers and requires intense thinking for decision-making lies in this category.

II Affective: The valuable products which hold an emotional attribute and requires consumer engagement are considered to be affective products. The buyer follows a feel, learn and do order. That is he/she first develops a connection with the brand or the product; gains complete knowledge of it; finally buys it.

III Habitual: This category of products includes everyday essentials. Thus, the customer experiences a low involvement but analytical decision making while purchasing these items. The buyer first obtains the product; tries it out and determines whether it solves the purpose or not; then develops a trust in the brand.

IV Satisfaction: The products whose purchase is driven by the emotions; however, the buying decision does not require much consumer involvement, lies in this quadrant. The

consumer buys the product; feels positive or negative about the purchase; and then learns about the product.

There for: in Foote, cone and blending model this research conclude that drinking alcohol in youth brain thinking and feeling procedures it damages their future because they focused in feels than think forward without alcoholism. This may kill the energetic youth power in world especially in developing country like Ethiopia.

2.4 AIDA theory

The AIDA model is an acronym - it stands for attention, interest, desire and action. It is a model used in marketing that describes the steps a customer goes through in the process of purchasing a product. The AIDA model has been in use since the late 19th century. These are the four stages that a consumer goes through when watching or viewing an advertisement. According to Lewis, first and foremost, the role of an advertisement is to attract the customers. Once an ad grabs attention, it has to invoke interest towards the product in the minds of the consumers. After creating an interest, the ad has to bring desire in consumers mind to use the product and finally the consumer has to take a favourable action towards the product by ultimately purchasing the product.

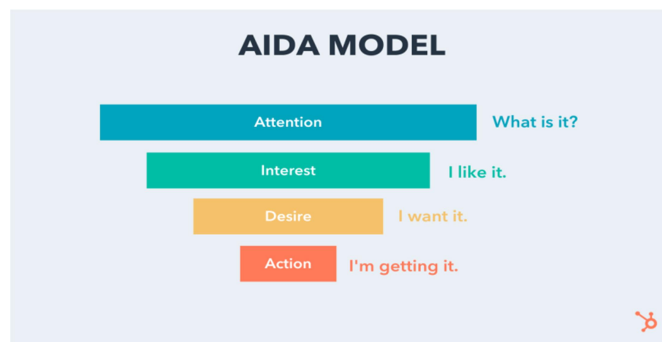
Even though the world of advertising has become more and more competitive, the principle behind the ad copy remains the same. The four steps that the copywriters use in their ad to persuade the consumers to buy the products are attention factor, interest element, desire element and action element which is called as AIDA. Advertising and marketing objectives are met by the effective use of this model.

The phrase AIDA, in marketing communication was coined by American advertising and sales pioneer Elias. St. Elmo Lewis in the late 1800s. The model talks about the different phases through which a consumer goes before going to buy a product or service. According to him, most of the marketers follow this model to fetch more consumers for their product. Marketers use this model to attract customers to purchase a product. This model can be seen widely used in today's advertisements.

AIDA model is a blueprint that marketing, advertising and sales functions use to target all touch points during a customer's purchase journey, that is, from getting to know about the product to finally buying it. Consumer journey is analysed by breaking it into four fundamental stages.

The AIDA Model identifies cognitive stages an individual goes through during the buying process for a product or service. It's a purchasing funnel where buyers go to and fro at each stage, to support them in making the final purchase.

It's no longer a relationship purely between the buyer and the company since social media has extended it to achieving the different goals of AIDA via information added by other customers via social networks and communities.



Attention: Attention is usually grabbed by the use of image, colour, layout, typography, size, celebrity, model etc. The first level of response is the cognitive stage of customers the youth in this study. This is the act of thinking about the alcohol product. At this stage, customers are becoming aware of the product and start to develop some knowledge of the product's attributes and benefits. The Attention stage is usually triggered through advertising. All alcohol products traditional or modern alcohol drinking or brands that customers are aware of, are part of the so called 'awareness set'. This is a smaller portion of the 'total set' of alcohol products and brand that are available within a certain product category in Addis Ababa. Awareness Alcohol interferes with the brain's communication pathways, and can affect the way the brain looks and works. These disruptions can change mood and behaviour of the youth, and make it harder to think clearly and move with coordination.

Interest: Once attention is grabbed, it's necessary to create interest in the viewer's mind so that they will read more about the brand being advertised. By the use of an attractive sub head, interest can be invoked. After the cognitive stage, customers enter the affective stage. At this level customers have gone beyond mere knowledge of the alcohol product and have actually begun to develop attitudes, preferences and perhaps even interest in the product. All alcohol products or brands that customers have interest in, are likely to become part of the so called 'consideration

set'. This means that customers are seriously considering purchasing the product eventually. However before taking action, customers will need to go through two more stages.

Desire: The element of desire is usually created by the use of body copy where you write in detail about the necessity of buying the brand, thereby explaining the features of the brand, facts and figures. The Desire step of the AIDA Model is still part of the cognitive stage of customers. However, the interest alcohol drink customers initially will develop even more into an actual need. Customers are already imagining themselves with the product.

Action: The final stage is the behavioural stage. Towards the end, the contact information of the brand will be given where they expects the viewers to take action immediately. It can be in the form of shop address, toll free numbers or website address. This is where the customers take action. This could vary from visiting alcohol retailer to see a product demonstration or writing an email to a shop owner for more information on the product. Of course, ultimately these actions should hopefully lead to the purchase of the product.

2.5 Factors that Influence youth or customer purchasing behaviour

According to Schurr et al. (1985), the factors that influence consumer behaviour can be grouped into personal, psychological, cultural and social factors. An understanding of these factors helps businesses in order to provide products and services that meet consumers' needs and wants.

Personal: This category includes, age & life - cycle stage (family life cycle: single, newly married couples and etc.). Occupation (occupation affects consumption patterns). Economic situation. Lifestyle (pattern of living as Activities, Interest and Opinions) according to youth situation and the environment he surrounded with. Personality (personality is defined in terms of traits; these are psychological characteristics which lead to relatively consistent patterns of behaviour towards the environment) & self-concept (self-concept is reflective of identity; how a person perceives himself including attitudes, perceptions, beliefs and etc).

Psychological: This category consists, motivation (motives; urge to act to fulfill a goal or satisfy a need/want). Perception (ability to sense the environment and give meaning to it through the mechanisms of selection, organization and interpretation). Learning (a relatively permanent change in behavior as a result of one's experience; relates to memory; learning could be experiential based on direct experience or conceptual based on indirect experience; consumer learning could be based on marketing communication/seller provided information, personal word of mouth and/or experiential). Beliefs (thoughts that a person holds about something; these are

subjective perceptions about how a person feels towards an object/person/situation) and attitudes (a favourable or unfavourable disposition/feeling towards an object, person or a situation).

Cultural: Culture (a sum total of values, knowledge, beliefs, myths, language, customs, rituals and traditions that govern a society). Culture exerts the broadest and the deepest influence on consumers; For instance, influences on our eating patterns, dressing, day to day living and etc. cultural influences are handed down from one generation to the next and are learned and acquired through time). Sub-culture (subset of culture: smaller groups of people within culture with shared value systems within the group but different from other groups; identifiable through demographics and other variables).

Social class: relatively permanent divisions/stratifications in the society in to upper, middle lower classes; members in a class share similar values, interests, lifestyles and behaviours; the division is based on combination, income, education, wealth and other variables.

Social: Family: most important influencer most in our country Ethiopia; there occurs in a family what is referred to as socialization; family of orientation: parents and siblings; family of procreation: spouse and children; further some decisions are husband dominated, some are wife dominated and family life cycle Friends and peers, colleagues. Groups: reference groups; these are people to whom an individual looks as a basis for personal standards. Opinion leaders they influence the opinion of others based on skills, expertise, status or personality. Roles & Status: the role refers to the expected activities and status is the esteem given to role by society.

2.6 Theoretical literature

Advertisement in Ethiopia

A Brief History of the Media in Ethiopia

According to a survey of culture and media Ellene et al. (2003), modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II who ruled from 1889 - 1913. The first medium to be introduced was a weekly newspaper (La Se-mained' Ethiopie, 1890), 11 published in French by a Franciscan missionary living in Harar. In 1905 the name of the publication changed to Le Semeurd' Ethiopie. The first Amharic newspaper, a four-page weekly newspaper named Aemero was published in 1902. The first issues were 24 hand written copies. Between 1912 and 1915 weekly newspapers like Melekete Selam, Yetor Wore ("War News") and many others emerged. For the most part, these print media were controlled by the country's government. In 1965 Berhanena Selam Printing Press, a modern, institution run by the

government was established. The printing press played a role in the publication of two national weekly newspapers, Addis Zemen (New Era), in Amharic (1941) and its English counterpart the Ethiopian Herald, in 1943. These two served as the main official press organs of the state and as the main source of information for literate people. In addition to the printing media, electronics media such as Ethiopian Radio and Ethiopian Television were established in 1935 and 1964 respectively.

In October 1992 the proclamation of the Press Freedom Bill by the Ethiopian Transitional Government launched.

- 1) Freedom of the press is recognized and respected in Ethiopia.
- 2) Censorship of the press and any restriction of a similar nature are hereby prohibited.
- 3) Further guaranteed the right of access to information. It stipulated that any press and its agents shall, without prejudice to rights conferred by other laws, have the right to seek, obtain and report news and information from any government source of news and information.

Social Media Theory

Social media defines “new foundations of information that is effectively created, originated, disseminated and applied by consumer’s intent on educating each other about products, services, brands, personalities and issues (Blackshaw & Nazzaro, 2006; Mangold & Faulds, 2009).

An updated definition categorizes social media as a group of Internet-based applications that build on the ideological and technological foundations of Web and allow the creation and exchange of User Generated Content (UGC)(Kaplan & Haenlein, 2010; Ngai, Tao, & Moon, 2015; Zolkepli & Kamarulzaman, 2015). Social media itself is a holistic terminology and can be categorized into three subheads based on the theoretical taxonomy proposed by Vanden Bergh, Lee, Quilliam & Hove (2011). This division is based on its inherent characteristics and specific features, namely: Social Networking Sites, Content Community Sites and Social Media Platform. The social networking site provides opportunities for the consumers to develop their profiles start networking with their group of friends and share reviews on important issues. This includes Facebook, Twitter and LinkedIn, providing opportunities for online and professional networking. Secondly, the content community sites is specialized and a designated content generating and sharing platform in the form of videos and photos. Popular examples include YouTube, Vimeo and Dailymotion for videos, Instagram & Flickr for photos. The digital consumers can post their

comments, forward the links and share the videos through other social networks. Unlike other social networking sites, the main focus of the content community sites is content rather than the user itself. Lastly the social media platform basically allows the developers to formulate, generate and post applications for enhanced distribution (Bureau, 2008; Bergh et al., 2011).

According to social bakers, (2016) the leading social media platform is Facebook with more than a billion monthly active users. YouTube also estimates a billion monthly active users with over 4 billion video views/day. Twitter has a customer base of 320 million monthly active users with around 500 million Tweets sent per day. WhatsApp and Instagram taken over by Facebook have an active user base of 900 million and 400 million respectively. Instagrams active consumer base has crossed both Twitter and Pinterest, recording more than 80 million photos and 3.5 billion posts per day. Moreover, LinkedIn (100 million), Snap Chat (200 million) and Google+ (400 million) active users are also well recognized social media platforms .

Social Media Advertising Social media marketing involves methods of direct and indirect marketing to generate consumer awareness, recognition and recall for a product, person or a brand being executed through web tools of social networking, content dissemination and micro blogging (Gunelius, 2011). Specifically, social media advertising involves companies using banner ads, embedded videos, animations, brand pages, surveys classified and sponsored ads to promote their products and services over online platforms. It selects target audiences based on their application and use of social networks (Jung, Shim, Jin, & Khang, 2016; L. F. Lin, Li, & Wu, 2015, Irfan et al., 2017). All these set of brand building activities either use Facebook for sales promotion, Twitter for generating a specific trend (use of hashtags), uploading a product launch video on YouTube, engaging through a photo on Instagram, posting a blog on Hub Spot and networking with brand managers on LinkedIn. As social networks provide opportunity for consumers to develop personal and professional links, firms also attain an opportunity to bridge communication gaps. Social media provides them the environment to target advertising based on specific consumer profiles.

Kelly, Kerr, & Drennan (2009) proposed six major characteristics that make social networking advertising unique and different from standard web based advertising. Firstly, it directly appeals to consumer's beliefs & motivations through a two- way dialogue between companies and consumers for value creation (social exchange). Secondly, as social networking advertising occurs in a private space, it could be considered as irritating and intrusive if it is unable to convey the right message to its target audience (private space). Thirdly, social networking advertising not

only targets a consumer's personal preferences but also the social environment formed by his family and friends (rituals & shared meanings). Fourthly, social networking advertising also targets a consumer's self-image and may become a victim of cynicism (personal branding). Fifthly, this form of advertising is also perceived with risk and uncertainty if companies interfere in a consumer's personal social space (perception of risk). Lastly, social networking advertising may also receive serious criticism if it invades the consumer's social capital which includes his family, friends, and colleagues and peers (place for friends) (Nevarez & Torres, 2015)

2.6.1. Classifications of Advertising

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period.

- ✚ National Advertising- is advertising done by large companies on a nationwide basis or in most regions of the country.
- ✚ Retail/Local Advertising- is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales
- ✚ By target market segmentation - In this case, it should be clarified that the segmentation is a division of the consumer audience on segments by typical social, professional and other features. The more specific product or service is the narrower is the segment of the audience, among which they can be advertised.
- ✚ By target impact – commercial (goods and services) and non-commercial (political and social). Commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Non-commercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise.
- ✚ By distribution area - global, national, regional, and local. Global advertising is a rapid development of economic globalization in general: interactive videos, world radio and satellite TV, the Internet and other latest communication tools. Three other types of

advertising aimed at the population within the boundaries of a particular state, region, city, town or district.

- ✚ By the method implementation - textual, visual. Textual advertising is divided into simple and complex, and visual into statistical and dynamic. Simple text advertising is a regular wall advertisement. Complex text advertising includes a set of basic components - title, subtitle, main text module, slogan, etc. As an example of statistical advertising can be an appropriate photographic image or picture, and dynamic advertising such as video, computer animation.
- ✚ Primary-demand advertising- is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand.
- ✚ Business-to-Business Advertising- is advertising targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.
- ✚ Professional Advertising-is advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations. It might also be used to encourage professionals to recommend or specify the use of a company's product by end-users.
- ✚ Trade Advertising- is advertising targeted to marketing channel members such as wholesalers, distributors, and retailers. The goal is to encourage channel members to stock, promote, and resell the manufacturer's branded products to their customers

2.7 Laws on Alcoholic Drinks in Ethiopia

Although some laws governing alcoholic drinks exist, 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" (a male youth expert). 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. "I remember seeing two policemen help a visibly drunk man; walking very unsteadily, into his car, he then drove away without his headlights on and swinging from side to side"(a male journalist). On the other hand, there are no restrictions on alcohol advertising. "If there were restrictions, I would not have watched alcohol advertisements on television sitting with my father" (A 21-year-

old advertiser). Some discussed some knowledge of the new advertising proclamation. “Drinks allowed on the media are those with alcoholic contents below 12% by volume, but larger consumption of these drinks will result in effects similar to that of high-alcohol drinks and should have been regulated” (professional journalist). Regarding the definition of alcoholic drinks, respondents appear to agree that any beverage that contains any amount of alcohol should be considered as an alcoholic drink. “Alcoholic drink is anything that has ethanol. It includes those traditionally prepared at home and produced in a factory” (a 25-yearold pharmacist). Another participant added, “Soft drinks contain zero present alcohol, and anything with alcohol content above zero is an alcoholic drink” (a male youth expert). A participant emphasized on the need for a comprehensive regulation designed to address all issues on alcoholic drinks, in general, “from production to distribution with proper licensing of importers and distributors, and retailers including advertisement” (a 29-year-old, male, pharmacist). To this effect, “a separate alcohol policy must be declared as this will specify minimum age limits for alcohol consumption” (a 32-year-old lawyer). These related to timing of advertisements on the media and measures to review their contents; “for advertising for alcoholic drinks to have a separate channel on the media” and having guidelines to “censor alcohol advertisements before transmission to the public” (youth expert]. In addition, timing of advertisements should be revised; “their transmission should be restricted to late in the evening, after most children go to bed after 10 o’clock” (a female Youth expert]. “Avoiding alcohol advertising in and around programs in which young people are possible audiences” (female private advertiser). The other dimension that could help preclude young people’s exposure to alcohol advertising is to avoid filming advertisements in locations frequented by young people “especially by those below 18 years of age” (male physician).

2.7.1 Types of Media Advertising

Advertisers develop and place advertisements for many reasons. Some of the most basic types of advertising are based on functional goals, that is, on what the advertiser is trying to accomplish. There exist various media which can be effectively used for advertising.

- ✚ Print Media Advertising – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV

viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers accordingly the researcher hypothesized as follows Outdoor advertising: It has probably existed since the days of cave dwellers.

- ✚ Television advertising- is one of the most expensive types of advertising; networks charge large amounts for commercial airtime during popular events. The annual Super Bowl football game in the United States is known as the most prominent advertising event on television with an audience of over 108 million and studies showing that 50% of those only tuned in to see the advertisements.
- ✚ Radio advertisements- are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found on air, and also online.
- ✚ Online advertising- is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online ads are delivered by an ad server.
- ✚ Domain name advertising- is most commonly done through pay per click web search engines; however, advertisers often lease space directly on domain names that generically describe their products. When an Internet user visits a website by typing a domain name directly into their web browser, this is known as "direct navigation", or "type in" web traffic.
- ✚ Covert advertising- is when a product or brand is embedded in entertainment and media. For example Blade Runner includes some of the most obvious product placement; the whole film stops to show a Coca-Cola billboard.
- ✚ Print advertising -describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. One form of print advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad paid by the word or line.

Billboards, also known as hoardings in some parts of the world, are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large numbers of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums. The large outer advertising space aims to exert a strong pull on the observer; the product is promoted indoors, where the creative decor can intensify the impression

- ✚ In-store advertising- is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.
- ✚ Celebrity endorsements-advertising in which a celebrity endorses a product or brand leverages celebrity power, fame, money, popularity to gain recognition for their products or to promote specific stores' or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products. The use of celebrities to endorse a brand can have its downsides, however; one mistake by a celebrity can be detrimental to the public relations of a brand.

New media approaches

A new advertising approach is known as advanced advertising, which is data-driven advertising, using large quantities of data, precise measuring tools and precise targeting. Advanced advertising also makes it easier for companies which sell ad-space to attribute customer purchases to the ads they display or broadcast. Online advertising began with unsolicited bulk e-mail advertising known as "e-mail spam". Spam has been a problem for e-mail users since 1978. In online display advertising, display ads generate awareness quickly. Unlike search, which requires someone to be aware of a need, display advertising can drive awareness of something new and without previous knowledge. Display works well for direct response.

More advanced mobile ads include banner ads, coupons, Multimedia Messaging Service picture and video messages, averages and various engagement marketing campaigns. A particular feature driving mobile ads is the 2D barcode, which replaces the need to do any typing of web addresses, and uses the camera feature of modern phones to gain immediate access to web content. Some

companies have proposed placing messages or corporate logos on the side of booster rockets and the International Space Station.

With the Internet came many new advertising opportunities. Pop-up, Flash, banner, pop-under, adver gaming, and email advertisements are now commonplace. Particularly since the rise of "entertaining" advertising, some people may like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them.

Alcohol advertising in the Ethiopian media focuses only on the sale of the product and avoids mentioning adverse consequences of drinking. For instance, the use of certain themes as a means to attract the opposite sex and as enhancing someone's seduction power or attractiveness may often be common in advertisements for other product categories, but should not to be used in relation to alcoholic drinks. Fusing alcohol with sexuality either by word or allusion has the manifest message that the two are complementary themes. In addition, encouraging immoderate consumption by making use of controversial information in alcohol advertising is prohibited in many countries. For example, excessive display of bottles and filled glasses as main advertising themes is taken as encouraging immoderate drinking and thus prohibited. In this regard, one beer brand has so far employed the no-hangover and brewed without sugar claims in its advertising, in Ethiopia. However, unless checked, there is no guarantee that this design and language will not be borrowed by others including producers of drinks with high-alcohol content, in the future. One reason for the observed advertising tactics may be lack of such policies requiring approval of the content and presentation format of alcohol advertisement in advance.

On the other hand, drinking by young people in Ethiopia is considered as a public health problem. The effects of music, dancing and messages of improving sexual performance have been suggested in terms encouraging young people to start the drinking habit. The whole purpose of setting the age of people who can be depicted in alcohol advertising is to minimize the effects of modelling and peer pressure via the media. This includes treatments featuring characters real or fictitious as well as daring, toughness and bravado likely to appeal to young people. However, there appears to be a considerable lack of context relevant evidence in Ethiopia. Further studies are thus required to come up with a clear picture of the relative importance of the factors identified by participants of this study in influencing young people's drinking behaviour: the contexts in which they drink and what activities they engage in after drinking. More importantly,

the amount as well as patterns of drinking by young people triggered by alcohol advertising should come under close scrutiny.

In Ethiopia, such restriction appears to be placed only on drinks with alcoholic contents above 12% by volume. In relation to this, an integral part of alcohol legislations is the definition what constitutes an alcoholic beverage, as that definition sets the limit for when the laws apply and to what beverages they apply. The consequence of setting limits that are set very high is that some beverages with lower alcohol content are not subject to regulation.

The impact of alcohol marketing through non-media channels, or through new channels such as the internet, has only recently begun to be addressed in research. Together with experimental studies and longitudinal studies carried out in Europe, such studies will shed further light on the cumulative effects of exposure to alcohol advertising through multiple marketing channels, and on mechanisms that explain the impact of alcohol marketing. In view of the impact of alcohol marketing on the drinking behaviour of young people, effective regulation of alcohol marketing can contribute substantially to reducing alcohol-related harm by delaying the onset of drinking and by lessening the incentives to drink more. Regulations can be mandated by law, established by a sector or by individual companies through voluntary codes of responsible conduct, or set by a combination where legislation creates the framework for self-regulation.

Alcohol marketing is only the tip of the iceberg as determinant of consumption and alcohol related harm. Alcohol related policies and regulations so far considered in Ethiopia represent fragmented efforts in viewing alcohol vis-à-vis the broader public health and safety perspectives. Notwithstanding the fact that the broadcasting services proclamation was not designed to incorporate other dimensions of public health concern, at this specific juncture, it is only fair to acknowledge Ethiopian broadcast authority effort in grappling with issues single-handedly. However, a general advertising proclamation may not be well-suited when it comes to the subtleties of specific advertisements. As a rule, regulations address the various aspects of alcohol, such as its production, import, distribution and sale, marketing and promotion, as well as enforcing minimum age at which alcohol purchasing and drinking is allowed and drinker driving legislation and counter measures.

2.8. Empirical literature

Drinking problems also have a very negative impact on mental health. Alcohol abuse and alcoholism can worsen existing conditions such as depression or induce new problems such as serious memory loss, depression or anxiety.

Long-term effects: mental health issues such as increased risk of suicide. Substance abuse you may become dependent or addicted to alcohol, especially if you have depression or anxiety, or a family history of alcohol dependence. increased risk of diabetes and weight gain.

This section provides the empirical studies related to the study. The empirical evidence in this study is world studies

World related studies

Chen and Grube, 2002

Parental drinking can lead to child abuse and numerous other impacts on the child's social, psychological and economic environment. The impact of drinking on family life can include substantial mental health problems for other family members, such as anxiety, fear and depression.

A national study published in January 2006 concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth. Specifically, for each additional ad a young person saw (above the monthly youth average of 23), he or she drank 1% more.

Young people with more positive affective responses to alcohol advertising hold more favourable drinking expectancies, perceive greater social approval for drinking, believe drinking is more common among peers and adults, and intend to drink more as adults

Cindy dring and Dr Ann hope,2001

The perceptions of the participants suggest a number of areas where the Coors Light advertisement's compliance with the codes are open to question. It was generally felt that the intended target was young people, that the characters were under 25, that they were drunk, that it linked alcohol use with social success, and that it implied therapeutic benefits and stimulant effects. This advertisement strongly appealed to the participants. When asked to consider all advertising for any product, it was frequently mentioned as a favourite, particularly among the older groups. When rating the four ads used in this research, it was liked best among the older boys and second by the younger boys. Despite the improbability of the cabin sliding down the hill, it was generally felt that the party scene depicted was realistic, and the characters were similar to the participants. There was general agreement that the characters in the advertisement were definitely under 25, and possibly under 18. It was also felt that it was unlikely that anyone older

than 25 would be at a party such as the one in the advertisement. All of the groups felt that the characters had drunk more than the recommended safe limits.

Clin Med (Lond). 2009

Children and adolescents are particularly vulnerable to the harmful effects of alcohol, with heavy drinking risking impaired brain development and future alcohol dependence. Advertisements increase expectancies about alcohol, leading to a greater likelihood of drinking. A systematic review of 13 longitudinal studies of over 38,000 young people found convincing evidence of an impact of media exposure and alcohol advertising on subsequent alcohol use, including initiation of drinking and heavier drinking among existing drinkers. All European countries, with the exception of the UK, have a ban on one or more types of advertising. Since self-regulation is reported as failing to prevent marketing which has an impact on younger people, and since advertising commonly crosses country borders, there is an argument to approximate advertising rules across Europe banning alcohol advertising targeted at young people, a highly cost-effective measure to reduce harmful alcohol use, and one supported by European citizens and case law.

Ethiopia Related Studies

Eyerusalem (2017)

She conducted a study on Audience Reception Analysis of Selected Beer Commercials in Ethiopian Broadcast Corporation 1 (EBC1). The main aim of the study is to examine how the audiences interpret the messages conveyed by the selected beer commercials. The researcher assumes that as beer commercials transmitted on a day-to-day basis, beer seems to become an important part of people's lives. The objective of the study is to investigate the interpretation of the messages transmitted by selected television beer commercials aired on EBC1. The researcher expect from the study to create an awareness among companies that produce the commercials and other stakeholders on the reception of commercials among the audience, enable producer of the beer to shape their ways of message presentation and it will also serve as a reference. The researcher has employed Qualitative Research Method for the study. Qualitative content analysis, focus group discussions and one-on-one interviews were used as data gathering instruments. With regard to the sampling procedure, six commercials from three beer brands were selected using purposive sampling based on time intervals in which the commercials were broadcasted, purposive and snowball sampling techniques were utilized for the purpose of audience.

Berhanu and Shimeels (2015)

They conducted a study on the Impact of Advertisement on Brand Preference of Beer Products with Reference to Hawassa City. The general objective of the study is to explore the impact of advertisement on consumers' beer brand preference. The study was conducted aiming to assess the impact of advertisement on consumers' brand preference with reference to beer products in Hawassa city. In this study, positivistic approach was adopted because this approach would allow the researcher to search for truths of the observation by empirical evidence via the hypothetic-deductive method (Jankowicz, 2005 cited in Ling et al., 2010). In this research both quantitative and qualitative data were used. However, more emphasis was given to quantitative data. The researcher also made use of qualitative data in order to triangulate the data collected through the quantitative method. The study employed both primary and secondary data. The primary data were collected directly from the sample respondents such as the consumers of beer, sales personnel and managers in selected groceries, restaurants and hotels using structured questionnaire. Interview method was also used to substantiate the data obtained through questionnaire method. The secondary data were collected from such sources as books, journals, articles, research papers, and the internet.

2.9. Research Gap

After observing such relevant studies, it can be concluded that many researchers examined and studied different aspects of alcohol advertising and its effect alcohol beverage advertisement on the drinking behaviour on youth consumer's buying behaviour. However, there are some considerable contradiction among the previous works and theories of science. Many researchers have studied their work in their own contextual scenarios. This study emphasizes on the youth alcoholic behaviour consumer's behaviour of sub cities like Addis Ababa by considering bars, lounges and alcohol distribution centres. Most of the previous works agree advertisement is a must and should be a continuous activity. It boost market share in addition to the profit maximization. Some of the scholars indicate the effect of alcohol advertisement on its implications to managerial activities and they are not trying to propose strategies that create awareness among the youth consumers. Moreover, the other drawback is being conducted with few independent variables. Unlike these studies, the current study will use the previous studies as a bench mark. Since the studies will not free of flaws, the researcher of this study attempts to include facts and theories which eliminate the above mentioned flaws

2.10. Conceptual frame work

A conceptual framework is an analytical tool with several variations and contexts. It can be applied in different categories of work where an overall picture is needed. It is used to make conceptual distinctions and organize ideas.

A conceptual framework is an analytical tool that is used to get a comprehensive understanding of a phenomenon. It can be used in different fields of work and is most commonly used to visually explain the key concepts or variables and the relationships between them that need to be studied.

The conceptual framework for explaining advertising content formulated in this paper begins with environmental, psychological and social factors. The primary objective of Alcohol advertisement that influence youth behaviour and mentally.

The Conceptual Framework is a body of interrelated specific objectives and research questions. The objectives identify the goals and purposes of financial reporting and the research question are the underlying concepts that help achieve those objectives

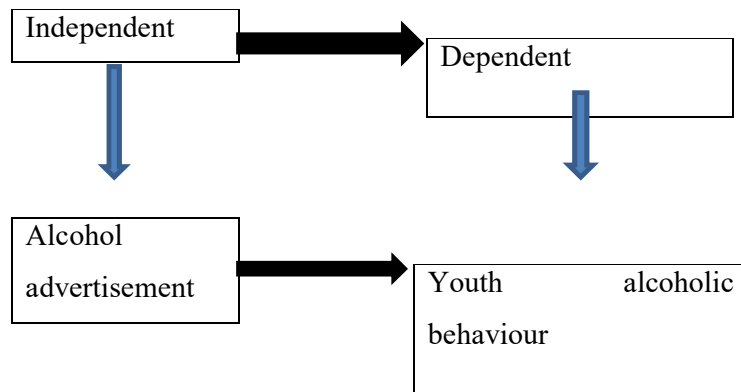
The study conceptual framework initially evaluates the six constructs of consumer beliefs that formulate consumer perceptions towards the value of social media alcohol advertising

Figure 1 conceptual frame



Variables are given a special name that only applies to experimental investigations. One is called the dependent variable and the other the independent variable. The independent variable is the variable the experimenter manipulates or changes, and is assumed to have a direct effect on the dependent variable. The independent variable is the cause. Its value is independent of other variables in your study. The dependent variable is the effect. Its value depends on changes in the independent variable. The independent variable is the characteristic of a psychology experiment that is manipulated or changed by researchers, not by other variables in the experiment.

Figure 2 experimental investigation



CHAPTER THREE

3. RESEARCH METHDOLOGY

3.1 Introduction

This chapter clearly defines the research methods used to conduct the study. It will explain the research paradigm, research approach, research design, sampling design, target population, sampling frame, sampling technique, sample size, data collection methods, data collection instrument, data analysis procedures, validity and reliability and finally the research ethics. It generates statistical data on how alcohol advertisements impact consumers in Addis Ababa, following a mixed research design. The study focuses on Addis Ababa, Ethiopia. The reason for selecting Addis Ababa is the study area consists of heterogeneous mixture of people from all over the city.

3.2 research paradigm

A research paradigm is an approach or a model or a pattern to conduct research. It is a framework of thoughts or beliefs or understandings within which theories and practices operate .

A paradigm is worldview about how to conduct a research. Paradigm includes the methodology, approach, ontology, and epistemology to conduct the research. In one paradigm there can be several methodologies and the researcher can follow anyone of that. These methodologies are approaches to research that can help the researcher conduct a systematic research.

Figure 3 research paradigm



3.3 Research approach

Research approaches are plans and the procedures for research. That spans the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation.

To collect the necessary information for the study, this study used both quantitative and qualitative data. So that mix of qualitative and quantitative methods can therefore help provide a more comprehensive evaluation for this study. The mixtures of the qualitative and quantitative methods help to identify their strengths and weaknesses and how their divergent approaches can complement each other. The mixed approach, it is not enough to analyse qualitative and quantitative data, the data needs to be mixed in some way so that together they form a more complete picture of the problem than they do when they are implemented alone.

3.3.1 Qualitative Approach

Qualitative research involves collecting and analysing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. Qualitative research is the opposite of quantitative research, which involves collecting and analysing numerical data for statistical analysis. Qualitative research was implemented for its advantages as stated on Stone et al. (1999). It is more appropriate for examining words and ideas rather than counting numbers. Qualitative research method is one of the methods used to conduct this research. It has its own features that differentiate it from quantitative research. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand people's motivations, attitudes and behaviour. This method is used to understand and explain social phenomena in their natural setting.

3.3.2 Quantitative Approach

Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative approach is the second method employed to conduct this study. Under this approach, a quantitative survey method and closed ended questions with the five Likert scale were implemented. It also facilitates the study of human attributes. Moreover, according to Creswell, (1994) quantitative research is also useful to quantify opinions, attitudes and behaviours and find out how the whole population feels about certain issues. Under this method, the responses towards the Impact of Alcohol advertisements on Addis Ababa youth practices were analysed.

3.4 Research design

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data.

This study research design explanatory research/ descriptive research. It conducted for a problem which was not well researched before, demands priorities, generates operational definitions and provides a better-researched model. It is actually a type of research design which focuses on explaining the aspects of your study in a detailed manner. This study used to investigate a problem which is not clearly defined. For such a research, a researcher starts with a general idea and uses this research as a medium to identify issues, which can be the focus for future research. When it comes to random surveys, the most common example of exploratory research takes place in the form of open-ended questions. Think of the exploratory questions in your survey as expanding your understanding of the people you are surveying.

Based on the cross sectional data that is used to collect through field survey with the help of questionnaire. This study use both primary & secondary data in this study. Primary data from the survey and secondary data was collected from research papers, books, journals, internet, and magazines etc.

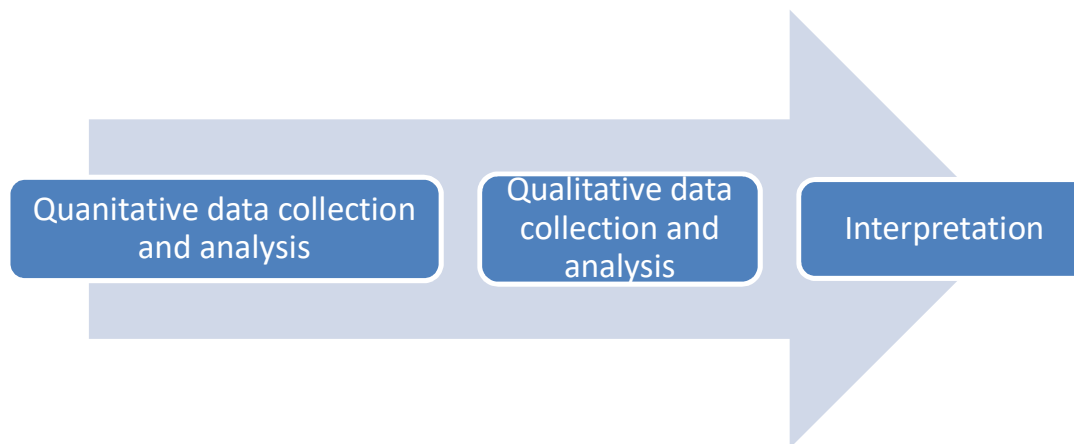
Research designs used the blue-print or maps that details how the researcher collect data that is relevant to address the research questions. It is a general blue-print for the collection, measurement and analysis of data, with the central goal of solving the research problem.

3.4.1 Explanatory Sequential Design

Explanatory sequential design allows viewing the study as a two project collecting quantitative data first followed by connecting qualitative data second. Conduct a survey and then follow up with a few individuals who answered the questions through interviews.

In this study, the researcher applied both qualitative and quantitative approaches, with the help of questionnaires. Primary data was obtained and through analysis and interpretation, suitable suggestions were recommended. Tables and charts were also used to present the results of the study.

Figure 4 explanatory sequential design



3.5 sampling design

Sampling design is a mathematical function that gives you the probability of any given sample being drawn. Since sampling is the foundation of nearly every research project, the study of sampling design is a crucial part of statistics, and is often a one or two semester course

The study used non- probability sampling technique. The study used convince sampling technique. The best sampling method is always the one that could best answer the research question while also allowing for others to make use of the results. Each element in the population has an equal chance of occurring. The aim of convince sampling is to select participants from various strata within a larger population when the differences between those groups are believed to have relevance to the market research that will be conducted

3.5.1 Target Population of the Study

In this study, the target populations are Alcohol Advertisement viewers in Addis Ababa city. In ten bars and two alcohol distributors and random peoples from bars who were gathering for drinking. As I mentions I ask them and I ask them to give me captured alchol advertisement they watched.

I do get some of the statical population data in addis ababa sub cities

Table 1. Central Statistical Agency / Statistical Abstract 2012 / 13

No	Sub-cities	population
1	Bole	350,102
2	Arada	239,638
3	Kirkos	250,665
4	Lideta	228,547
	Total	1,068,953

Table 2. bars in addis ababa

No	Bars and clubs
1	The vault addis
2	Jams addis
3	Jazzamba lounge
4	Lux addis
5	Club H20
6	The republic club
7	Black rose
8	Palat bar
9	Paragon bar and lounge
10	MK's bar and lounge

Table 3 Alcohol distributor in addis ababa

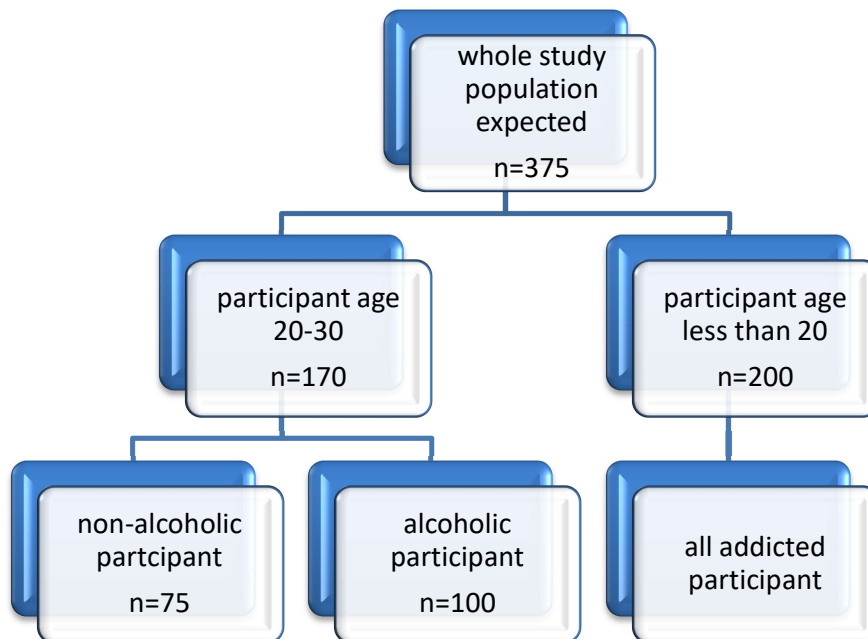
No	Alcohol distributor
1	National alcohol and liquor factory (NALF)
2	Winter palace liquor distributor

3.5.2 Sampling frame

A sampling frame is a list or other device used to define a researcher's population of interest. The sampling frame defines a set of elements from which a researcher can select a sample of the target population.

This sampling frame is expected interviewers.

Figure 5 sampling frame



3.5.3 Sampling Techniques

A sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected.

Sampling is a method that allows researchers to infer information about a population based on results from a subset of the population, without having to investigate every individual.

The sampling unit for this study is Alcohol Advertisement social media viewers of Addis Ababa. A sample size involving a number of respondents will be including in this study. To select the require respondents, this study use purposive sampling techniques.

3.5.4 Sample Sizes

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample

The purposive sample sizes, expect 375 viewers of Addis Ababa social media advertisement viewers from different background we will use to select. However, the number of respondents is scarce and ineffective at representing Addis Ababa alcohol advertisement viewers.

Since the population of the study is infinite, the following formula is used to determine the appropriate sample size.

$$n = \frac{z^2 * p * q}{e^2} = \frac{5^2 * 3000 * 1}{400} = 375$$

Where n= sample size

z=the value of standard value of a given confidence level

P= sample proportion

q=1-p e=acceptable error

3.5.5 Sampling procedure

This study used the three most important procedures. This study use probability sampling, systematic sampling and judgment sampling.

3.6 Data Collection Method

This study used to collect data through primary and secondary sources.

3.6.1 Primary Data

Primary data is data which hasn't been collected before; they are collected directly from the source (Kothari, 2006). Primary data was collected from the Addis Ababa Alcohol Advert viewers using survey questionnaires. Sekaran (2001) suggests that questionnaires are an efficient data collection mechanism provided the researcher knows exactly what is required and how to measure the variables of interest. The researcher conducted 375 questionnaires with people who have had experience watching different technological advertisements. The 370 questionnaires were purposively distributed (purposive sampling) to the target audience. The questionnaire has two

parts. The first part is demographic information of the respondents and the second (closed ended) focuses on the questions that discuss the overall assessment of the impact of alcohol advertisements. In addition to survey questionnaire.

3.6.2 Secondary data

These are data extracted through reviewing various documents e.g. previous thesis, text books, journals, magazines and other published information that were available within advertisements.

3.7 Data collection instrument

This study used both quantitative and qualitative data collection tool. In quantitative tools, (face to face, probability sampling, document review). Qualitative tools (in interview, forms).

3.8 Data analysis method

This study used explanatory, descriptive analysis and perspective analysis method and also use by using chart and diagram.

3.9 Validity and Reliability

3.9.1 Validity

Validity is the extent to which the scores from a measure represent the variable they are intended to. This study used face validity and content validity type. And used internal validity technique. Face validity is the extent to which a measurement method appears “on its face” to measure the construct of interest. Most people would expect a self-esteem questionnaire to include items about whether they see themselves as a person of worth and whether they think they have good qualities. So a questionnaire is include these kinds of items would have good face validity. The finger length method of measure self-esteem. Although face validity can be assess quantitatively for example, by having a large sample of people rate a measure in terms of whether it appears to measure what it is intend to it is usually assessed informally.

3.9.2 Reliability

Reliability refers to the consistency of a measure. Psychologists consider three types of consistency: over time (test-retest reliability), across items (internal consistency), and across different researchers (inter-rate reliability).

This study used inter-rate reliability technique. The study measure a construct that they assume to be consistent across time, then the scores they obtain should also be consistent across time. Test-retest reliability is the extent to which this is actually the case. Assess test-retest reliability

requires use the measure on a group of people at one time, using it again on the same group of people at a later time, and then looking at test-retest correlation between the two sets of scores

This study used both internal reliability and external. Internal consistency is a measure of how well your test is actually measuring what you want it to measure. External reliability means that your test or measure can be generalized beyond what you're using it for.

3.10 Research ethical consideration

The data gather used solely to understand the impact of alcohol advertising in Addis Ababa. The researcher is solely responsible for conducting the whole proposal process and shall abide all the policies regarding the organization as well as the university. The will not be transferrable for any means in person or organization. The research is done according to the guidelines, rules and regulations of the university. And responsible to take care of my- self from covid-19 to accomplish the study. To follow the rule of WHO in single step.

CHAPTER FOUR

4. DATA ANALYSIS AND FINDINGS

This chapter presents the findings of the study. It also analyses and discusses the findings of the study as per set objectives stated in chapter one. It first shows the profile of the respondents then presents, analyses and discusses the findings from the study, it gives information collected based on the objectives of the study such as relations between Alcohol advertising and youth alcohol drinking.

This chapter is all about the results of the study. The results of the study are presented and discussed in detail. The first part of the chapter discuss about the distributed and returned questionnaires. The second part is about the responses received and the analysis made along with the interpretations of the results

4.1 Demographic Profile of the Respondents

The demographic characteristics of the participants in the study are age, sex, marital status, educational level and income level of the respondents.

4.2. Response Rate

Even though the sample size of the study is 375 questionnaires were distributed but only 372 questionnaires were returned. Out of 372 questionnaires 2 questionnaires were rejected. Ten out of the 2 questionnaires were rejected due to missing data and the rest one questionnaire was returned unfilled. Therefore, 370 questionnaires served as data for analysis to present the findings and draw a conclusion.

4.2.1 Characteristics of the respondents

Since the general characteristics of the respondents are vital to get insights to the overall study we shall start by seeing the demographic nature of the respondents.

Table 4.2 1 Characteristics of the respondents

Age	Frequency	percent
Below 20	180	48%
20-25 (non- alcoholic)	73	19.5%
20-25(alcoholic)	98	26.1%
26-30(non-alcoholic)	4	1.7%
26-30 (alcoholic)	15	4%
Total	370	99.3%
Reject question	5	1.3%
Total	375	100%

Source: Calculated From the Researcher Survey Data

Table 4.2.1 above indicates that from 375 respondents 370 (99.3%) responded of their age category. 180 (48%) of the respondents were aged between below 20, whereas 73 (19.5%) of the respondents were between 20-25 (non- alcoholic),98 (26.1%) were 20.25 (Alcoholic),

4 (1.7%) were between 26-30 (Alcoholic) and 15 (4%) were between 26.30. 2 respondent did not state his or her age category and reject the questions. Thus 1.3% of the respondents fall to participant in the research questions. This shows that majority of the respondents were relatively young.

4.2.2 Respondents by Sex

Respondents were asked about their sex. Table 4.2.2 below provides the findings of the study.

Table 4.2 2 Respondents by Sex

sex	Frequency	Percent
Female	113	30%
Male	257	68.5%
Total	370	98.7%
Rejecting question	5	1.3%
Total	375	100%

Source: Calculated From the Researcher Survey Data

Table 4.2.2 above shows that from 375 respondents 370(98.7%) stated their sex category. 113 (30%) respondents were females while 257(68.5%) were males. 5 (1.3%) did not state their sex category. Thus, the majority of the respondents were male.

4.2.3. Educational level of the respondents

Respondents were asked about their educational level. Below provides the findings of the study .

Table 4.2 3 Educational level of the respondents

Education level	Frequency	Percent
High school	85	22.7%
Diploma	82	21.9%
Degree	186	49.6%
Masters	2	0.5%
Illiterate	4	1.0%
Total	359	95.7%
Rejected question	16	4.3%
Total	375	100%

Source: Calculated From the Researcher Survey Data

From the above table one can see that the greatest portion of the respondents 85 (22.7%) have high school. 82 (21.9%) diploma, 186 (49.6%) Bachelor Degree, 2(0.5%) of them have Master Degree. 1.0% are not educated. 4.3% of the respondents are rejected the questions.

4.2.4 Income of the respondents

Respondents were asked about their income level (monthly income in birr). Table 4.2.4 below provides the findings of the study

Table 4.2 4Income of the respondents

Income	Frequency	Percent
Below 1000	79	21%
1500-2000	45	12%
3500-4500	141	37.6%
Above 5000	97	25%
Total	362	96.5
Missed system	13	3.5%
Total	375	100%

Source: Calculated From the Researcher Survey Data

Table 4.2.4 from the above table we can conclude that 25% of the respondents earn monthly income of Birr 5000 and above. 13 (3.5%) would not state their income level category the remaining 72.5% earns income of below Birr 5000.

4.2.5 Marital Status of the Respondents

Respondents were asked about their marital status. 4.2.5below provides the findings of the study.

Table 4.2 5. Marital Status of the Respondents

Marital status	Frequency	Percent
Single	116	31%
Married	228	60.8%
Divorce	23	6.1%
Total	367	97.9%
Missed system	8	2.1%
Total	375	100%

Source: Calculated From the Researcher Survey Data

Table 4.2.5 above demonstrates that from 375respondents 367 (97.9%) stated their marital status category. 116 (31%) respondents were Single, 228 (60.8%) were married and 23 (6.1%) of the respondents were divorced. 8 (2.1%) did not state their marital status category. Thus, the majority of the respondents were married.

4.2.6 Starting drinking period of the respondent

Respondents were asked about their start drinking period. 4.2.6 below provides the findings of the study.

Table 4.2 6 Starting drinking period of the respondent

During time	Frequency	Percent
Less than a year	98	26.5%
One-three year	117	31.6%
Three-six year	139	37.6%
More than 6 year	2	0.5%
Total	356	96.2%
Rejected question	14	3.8%
total	370	100%

Source: Calculated From the Researcher Survey Data

Table 4.2.6 above demonstrates that from 370 respondents 356 (96.2%) stated their drinking year. 98 (26.5%) respondents were less than a year, 117 (31.6%) were between one to three year, 139 (37.6%) were between three to six year and 2 (0.5%) of the respondents were more than six year. 14 (3.8%) did not state their started drinking. Thus, the majority of the respondents were between three to six year.

4.2.7. Time of drinking of the respondent

Respondents were asked about their time or duration of alcohol drinking. Table 4.2.7 below provides the findings of the study.

Table 4.2 7. Time of drinking of the respondent

Time of drinking	Frequency	Percent
Rarely (for fun)	119	32%
Every day	86	23%
Only in holiday (occasions)	49	13.2%
To reduce or forget stress	113	30.5%
Total	367	99.1%
Rejected questions	3	0.8%
Total	370	100%

Source: Calculated From the Researcher Survey Data

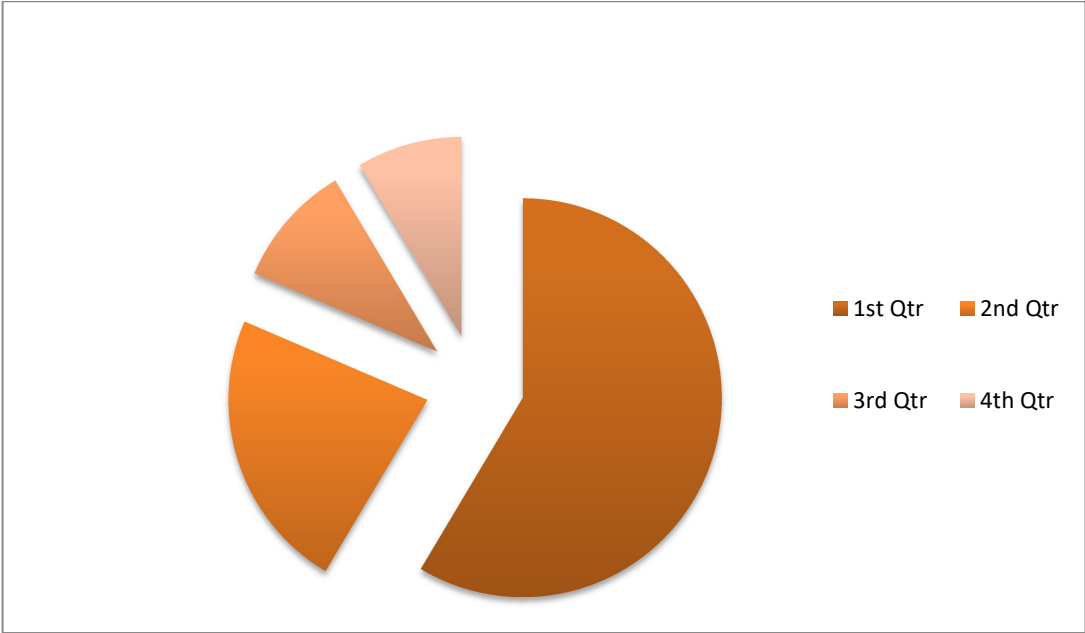
Table 4.2.7 above demonstrates that from 370 respondents 367 (99.1%) stated their drinking time duration. 119 (32%) respondents were drink rarely for having fun and chill, 86 (23%) were drink alcohol every single day and they are too addicted, 49 (13.2%) were drink alcohol only for occasions and 113 (30.5%) of the respondents were drink to reduce or forgetting stress and anger. 3 (0.8%) did not state their drinking duration. Thus, the majority of the respondents were drinking for fun rarely I use this word for weekly and monthly duration so.

4.3. Result and Discussion

4.3.1. Result of the Descriptive Statistics

As it is mentioned earlier in chapter three, descriptive statistics enables to obtain frequencies. The researcher addressed research question one by employing this statistical technique. Hence, the following graphical representation summarized the results and addressed the first research questions

Figure 6. descriptive statics



Source: Calculated From the Researcher Survey Data

1st Qtr.:- media advertisement: Facebook , instagram, telegram, whatsapp, palm talm, linkdink, tiktok, snap chat, you tube, we chat.

2st Qtr.:- Newspaper: Fictions, books, posters, flies paper,..

3rd Qtr:- TV advertisement :

4th Qtr:- radio advertisement

4.3.2 Sub City of the Respondents

Respondents were asked about their Sub City. 4.3.2 below provides the findings of the study.

Table 4.3. 1.Sub City of the Respondents

No	Sub-cities	Frequency	Percent
1	Bole	220	59.4%
2	Arada	72	19.4%
3	Kirkos	37	10%
4	lideta	41	11%
	Total	370	100%

Source: Calculated From the Researcher Survey Data

Table 4.3.2 above shows that from 370 respondents 220 (59.4%) stated their bole sub city category. 72 (19.4%) respondents were in the Arada sub city category, 37 (10%) were from the kirkos sub city category, 41 (11%) were from the lideta sub city category.

4.4 Quantitative Research Findings (open-ending)

4.4.1 Do the youth like watching TV advertisements

Table 4.4 1

	Frequency	Percent
Strongly agree	96	26%
Agree	84	22.7%
Neutral	39	10.5%
Disagree	51	13.7%
Strongly disagree	73	19.7%
Total	343	92.7%
Rejected question	27	7.3%
Total	370	100%

Source: Calculated From the Researcher Survey Data

Table 4.4.1 above shows that from 370 respondents 343 (92.7%) respond to the “Like watching TV advertisements” question. 96 (26%) of the respondents strongly agree that they like watching TV advertisements, 84 (22.7%) of the respondents agree that they like watching TV advertisements, 39(10.5%) of the respondents are neutral, 51 (13.7%) of the respondents disagreed and 73 (19.7%) of the respondents strongly disagreed. Therefore, the majority of respondents 180 (48.7%) have a positive perspective towards watching TV advertisements. They do like watching TV advertisements.

4.4.2 Does watching TV adverts increase the desire of buying an alcoholic product?

Table 4.4 2

	Frequency	Percent
Strongly agree	96	25.9%
Agree	85	22.9%
Neutral	56	15.1%
Disagree	82	22.1%
Strongly disagree	32	8.6%
Total	351	94.9%
Rejected question	19	5.1%
Total	370	100%

Source: Calculated From the Researcher Survey Data

Table 4.4.2 above shows that from 370 respondents 351 (94.9%) respond to the question. 96 (25.9%) of the respondents strongly agree, 85 (22.9%) of the respondents agree, 56(15.1%) of the respondents are neutral, 82 (22.1%) of the respondents disagreed and 32 (8.6%) of the respondents strongly disagreed. Therefore, the majority of respondents 181 (48.8%) have a positive perspective towards tv adverts increase the desire of buying an alcoholic product.

4.4.3 Are TV advertisements trusted by Addis Ababa youth alcoholic customers

Table 4.4 3

	Frequency	Percent
Strongly agree	99	26.7%
Agree	87	23.5%
Neutral	55	14.9%
Disagree	94	25.4%
Strongly disagree	0	-
Total	335	90%
Rejected question	35	9.5%
Total	370	100%

Source: Calculated From the Researcher Survey Data

Table 4.4.3 above shows that from 370 respondents 335 (90%) respond to the question. 99 (26.7%) of the respondents strongly agree, 87 (23.5%) of the respondents agree, 55(14.9%) of the respondents are neutral, 94 (25.4%) of the respondents disagreed and 0 (0%) of the respondents strongly disagreed. Therefore, the majority of respondents 186 (50.2%) have a positive perspective towards tv adverts trust by the youth customer in addis ababa.

4.4.4 Do TV advertisements undertaken by celebrities and famous Ethiopian artist increase the alcohol buying youth?

Table 4.4 4

	Frequency	Percent
Strongly agree	80	21.6%
Agree	77	20.8%
Neutral	80	21.6%
Disagree	73	19.7%
Strongly disagree	19	5.1%
Total	329	88.9%
Rejected question	41	11.0%
Total	370	100%

Source: Calculated From the Researcher Survey Data

Table 4.4.4 shows that from 370 respondents 329 (88.9%) respond to the question. 80 (21.6%) of the respondents strongly agree, 77 (20.8%) of the respondents agree, 80(21.6%) of the respondents are neutral, 73 (19.7%) of the respondents disagreed and 19 (5.1%) of the respondents strongly disagreed. Therefore, the majority of respondents 157 (42.4%) have a positive perspective towards alcohol advertisement the promotion made by famous artist and other celebrities.

4.5 Findings, Analysis and Discussions

This section presents the findings of the study. It also analyses and discusses the findings of the study in line with the objective of the study stated in chapter one.

This analysis has three parts based on the research questions. And each part explains the findings on the quantitative and qualitative data related to the respective research question. For quantitative, closed ended questionnaires presented to 375 Addis Ababa consumers. For qualitative, in-depth interviews have been conducted with 4 people in the field of media and advertisements and one 7 businessman in Addis Ababa.

4.6 1 research questions and sub- research questions

1. How Addis Ababa consumers rely on good and influenced advertisements to buy a product or service?

‘it influenced the advertisement especially the youth community in Addis Ababa . it must be controlled by the government to protect youth from the alcoholic and drag mind purification in addis ababa, if you see around bole at night you see more kids under 18 it is big shame that their parents even support them my this alcoholic the alcoholic customer rely on good yes especially the advertisement in worked in mind Print, online, and social media advertisements also influence consumers in their purchasing decisions. The more eyes that see our ads, the more it strengthens our brand, that we are, and what our business is. For advertising builds consumer trust in the company and ensures more people are reached.’’Ato birhanu shemeles

2. How to find out the militating factor against advertising in alcohol products?

‘Currently, in our city Addis Ababa the standard is that alcohol advertisements can only be placed in media where much percent of the audience is over the legal drinking age. Alcohol advertising's creative messages should not be designed to appeal to people under the age of 21, for example, using cartoon characters as spokespeople is discouraged I think the media advertising promotion is quit about a year in medias that helps a little bit to reduce Currently, the

standard is that alcohol advertisements can only be placed in media where much of the audience is over the legal drinking age. Alcohol advertising's creative messages should not be designed to appeal to people under the age of 21. 'w/ro woynishet tesfaye

3. How to find out how famous person advertisements communicate effectively and create awareness?

'in our country there are so many influencer either in movie or modelling right? Their promote the alcoholic advertising so the customer follow or use the product more often The first step in brand building is to create awareness by informing your target audience that you exist. With display ads you can reach new customers, build positive brand perceptions and reach wherever they are on the web. Using a celebrity to represent you helps to differentiate your brand from competitors. It also can improve ad recall, making consumers remember your ad and that your brand is connected to their favorite celebrity. When you sign on a celebrity to endorse your brand, you sign on to everything that comes with them. The more visibility you create means better the recall rate for your brand. Celebrity endorsement builds credibility and can expose a brand to new markets. The celebrity effect is the ability of famous people to influence others. Companies can use that star power and influence to boost their own products and services. Celebrities can add credibility and glamour to a brand.' w/ro Fatima ahmed

4. How to proffer solution to identified problems?

'in my opinion the solution to identify the problem in to educate the youth the harmful of alcohol and let them identify in their self how hard the situation it will be destroy the future of their life. Plus the promotions and advertising must be not the energetic feeling it also promotes the side effect and must the customer decide to it.' Ato dagem zenahbizu

'In some research's they use the following steps to solve the problem Identify the issues. Be clear about what the problem is that harm the youth, Understand everyone's interests even if the alcohol is not have more that enjoyment but it we take it countainously it addict with our body, in our country in is familiar to drink alcohol from the early age (tej, tela and areke), List the possible solutions (options) how to educate the problem of alcohol in youth mind set, Evaluate the options that we get more and alternative to make the youth productive, Select an option or options. ...' Ato yunis mohammed.

5. Does advertising contain all the necessary information needed by consumer?

'no in our promotion service it doesn't contain all information we have to know they only focus on promotion film or language and actions Alcohol advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product. Marketing and advertising play a huge role in shaping our society the way we see, think, understand and act. Even more profound than influencing our consumption behaviour, advertising has the ability to shape our aspirations. A great deal of damage can be done in setting unhealthy or unattainable expectations. Advertising spending also creates positive impression about a brand in the minds of the consumers.' W/rt eden gebere

2. What media is often used by alcohol to advertise the product?

'In my opinion most of Addis Ababa customer watch 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 were not observed by the participants. Much of this advertising is self-regulated or subject to voluntary codes.' Beruk Abraham

3. How do famous person's advertisements increase Addis Ababa youth habits?

'The promotion made by the famous people make the product likeable and famous as a person in our country if we see solina sofa by artist maramawit, hello taxi by model lindina solomon, eve pad by artist selam tesfaye, rinbow bed sponge by artist akon and so on..this products are famous because are the person who promote the product is famous. Among them is popular celebrity attachment with the particular brand. In developing country consumer a person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase.' Kaleb alemayew

'In Ethiopia Young people view more than estimates 40 000 ads per year on television alone and increasingly are being exposed to advertising on the Internet, in magazines, and in schools. This exposure may contribute significantly to childhood and adolescent obesity, poor nutrition, and cigarette and alcohol use. These advertising influence people by making good impression that can persuade them. In other hand, some of unhealthy products depict people's imagine' Ayenalem mengistu

'In some networking said that these alcoholic advertising influence people by making good impression that can persuade them. In other hand, some of unhealthy products depict people's imagine' Solomon samouel

4. How alcohol advertisements communicate effectively and create awareness?

' in creating awareness of alcohol advertisement in Addis abeba to the extent that they identified alcoholic brand names marketing is increasing rapidly, and no effective policies to control alcohol marketing are in young people is that advertisements promote positive beliefs about the benefits of alcohol in health situation. ' Awel fethi

'Alcohol interferes with the brain's communication pathways, and can affect the way the brain looks and works. These disruptions can change mood and behaviour, and make it harder to think clearly and move with coordination. To maintain their markets, alcohol companies must continue to invest heavily in advertising and promotion; to expand the market, they must encourage drinkers to switch brands or increase their consumption, or persuade non-drinkers to begin drinking. Young people are one audience for their efforts. 'Dr Amir sultan

CHAPTER FIVE

5. Summary, conclusion and recommendation

This chapter presents Summary of the findings, conclusions and recommendations by addressing research questions: “Which advertisement media has more influence on youth consumer behaviour?”; and other basic and sub-research questions.

5.1 Summary

From the analysis and discussion, the researcher presented the following major findings.

- ❖ Based on the descriptive analysis of the study, Shows that from 370 respondents 329 (88.9%) respond to the question. 80 (21.6%) of the respondents strongly agree, 77 (20.8%) of the respondents agree, 80(21.6%) of the respondents are neutral, 73 (19.7%) of the respondents disagreed and 19 (5.1%) of the respondents strongly disagreed. Therefore, the majority of respondents 157 (42.4%) have a positive perspective towards alcohol advertisement the promotion made by famous artist and other celebrities. Shows that from 370 respondents 335 (90%) respond to the question. 99 (26.7%) of the respondents strongly agree, 87 (23.5%) of the respondents agree, 55(14.9%) of the respondents are neutral, 94 (25.4%) of the respondents disagreed and 0 (0%) of the respondents strongly disagreed. Therefore, the majority of respondents 186 (50.2%) have a positive perspective towards social media adverts trust by the youth customer in Addis ababa. from 375 respondents 370(98.7%) stated their sex category. 113 (30%) respondents were females while 257(68.5%) were males. 5 (1.3%) did not state their sex category. Thus, the majority of the respondents were male.
- ❖ The last major finding of the regression analysis result is, all selected independent variables impressive, simple to understand, attention grabbing, memorable, creative and honest .

Based on the objectives of the study, ‘to investigate the impact of advertisements how Addis Ababa youth intend to purchase the product or service.’ The analysis of this paper consists of primary and secondary data. Primary data consists of some elements: observation and audience reaction, the audience reaction is based on two methods. The first one is quantitative, closed ended questionnaire was distributed to 375 respondents selected purposively from four sub cities

of Addis Ababa and the second one is in-depth interview with drinkers and an individual business man. Secondary data consists of document review and observation. Mixed methods were applied and triangulation of results/findings were undertaken to obtain the objective results. The quantitative data analysis. And, the quantitative output combined with qualitative responses becomes more relevant answers for the research questions.

Advertising: a process activity or program necessary to prepare message get it to the intended market. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on.

Footnote, cone and blending model which is also termed as FCB grid, was formulated in the year 1980 by Richard Vaughn.

It was designed in grid format based in "think and feel" as the base factors. On the basis of these two factors the involvement levels consumers are classified as either high involvement or low involvement.

The FCB grid is an integrative approach to interpret the consumer's buying behaviour and its implication for adopting suitable advertising strategy. It is depicted on a matrix with the help of four significant factors, thinking, feeling, high involvement and low involvement.

Validity is the extent to which the scores from a measure represent the variable they are intended to. This study used face validity and content validity type. And used internal validity technique. Face validity is the extent to which a measurement method appears "on its face" to measure the construct of interest. Most people would expect a self-esteem questionnaire to include items about whether they see themselves as a person of worth and whether they think they have good qualities. So a questionnaire is include these kinds of items would have good face validity. The finger

length method of measure self-esteem. Although face validity can be assess quantitatively for example, by having a large sample of people rate a measure in terms of whether it appears to measure what it is intend to it is usually assessed informally.

This study used both internal reliability and external. Internal consistency is a measure of how well your test is actually measuring what you want it to measure. External reliability means that your test or measure can be generalized beyond what you're using it for.

5.2 conclusion

During adolescence, young people want to enjoy life while they develop their social networks, build relationships and explore their own identity. The findings of this study suggest that alcohol advertising has a strong attraction for Addis Abeba teenagers as it portrays lifestyles and images which are part of their social setting. Alcohol advertising promotes and reinforces the use of alcohol with a range of activities that teenagers aspire to, engage in and enjoy. For young people, the 'selling' aspects of alcohol advertisements are all to do with linking alcohol to positive images of desirable lifestyles, and little to do with selling the actual alcohol product advertised.

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Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses (Ryans, 1996). Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages.

The study used non-probability sampling technique. The study used convience sampling technique.

From 370 respondents 329 (88.9%) respond to the question. 80 (21.6%) of the respondents strongly agree, 77 (20.8%) of the respondents agree, 80(21.6%) of the respondents are neutral, 73 (19.7%) of the respondents disagreed and 19 (5.1%) of the respondents strongly disagreed.

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From 375 respondents 370(98.7%) stated their sex category. 113 (30%) respondents were females while 257(68.5%) were males. 5 (1.3%) did not state their sex category. Thus, the majority of the respondents were male.

The purposive sample sizes, expect 375 viewers of Addis Ababa social media advertisement viewers from different background we will use to select. However, the number of respondents is scarce and ineffective at representing Addis Ababa alcohol advertisement viewers.

The purpose of this study was to investigate the effect of alcohol beverage advertising on drinking alcohol behaviour. To achieve the purpose of the study three basic research questions and four sub researches were proposed to investigate the effect of alcohol beverage advertisement on youth consumers buying behaviour and to answer the stated basic and sub-research questions. From the findings of the study it can be concluded that:

- ❖ The entire research objective for this study was attained; the general objective of this study was to examine the effect of alcohol advertisement on the drinking behaviour of the youth on consumers buying behaviour: The case of Addis Ababa. All selected advertisement characteristics except attention grabbing have significant effect on youth drinking behaviour.
- ❖ Frequency analysis was conducted to analyse the relationships between variables; the percentage revealed that all percentages independent variables were positively and strongly correlated with the dependent variable.
- ❖ The quantitative result shows that most of consumers are influenced by social media advertisements. This indicates that social media advertisement was the first choice by most of the respondents.
- ❖ From the regression result, it can be concluded that simple to understand advertisement had contributed the largest effect on youth drinking behaviour. This finding was also

compared with empirical evidences to get additional insight. The evidence presents except attention grabbing advertisement

Most of the Addis Ababa consumers also believe that alcoholic advertisements builds perception and create awareness in their mind. And they do get knowledge from alcohol advertisements. Usefulness of the product is the most important aspect for most of the Addis Ababa consumers than quality of the alcohol advertisements or entertaining or pricewise.

5.3 Recommendation

From the findings of the study, the following four recommendations are provided.

- I. The exposure of youth and adolescents to alcohol advertising in Addis Ababa must be significantly reduced.
- II. Safety messages and/or health warnings should be part of alcohol advertisements.
- III. Producers should have to answer what's alcohol advertisements, how do they produce, how many level message does it has, how's the creativity, how's the cultural sensitivity. In general we need to learn and be professional before we become alcohol advertisements makers. Alcohol advertisements should be accomplished by professionals.
- IV. Schools and universities should provide both general and alcohol-specific media literacy training to enable young people to develop a sense of judgement in understanding media advertising.

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APPENDIX

Appendix one

Questions for In-Depth Interview / Qualitative Research sample

- 1) How do you explain the purpose of alcohol advertisements?
- 2) What Kind of social media advertisements you would like to watch? Any Reason
- 3) How do you see the Trustworthiness of alcohol advertisements?
- 4) What's your reason to buy a product after you watched attractive alcohol advertisements?
- 5) How do you explain alcohol advertisements related to impact?
- 6) Do you have any experience having knowledge and awareness from alcohol advertisements?
- 7) What are your feelings about drinking alcohol?

Appendix two

Qualitative sample

Part 1, personnel Information phase provide some information about yourself and your organization by putting a tick mark in the provide box?

1 Gender male female

2. Age below 20 20-25 26-30

3. Status of education

High schools illiterate

Diploma first degree

Master

4. Start of drinking alcohol

Less than one year one- three year

Three- six year More than six year

5. Time of drinking

Rarely only in holiday
Every day to reduce or forget stress

6. Income level

Below 1000 1500-2000
3500-4500 above 5000

Part two

1. Do the youth like watching TV advertisements?

Strongly agree Agree
Neutral disagree
Strongly disagree

2. Does watching TV adverts increase the desire of buying an alcoholic product?

Strongly agree Agree
Neutral disagree
Strongly disagree

3. Are TV advertisements trusted by Addis Ababa youth alcoholic customers?

Strongly agree Agree
Neutral disagree
Strongly disagree

4. Do TV advertisements undertaken by celebrities and famous Ethiopian artist increase the alcohol buying youth?

Strongly agree Agree

Neutral

disagree

Strongly disagree

Appendix three

Code for alcoholic advertisement in Ireland

Alcoholic Drinks

6.1 Advertisements for alcoholic drinks (i.e. those that exceed 1.2% alcohol by volume) should be socially responsible and should not exploit the young or the immature. They should neither encourage excessive drinking nor present abstinence or moderation in a negative way.

6.2 An advertisement may refer to the social dimension or refreshing attributes of a drink but

- A. should not emphasise the stimulant, sedative or tranquillising effects of a drink or imply that it can improve physical performance,
- B. should not imply that drinking is necessary to social or business success or distinction or that those who do not drink are less likely to be acceptable or successful than those who do,
- C. Should not suggest that any drink can contribute towards sexual success or make the drinker more attractive to the opposite sex.

6.3 Advertisements should not portray drinking as a challenge nor should it be suggested that those who drink are brave or daring.

6.4 Advertisements should not be directed at young people or in any way encourage them to start drinking. Accordingly:

- A. Anyone depicted in an alcohol advertisement should appear to be over twenty-five.
- B. Advertisements should not feature real or fictitious characters who are likely to appeal particularly to people under eighteen in a way that would encourage them to drink.

6.5 The social consequences of drinking should be recognised:

- A. Advertisements should not suggest that a product can mask the effects of alcohol in tests on drivers; advertisements for breath testing devices should include a prominent warning of the dangers of drinking and driving.

- B. Immoderate drinking or regular solitary drinking should not be encouraged. Buying of large rounds should not be depicted or implied.
- C. Advertisements should not depict activities or locations where drinking alcohol would be unsafe or unwise. In particular advertisements should not associate the consumption of alcohol with operating machinery, driving, any activity relating to water or heights, or any other occupation that requires concentration in order to be done safely.
- D. Factual information can be given about the alcoholic strength of a particular drink but it should not be the principal theme of any advertisement. Drinks should not be promoted as being more intoxicating or presented as preferable because of their higher alcohol content.

Appendix four

Laws on Alcoholic Drinks in Ethiopia

Although some laws governing alcoholic drinks exist, 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” (a male youth expert). 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. “I remember seeing two policemen help a visibly drunk man; walking very unsteadily, into his car, he then drove away without his headlights on and swinging from side to side”(a male journalist). On the other hand, there are no restrictions on alcohol advertising. “If there were restrictions, I would not have watched alcohol advertisements on television sitting with my father” (A 21-year-old advertiser). Some discussed some knowledge of the new advertising proclamation. “Drinks allowed on the media are those with alcoholic contents below 12% by volume, but larger consumption of these drinks will result in effects similar to that of high-alcohol drinks and should have been regulated” (professional journalist). Regarding the definition of alcoholic drinks, respondents appear to agree that any beverage that contains any amount of alcohol should be considered as an alcoholic drink. “Alcoholic drink is anything that has ethanol. It includes those traditionally prepared at home and produced in a factory” (a 25-yearold pharmacist). Another participant added, “Soft drinks contain zero present alcohol, and anything with alcohol content above zero is an alcoholic drink” (a male youth expert). A participant emphasized on the need for

a comprehensive regulation designed to address all issues on alcoholic drinks, in general, “from production to distribution with proper licensing of importers and distributors, and retailers including advertisement” (a 29-year-old, male, pharmacist). To this effect, “a separate alcohol policy must be declared as this will specify minimum age limits for alcohol consumption” (a 32-year-old lawyer). These related to timing of advertisements on the media and measures to review their contents; “for advertising for alcoholic drinks to have a separate channel on the media” and having guidelines to “censor alcohol advertisements before transmission to the public” (youth expert]. In addition, timing of advertisements should be revised; “their transmission should be restricted to late in the evening, after most children go to bed after 10 o’clock” (a female Youth expert]. “Avoiding alcohol advertising in and around programs in which young people are possible audiences” (female private advertiser). The other dimension that could help preclude young people’s exposure to alcohol advertising is to avoid filming advertisements in locations frequented by young people “especially by those below 18 years of age” (male physician).

Appendix five

Ethiopia Proclamation of Advertisement

Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012. According to the proclamation no. 759/2012, content and presentation of advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements; respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct

In the proclamation no. 759/2012, the following advertisements shall be deemed to be as having misleading or unfair content or presentation: advertisement that gives false information about the country or place of origin, date of production, nature, ingredients, weight, volume, use or acceptance by consumers of a product; advertisement that gives false information about the price of goods or service including tax and other lawful fees or about obtaining copy right or patent right, quality and standard certification or prize from a recognized body or other related information; advertisement presenting a product or a service beyond its real usage, quality, flavour, taste, ingredient, strength, durability or sufficiency; advertisement promoting a product the expiry date of which is approaching or has already lapsed; advertisement promoting a milk

powder or similar meal as preferable or equivalent to breast feeding for children under the age of six months; advertisement presenting the products or services of others as one's own; advertisement promoting a product or service contrary to the rules of fair trade competition by undermining those consumers who do not use the product or the service; advertisement that undermines a product or service, or the capacity or reputation of a competitor by comparing and contrasting it with one's product or service, or that degrades local products or services with the aim of promoting preference to an imported product or service; advertisement that mix local language with a foreign language unless a term taken from the foreign language has no equivalent in the local language; advertisement that present goods or services that are not available in the market; an ambiguous advertisement that confuses a product, service or a company with another product, service or company; advertisement announcing the supply of a product or the provision of service freely or at a discounted price while the product is supplied or the service is rendered at its real price; advertisement promising speculative dividend earnings of shares offered for sale; advertisement promising the awarding of prizes or the provision of guarantees to consumers and fails to do so after the sale of products or services; advertisement that presents research results or excerpts or quotations from scientific, technical or other publication as if they have relation with the promoted product or service; an advertisement which uses false testimony; advertisement containing superlatives such as "the first of its kind", "the only one", "for the first time", "never ever before", or "unparalleled", if it cannot be proved with evidence; any other similar advertisement misleading or unfair with its content or presentation.