ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

ASSESSEMENT OF CONSUMER BEHAVIOUR TOWARDS FOOD AND MEDICINE CONTROL PROCLAMTION 1112/2019: THE CASE OF DASHEN BEER CONSUMERS, IN ADDIS ABABA, ETHIOPIA

A THESIS SUBMITTED TO ST. MARY UNIVERSITY
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IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER'S DEGREE IN BUSINESS ADMINSTRATION

BY
HEAVEN AYALEW

DECEMBER, 2021
ADDIS ABABA, ETHIOPIA

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LIST OF ACRONYMS

AA   Addis Ababa

COVID   Corona Virus

EBA   Ethiopian Broadcast Authority

HL   Hectoliter

KII   Key Informant Interview

OECD   Organization for Economic Co-operation and Development

SC   Share Company

WHO- AFRO Regional Office for Africa (World Health Organization)

ABSTRACT

The general objective of the study was to assess the law against alcohol towards Dashen Beer consumers in A.A. To meet the research objective, both primary and secondary data were used. The researcher used non-probability sampling approach from the infinite consumers, specifically convenient sampling technique, to gather data from 346 beer consumers in A.A. Descriptive analysis was used to analyze the data using statistical tools mainly frequencies, percentages, mean and standard deviation. Methodologically; this research was based on questionnaire survey and interview to collect data for the study purpose. The research finds that Dashen beer consumers perceived ban on advertisement decreases and change in product label decrease consumption. Increasing the minimum legal alcohol drinking age from 18 to 21 years old has not significantly decreased the sales volume of the company. Thus, the researcher forwarded recommendations to strictly implement the law against alcohol, to oversee other methods in order to balance public health and business performance to minimize the negative effect on alcohol manufacturing companies and lastly both manufacturing and regulatory bodies should give updates on mandatory health warnings on product label.

Key Words: Consumer, Consumer behavior, alcohol, alcohol control proclamation

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Dr. Muluadam Alemu (PhD). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted for any degree.

_____   _____

Name   Signature
St. Mary's University, Addis Ababa   **December, 2021**

ENDORSEMENT

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

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Advisor   Signature

St. Mary's University, Addis Ababa   **December, 2021**

Contents

CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND OF THE STUDY

Countries legislates different laws and policies in order to protect and enhance health of the society. The Ethiopian parliament, as an alcohol control policy comes up with new legislation referred as "Food and Medicine Administration Proclamation 1112/2019" which come into effect on February, 2019. It is enacted to regulate food, medicine, medical device, cosmetics and tobacco, which are mentioned as "regulated products". From the preamble of the law it can be inferred that one of its aim is to safeguard public health from health hazards and to install a regulatory scheme that is compatible with the country's expanding industry and manufacturing sector. In order to minimize unwanted advertisement exposure to the young population which is very connected to medias, the new law emphasizes on three points; these are advertisement, legal alcohol drinking age and government regulations on product label and other point of sales materials used by alcohol manufacturing companies (Negarit Gazeta, 2019).

Consumer behavior is seen to involve mental decision process as well as the physical activity. Actual buying of anything is just one stage. Secondly, consumer's behavior can be understood by studying discipline like economics, sociology, psychology, social psychology, anthropology. Thirdly, a sound understanding of consumer behavior is essential to the long run marketing program. It is very necessary in market opportunity analysis, target market selection, marketing mix determination. The marketing mix variables are: product, price, place and promotion. The questions of: why, how, when, what and where relating to these variables cannot be answered unless consumer behavior is known. Fourthly consumer behavior plays fundamental role in non-profit and social marketing. e.g.: the concept of family planning can be sold to people in much

the same way that some business firms sell soap. The social and not for profit organization like universities, charitable hospitals, etc. can be viewed as having services or ideas they are attempting to target group of consumers. Fifthly, consumer behavior principles are relevant for governmental decision making in at least two areas: a) government policies that provide services to the people, b) result in decisions that influence consumer behavior like public transport, making a law to protect consumers e.g. law to regulate advertising (Kumar, 2004).

In the literature there are various definitions of consumer behavior. Basically it is a set of activities aimed at obtaining, using and managing products and services, as well as decisions taken before purchase. They include purchasing, possessing and using products. Consumer behavior is manifested by buying products and services to satisfy needs. The act of purchase is a complex process preceded by the act of selection, which has its guidelines. Economic criteria, secured by psychological elements, are important because customer's finances are compared to the price of a product or service. The buyer's intention is to move to the expected aspiration level, which is manifested by the needs that have to be satisfied by purchased products (Anna, 2013).

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).Alcohol beverage companies allocate large part of their budget to execute and run advertisements to communicate their products to consumers. Regarding alcohol drinks the proclamation (1112/2019) restricts alcoholic advertisement in billboards, broadcast, gift and lottery, regulates event sponsorship and promotional materials distributions, puts legal restrictions on product labels and introduces new minimum legal age for alcohol buying and consumption as 21 years which was before 18 years old. So it is expected to have an impact on

the consumer behavior and also on companies engaged on manufacturing of alcoholic beverages and advertisement industry.

On this fast technology growing world nobody can escape from the wide influence of mass media whether young people are directly targeted by alcohol advertisers or not, they are exposed to alcohol advertising on different mass Medias like television, in print media, and on radio. Basically advertisement is a tool of the promotional mix, used for creating awareness and promoting products. The brewery industries in Ethiopia are growing and are competitive. So advertisements play a great role in the competition and engage consumers.

The health, especially of young people is increasingly being threatened by dangerous patterns of alcohol consumption in recent years (WHO, 2011). It is believed that at the stage of adolescence our brain is still in growth and alcohol can have a negative impact of mental growth. Thus the proclamation put a minimum legal age for drinking an alcohol which is 21 years old. In doing so, the age group from 18 to 21 will be excluded from the consumer list of manufacturers, so this paper will analyze if it has decreased sales volume of the company.

As the proclamation introduce the new minimum legal drinking age which is 21 years old, alcohol producing companies shall comply with these in their point of sales materials and also on the product label. The product labels shall also include government notice like alcohol can have impact on health; pregnant women shall not consume and do not drink and drive as per the law (Proc no 1112/2019). Here it is expected for beverage companies use new labels including the government notice so cost will be assumed and a change on perception of people using and or seeing the notices on the product label.

1.2 BACKGROUND OF THE ORGANIZATION

The aim of the research to assess consumer behavior towards food and medicine control proclamation specifically on one of the brewery companies in Ethiopia; Dashen Brewery S.C. which is co-owned by Tiret Corporate and Duet Vasari beverages African limited. The company is named after Mount Dashen, Ethiopia highest mountain elevation 4523 meters and a home to rare endemic fauna and flora and renewed for its breath taking scenery. The Company first entered to Ethiopian market after planting its first plant at a historical city of Gondar, 738 kilometers from Addis Ababa, at a place called Aba Samuel. In order to meet beer demand of the country, Dashen entered into partnership agreement with Duet Vasari beverages African Limited in May 2012 G.C. The agreement resulted in the creation of a second plant, in DebrBerhan, North Shoa, 15 years after the opening of the plant in Gondar; the share company launched its second plant at a total investment of 3,000,000,000 birr.

Currently the company is producing two beer brands; Dashen and Balageru. The company's vision is to be Ethiopia's best brewing company and its purpose is to "delight consumers, enrich communities and enhance Ethiopian's progress". Dashen is renowned for its great taste and quality. The principal aim of Dashen Brewery is meeting the customer requirements for quality beer and to offer customers more choice in the market without affecting the environment .Thus, the brewery is highly committed to waste reduction, waste management and satisfying customer need and expectations.

1.3 STATEMENT OF THE PROBLEM

Consumer behavior is a broad concept which studies factors that result in buying decision of consumer based on emotion, rationality or compulsions. Consumer behavior is a process through which an identifiable group of consumers actually make buying decisions. These buying

decisions can be influenced by many factors like ability to purchase and also policy or laws of country. The American Marketing Association (2004) defines consumer decision making as the process by which consumers collect information about choice alternatives (e.g., products, brands, or ideas) and evaluate those alternatives in order to make choices among them. The decision process may involve complex cognitive or mental activity, a simple learned response, or an uninvolved and uninformed choice that may even appear to be stochastic or probabilistic, i.e., occurring by chance (Marketing Dictionary, 2020).

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior; marketers can estimate how consumers might behave in the future when making purchasing decisions (Kotler& Armstrong, 2010:160).

Tsegaye and Leykun, (2019) discussed on their article of factors determining consumer beer brand preference in Addis Ababa Ethiopia, Advertisement play a role in some beer brands. Sahlu (2018) also finds that there is significant and positive relationship between brand preference of beer products and its determinants quality, price, emotional benefit, and advertisement. In contrary, Dereje (2011) stated that advertisement does not have an impact on consumer brand reference on St. George beer in Addis Ababa, Ethiopia.

It is assumed that more or less advertisement has an impact on consumer behavior, thus one of the questions to be answered through this research, therefore, is whether the ban of alcohol advertising has an impact on alcohol consumption amongst young people and sales volume on the company. This question is best addressed through large prospective group studies that

examine the sales before and after the promulgation of the law and relationship between baseline early exposures to alcohol advertising.

Tilahun (2020) stated the prevalence of current alcohol consumption among university and college students is 26.65% and 32.4%, respectively in Ethiopia. Even though different types of alcohol beverages were not specifically studied and also roughly considering college and university students age ranges from 18 to 24, the law aims at discouraging this age group who started drinking alcohol early.

As legislative body of the government there is an intention of reducing exposure of young age from alcohol advertisement and consumption, so doing this research is important to evaluate if the law changes the consumer behavior as indented by the law. As manufacturing company beyond seeking profit there are social responsibilities including ensuring public health and safety, here obeying the law can also be seen as one responsibility and acknowledging government rules and regulations impact on the company sales and profit is important aspect to exercise other mechanisms to increase its sales. Based on the preceding introductory background, the purpose of this study is to examine the effect of the food and medicine administration proclamation 1112/2019 on the Dashen beer consumer's behavior.

Consumer behavior is a widely studied field. Many researchers have conducted on giving emphasis on the impact of economic and informational variables like price, brand preference, product quality and advertisement that influences consumer behaviors specifically on alcohol users in international level and also in Ethiopia. In order to create value for consumers and profits for organizations, marketers need to understand why consumers behave in certain ways to a variety of products and services offered. The consumer behavior refers to those actions and

related activities of persons involved specifically in buying and using economic goods and services. An understanding of the consumer behavior will help us in understanding different market segments and evolve strategies to effect penetration with these markets. Many international studies show increased alcohol consumption among young people (Ahlstrom & Osterberg, 2004; Cherpitel et al., 2009), which is often characterized as excessive (Kuntsche, Rehm & Gmel, 2004). Studies in Australia and New Zealand show that consumers' attitude towards alcohol consumption was positive. There is evidence that around the Mediterranean, wine consumption in young age group is reduced as they turn to other products such as beer and alcohol drinks. The influence of advertisement on consumer behavior has been studied well and it remarks the cause for young age groups to drink alcohol.

High rates of alcohol consumption are correlated with adverse outcomes at both individual and societal levels; well-documented examples include increased rates of mortality, injuries, motor vehicle accidents, and criminal activity. The regulation of alcohol consumption in developed countries has been shown to causally affect at least some of these outcomes (Carpenter &Dobkin 2011).

However, the issue on consumer behavior in relation to alcohol control laws has not been well studied in Ethiopia. The extent studies even focused on one of the factors i.e, advertisement had on consumer behavior in relation to brand preferences. Hanna (2020) examined the impacts of banning alcohol advertising on media and advertising industry, brewery factories and the society in Addis Ababa. The author tries to discuss the impact of the new law but limited to ban on advertisement, general to brewery companies and without considering consumer behavior. However, researches on consumer behavior towards such law have not been assessed, since the proclamation is new; this area is open for further investigations and has not been discussed yet.

After the effectiveness of the law, alcohol manufacturing companies were criticizing the law that they made huge investment on advertisement to engage their potential consumers. So, the researcher took initiative to conduct this research to come up with comprehensive understanding of perception of beer consumers towards this new law.

1.4   RESEARCH QUESTIONS

This study tries to answer the following questions:

i.   What is the perception of Dashen beer consumers towards the law which bans advertisement of alcohol beverages?

ii.   How the law regarding product label affects the perception of alcohol users in drinking?

iii.   Does increasing the minimum legal alcohol drinking age from 18 to 21 years old decreased the company's sales volume?

1.5   OBJECTIVES OF THE STUDY

1.5.1 GENERAL OBJECTIVES

The general objective of the research was to assess consumer behavior towards the food and medicine control proclamation 1112/2019 on the case of Dashen beer consumers in Addis Ababa.

1.5.2 SPECIFIC OBJECTIVES

1. To assess the perception of Dashen beer consumers towards the law against alcohol advertisement ban on

2. To identify product label regulation impact on perception of alcohol users.

3. To examine the effect of increment of minimum legal alcohol drinking age to 21 years old on the company's sales

1.6   SIGNIFICANCE OF THE STUDY

This research paper provides the following:

In first place conducting this research able the student researcher to apply the theories gathered from class lesson, its knowledge and skills on the real world. Secondly, the company under investigation; Dashen Brewery S.C benefits from the finding of the study that could guide the company in making informed decisions based on facts found during this research. The government body making law and policy makers will be aware how the law influences the behavior of beer consumers to identify if the law needs amendment if it did not accomplish what was intended. Thirdly, other researchers can also benefit from this study as it serves as a footstep on addressing the new law and add on to the growing body of knowledge and as a baseline for further researches. It can be used as a source of reference for studies to be done on influence of the proclamation on consumer behavior. Last but not list other similar beverage companies in Ethiopia can also use this study as reference point for identifying the important aspects.

1.7   SCOPE OF THE STUDY

- Conceptually; this study is mainly concerned to assess the perception of consumers towards food and medicine control proclamation 1112/2019 in the case of Dashen beer consumers, in Addis Ababa. The paper pin point three areas from the proclamation (advertisement, minimum legal alcohol drinking age and product label) which are expected to have an impact on Dashen Brewery S.C and its consumers and hence, it does not include other details of the law.

- Geographically: from its availability in all over Ethiopia, this research is focused on Dashen beer consumers in Addis Ababa city that means it is geographically delimited to Addis Ababa City.

- Methodologically; this research was based on questionnaire survey and interview to collect data for the study purpose.

1.8   LIMITATION OF THE STUDY

This study focused on recent Ethiopian law, since the issue is new to the country there are limited literatures. Moreover, there are restrictions the sampling technique (convenience sampling) which indicates that the outcome of the study cannot be generalized because data is collected from readily available respondents which does not represent the whole population. Lastly, data collection was tough because of COVID-19 pandemic.

1.9   OPERATIONAL DEFINITION OF KEY TERMS

- Advertisement: message which is transmitted to publicize or promote sales of goods and services, name, logo, trademark, objectives or other related message (Ethiopian advertisement proclamation).

- Alcohol: is defined to refer to any drink with 0.5% more alcohol volume. (1112/2019 proclamation)

- Consumer behavior: is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants.

1.10   ORGANIZATION OF THE STUDY

This research is organized in five chapters in order to offer clarity and consistency on the discussion of the study. The first part of the study consist the background, statement of the problem, Objectives, Research questions, significance and limitations of the study. The second chapter discusses theoretical and empirical literature. The third part of the study discusses the methods and procedures used in the study. The chapter provides the presentation of techniques

for data collection and research methodology. It also explains discussion of techniques for data analysis.

On the fourth chapter, the result and analysis of findings of the research were presented. The last chapter includes four sections: the summary of the major findings, conclusions of the study, recommendations and agenda for future investigation. Reference and additional sources also provided in the final part of the paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. THEORETICAL REVIEW

2.1.1. Alcohol control laws and consumer behavior

Alcohol has a history of use and regulation that began in ancient times and continues to modern laws on use and taxation (Lisa, 2015). Alcohol control laws can generally be divided into three categories: (1) economic legislation directed at raising revenues for the state and/or protecting sellers from completion, (2) attempts to control the social cost resulting from excessive drinking, and (3) attempts to prevent product adulteration and false advertising (Ornstein, 1985).

2.1.2. Advertisement and Alcohol Consumption

The factors that influence the demand for alcohol drinks are various and have to do with taxes levied, income, substituting drinks, drinks seasonality, advertising, social and psychological factors, including the population (ICAP, 2013).

There is almost a general consensus that the media may have direct effect on most people's behavior in the case of media content which intentionally designed to have a specific kind of effect, for example, advertisements (Fourie, 2007:232). Marketing is the action or business of promoting and selling products or services, including market research and advertising. The law basically focused on advertisement.

Television was mentioned as the primary media for alcohol advertising, followed by radio, newspapers and magazines. Alcohol is portrayed as boosting success in business, a sign of modernity and indispensable for successful social and cultural events. In addition, advertisements were aired during televised sporting, musical, holyday programs and other events

where even the very young make up the audiences. Hence, a restriction on advertising may include restricting responsible drinking campaigns led by the alcohol industry and the marketing of positive associations between industry and socially responsible initiatives (Siegfried, 2020).

2.1.3. Minimum legal drinking age

Recent research on the age 21 Minimum Legal Drinking Age has reinforced the position that the current law in America has served the nation well by reducing alcohol-related traffic crashes and alcohol consumption among youths, while also protecting drinkers from long-term negative outcomes they might experience in adulthood, including alcohol and other drug dependence, adverse birth outcomes, and suicide and homicide (Dejong, 2014).

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 stop them. In addition, the law states that driving is prohibited if intoxicated. However, its 17 implementation is grossly ignored to the extent that some members of law enforcement bodies appear to be completely oblivious to its existence (Henok & Yeman, 2012).

2.1.4. Product label and consumer behavior

Product label gives information about the product/item at hand. Some labels uses image to explain more about it. As per the proclamation 1112/2019 the government puts standards and mandatory warnings that should be included on alcohol product labels.

Pettigrew and colleagues (2014) assessed alcohol consumers' perceptions towards cancer warning statements on alcoholic beverages. They found health warnings on alcoholic beverages were a potential way of increasing awareness about the causality of alcohol consumption and cancer. It has also been reported that health warnings on alcoholic beverages were shown to

increase awareness of alcohol warning label law as well as increasing warning message recall (Schole, 2012).

Kersbergen, (2017) concludes that alcohol consumers allocate minimal attention to warning labels on alcohol packaging and even if their attention is directed to these warning labels, this has no impact on their drinking intentions. The lack of attention to warning labels, even among people who actively want to cut down, suggests that there is room for improvement in the content of health warnings on alcohol packaging.

2.2.   ETHIOPIAN ALCOHOL POLICY AND LAW

The way alcohol legally regulated varies from state to state. Dawit, (2019) notes that Alcohol control policy such as the newly passed bill is much needed in Ethiopia, which does not have a written national policy on alcohol control. The country suffers a high mortality and morbidity rates due to alcohol use. Ethiopia is rated at the higher end for years of life lost due to alcohol. Alcohol control through taxation, advertising bans and product labeling which will be in effect in the near future will aid in preventing and reducing the harm caused by alcohol in the country.

In 2010, the Ethiopian Broadcast Authority (EBA) took the initiative to restructure advertising for general merchandise including regulations governing alcohol advertising and sponsorship in the media (EBA, 2010). Since the advertising industry in Ethiopia was in its infant stage lacking seasoned professionals in the field, the entire focus of the regulations governing alcohol advertising revolved around avoiding messages that could be seen as encouraging excessive consumption, claiming health/therapeutic properties, social and sexual success, and remaining conscious at all times, of the age of characters depicted in advertisements and avoiding messages appealing to and aimed at minor (WHO-AFRO, 2010). There were only "some controls" on

alcohol advertising in Ethiopia (WHO, 2004), to protect the young and vulnerable from unfair influences encouraging drinking alcohol.

The WHO Global Alcohol Strategy serves as a platform for the provision of technical support to countries seeking to reduce harmful alcohol consumption; however, it does not function as an international alcohol marketing code or international treaty. According to the 2018 WHO Global Alcohol Status Report Ethiopia had not have a coherent and comprehensive written policy and laws on alcohol control. But in 2019 the Ethiopian parliament promulgates a new law "A proclamation to provide for food and medicine administration".

Alcohol consumption in Ethiopia is a risk factor for infectious diseases (tuberculosis, lower respiratory infections, viral hepatitis, sexually transmitted diseases including HIV), non-communicable diseases (heart diseases, non-infectious liver diseases, cancer), and mental disorders (alcohol use disorders including depression) (Beyene, 2019) The law aims in minimizing alcohol consumption by regulating availability &marketing by putting legal restrictions.

Article 55 Labeling of alcohol drinks

1) *The label of every alcoholic drink prepared at a factory level and provided for public use shall contain its alcoholic volume and a warning that alcohol consumption may cause health problems and women should not drink alcoholic drinks during pregnancy because of the risk of birth defect.*

2) *The label of every alcoholic drink prepared at a factory level with a volume of less than 10% shall contain the product's expiration date.*

Article 60 Alcoholic drink advertising and promotion

1) Any advertisement of an alcoholic product shall contain a warning, as appropriate in writing or sound, that it is illegal to sell it to a person under the age of 21.

2) It shall be prohibited to directly or indirectly advertise alcoholic drinks in places of public gathering and sporting; street, condominium and other places by unreasonably decreasing the size of the warning.

3) Any manufacturer, importer or distributor of alcoholic drinks whose volume is more than 10% shall not directly or indirectly sponsor public and government holiday, exhibition, sports event, school event and other related youth-centered events.

4) Advertising any alcoholic drink through board is prohibited. This restriction shall be applicable on any direct or indirect advertisement that connects a brand name, emblem, trademark, logo, organizational embalm, or any other distinctive feature of alcohol product with non-alcoholic products, services, or matters.

5) It shall be prohibited to advertise alcoholic drink by associating it with any lottery system or through billboard. Details shall be determined by regulation or directive issued to implement this proclamation.

6) Additional restriction regarding the time, place, and manner of alcohol advertisement and promotion may be determined by a regulation issued to implement this proclamation.

2.3. EMPIRICAL STUDIES

Alcohol control policy has an essential role in limiting negative health, economic and social harm caused by alcohol consumption. Nevertheless, there is substantial international heterogeneity in country-level policy adoption, execution and monitoring.

The finding of Brand, (2007) states that there is a link between the strength of alcohol control policies and amount of alcohol drinking does not necessarily mean that greater government control causes lower drinking rates. The relationship might just mean that some other variable (e.g., some cultural factor) plays a role in determining the amount that people drink as well as affecting national policies for alcohol control. The researchers carrying out this study had two broad goals. First, they wanted to develop an index (or scoring system) that would allow them and others to rate the strength of any given country's alcohol control policy. Second, they wanted to see whether there is any link between the strength of control policies on this index and the amount of alcohol that is drunk by people on average in each country. In order to develop the alcohol control index, the researchers chose five main areas relating to alcohol control. These five areas related to the availability of alcohol, the "drinking context," pricing, advertising, and vehicles. Within each policy area, specific policy topics relating to prevention of alcohol consumption and harm were identified. Then, each of 30 countries within the OECD (Organization for Economic Cooperation and Development) were rated on this index using recent data from public reports and databases. The researchers also collected data on alcohol consumption within each country from the World Health Organization and used this to estimate the average amount drunk per person in a year. When the researchers plotted scores on their index against the average amount drunk per person per year, they saw a negative correlation. That is, the stronger the alcohol control policy in any given country, the less people seemed to drink. This worked out at around roughly a 10-point increase on the index equating to a one-liter drop in alcohol consumption per person per year. However, some countries did not seem to fit these predictions very well.

Martin (2014) suggests that the deregulation of the cross-border trade of alcohol into Sweden did not lead to an increase in aggregate consumption during the study period within this particular study sample. Aggregate level change in alcohol use between 1999 and 2005 within the cohort was not observed, though, there were significant decreases in consumption levels within different socio-demographic sub-groups. However, there were, in relation to changing consumer behaviors, both upward and downward shifts in drinking trends, i.e. the adoption of the consumer behavior of buying alcohol from private persons, competing with the Swedish alcohol retail monopoly, was associated with higher consumption levels. The findings, thus, suggest that interventions targeting alcohol sales outside the retail monopoly, together with other known effective primary and secondary prevention measures, could contribute to lower alcohol use in southern Sweden.

Few countries have restrictions against alcohol marketing on broadcast media, such as television and radio. For example, in India, the Press Council of India and the Cable Television Network Act of 1995 ban broadcast alcohol advertising at the national level. However, Indians are increasingly exposed to alcohol marketing, as the industry commonly uses surrogate advertising , which is a practice of placing the name of alcohol brands on nonalcoholic beverages or placing advertising for the company on nonalcoholic products, such as water or music. Alcohol corporations also sponsor events, sports teams, and airlines using the same name as alcoholic beverages. Gambia also bans alcohol advertising on national television and radio; however, outdoor alcohol ads and print marketing are permitted. On television channels in Gambia where alcohol ads are permitted, a health warning message is displayed as well. Despite such restrictions on alcohol advertising in broadcast media, populations are still exposed to alcohol marketing as global alcohol corporations fund and implement branded social responsibility

programs, which are seldom evidence based and can serve as a marketing strategy (Marissa, 2018).

Seven cohort studies that followed up more than 13,000 young people aged 10 to 26 years old were reviewed. The studies evaluated a range of different alcohol advertisement and marketing exposures including print and broadcast media. Two studies measured the hours of TV and music video viewing. All measured drinking behavior using a variety of outcome measures. Two studies evaluated drinkers and non-drinkers separately. Baseline non-drinkers were significantly more likely to have become a drinker at follow-up with greater exposure to alcohol advertisements. There was little difference in drinking frequency at follow-up in baseline drinkers. In studies that included drinkers and non-drinkers, increased exposure at baseline led to significant increased risk of drinking at follow-up. The strength of the relationship varied between studies but effect sizes were generally modest. All studies controlled for age and gender, however potential confounding factors adjusted for in analyses varied from study to study. Important risk factors such as peer drinking and parental attitudes and behavior were not adequately accounted for in some studies (Smith, 2009).

2.4.   CONSUMER BEHAVIOUR MODELS

A consumer behavior model is a theoretical framework for explaining why and how customers make purchasing decisions.
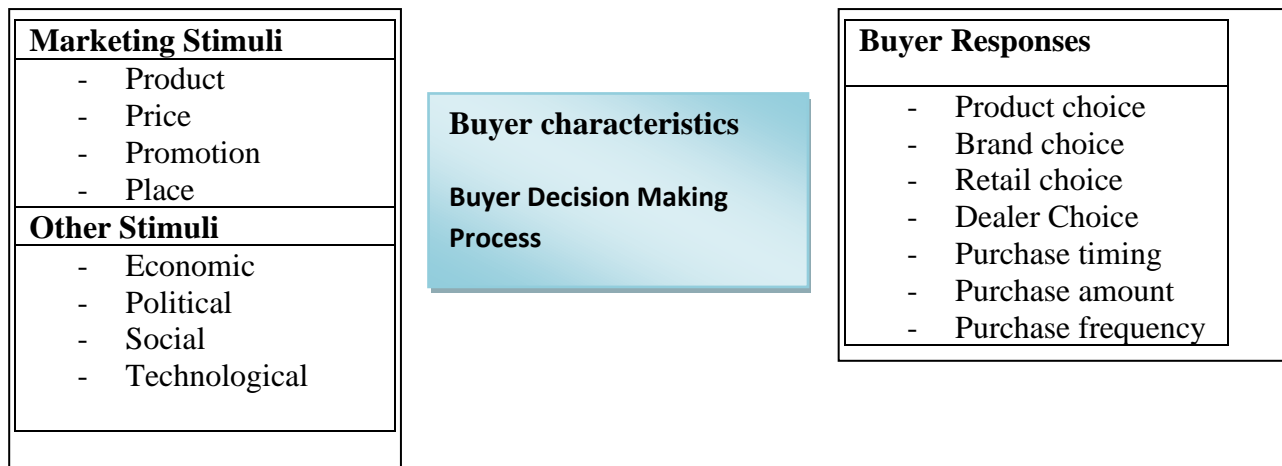
HOWARD-SHETH MODEL (1969)

It is one of the most comprehensive models of consumer buying behavior and it uses the concept of stimulus-response in order to explain buyer's brand choice behavior over a period of time.

The four major components of the model are

- **Input variables:** the input variables are the stimuli come from the environment. The input variables consist of informational cues about the attributes of a product or brand (i.e. quality, price, distinctiveness, service and availability)

- **Output variables:** the five output variables in the right hand portion of the model are buyer's observable responses to stimulus inputs. They are arranged in order from Attention to Actual Purchase. The purchase is the actual, overt act of buying and is the sequential result of the attention (buyers total response to information intake), the brand comprehension, brand attitude (referring to the evaluation of satisfying potential of the brand) and the buyer intention (a verbal statement made in the light of the above externalizing factors that the preferred brand will be bought the next time the buying is necessitated.

- **Hypothetical constructs-Perceptual constructs and Learning constructs:** Hypothetical constructs have been classified in two groups - perceptual constructs and learning constructs. The first deals with the way the individual perceives and responds to the information from the input variables, accounting for stimulus ambiguity and perceptual bias. The second deals with the stages from the buyer motives to his satisfaction in a buying situation.

- **Exogenous variables:** The model also includes some exogenous variables which are not defined but are taken as constant. They can significantly affect buyer decisions. Some major exogenous variables included in the model are importance of purchase, personality variables, culture, social class, financial status.

STIMULUS-RESPONSE MODEL

Marketing and other stimuli enter the buyer's "black box" and produce certain choice/purchase responses. Marketers must figure out what is inside of the buyer's "black box" and how stimuli are changed to responses. Marketing stimuli consist of the four Ps: product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, technological, political, and cultural. All these inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing, and purchase amount. The marketer wants to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior (Jisan, 2014).

Marketing Stimuli	Buyer characteristics	Buyer Responses
- Product - Price - Promotion - Place **Other Stimuli** - Economic - Political - Social - Technological	Buyer Decision Making Process	- Product choice - Brand choice - Retail choice - Dealer Choice - Purchase timing - Purchase amount - Purchase frequency

NICOSIA MODEL

This model was developed in 1966, by Francesco Nicosia, an expert in consumer motivation and behavior. The Nicosia model tries to explain buyer behavior by establishing a link between the organization and its (prospective) consumer. The model suggests that messages from the firm first influences the predisposition of the consumer towards the product or service. Based on the situation, the consumer will have a certain attitude towards the product. This may result in a search for the product or an evaluation of the product attributes by the consumer. If the above

step satisfies the consumer, it may result in a positive response, with a decision to buy the product otherwise the reverse may occur.

2.5. CONCEPTUAL FRAMEWORK

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. The main theme of this study is exploring Dashen beer consumers' behavior towards food and medicine control proclamation. Based on the above related literatures, stimuli model and the law the following is developed.

Figure 1: Conceptual framework

Stimuli the law	Buying Characteristics	Buying response
- Minimum legal age - Ban advertisement - Mandatory health warning on product label	Buying decision making	- Consumption increase - Consumption decrease
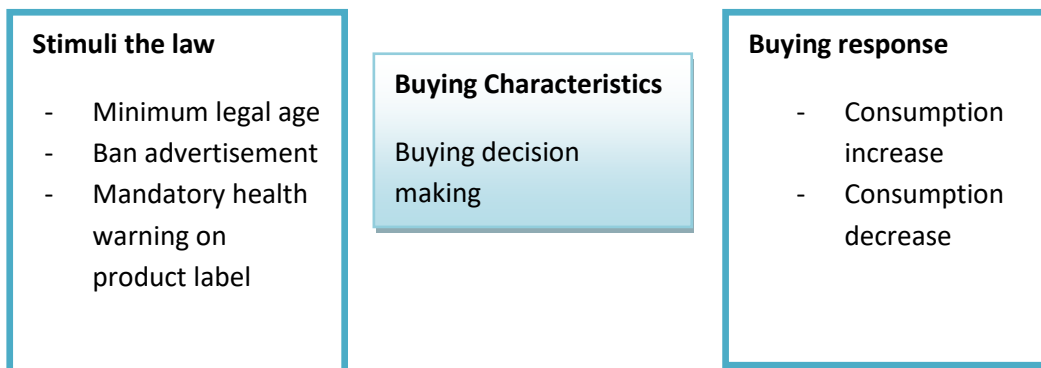
Source: own framework (2021)

2.6. SUMMARY AND KNOWLEDGE GAP

This chapter has reviewed the literature relevant for the study. To conclude what have been said in above, there are many factors that affect the consumer behavior with regard to alcohol consumption; psychological, cultural and environmental factors are among the factors. However, to the knowledge of the researcher, the relation between consumer behavior of alcohol consumers and alcohol control policy or other laws and regulation in Ethiopia has not been well studied. This is because Ethiopia did not have a comprehensive law in alcohol consumption, so this paper will try to fill this knowledge gap on the impact of laws on alcohol consumption behavior as well as on the performance of alcohol manufacturing company.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter discusses the research methodology, more specifically the research aprochgy that the researcher used in this study. It also presents the population, data collection methods, research procedures and data analysis methods that the researcher employed in this particular study.

3.1. DESCRIPTION OF THE STUDY AREA

The focus area of this study is on Dashen beer users in Addis Ababa. Dashen Brewery S.C has two plants in Debrebrhan and Gondar having its head quarter in Addis Ababa. Addis Ababa is the capital city of Ethiopia where many national and international companies are located. It would be easier for the researcher to access information directly from the company's head quarter; the selection of the study area (i.e. Addis Ababa) is purposeful given significant prevalence of the problem that this study has focused on.

3.2. RESEARCH APPROCH AND DESIGN

The research under applied mixed research approach: the rational for combining both quantitative and qualitative data is to better understand the research problem by combining both numeric values from quantitative research and the detail of qualitative research and to neutralize limitations of applying any of a single approach.

Qualitative methods provide results that are usually rich and detailed, offering ideas and concepts to inform the research as it helps to understand how people feel and what they think, but not how many of the target population feel or think that way as quantitative methods do (MacDonald

& Nicola , 2008). In order to answer the research questions, the research has used Key informant interview and observation to gather primary data from concerned bodies.

This research also adopts a quantitative approach. Quantitative research enables to increase the degree of reliability and statistical analysis of the data (Carl McDaniel, 2010). Moreover, the researcher used descriptive design with an aim to describe the perception of consumers towards the law controlling alcohol advertisement.

Table 1: Research design Matrix

Research Question	Study method	Data collection tool	Data source
What is the impact of the law which bans advertisement of alcohol beverages on Dashen beer consumers since the effectiveness of the law?	Qualitative	Structured public survey questionnaire, Structured Key Informant Interview (KII) Guides	Key informant interview, Sample representatives
What are the effects of increasing the minimum legal alcohol drinking age from 18 to 21 years old on the company's sales volume?	Quantitative	Structured checklist	Secondary data from the brewery, Key informant interview
How the law regarding product label affects the perception of alcohol users in drinking?	Qualitative, Quantitative	Structured public survey questionnaire	Sample representatives

3.3. POPULATION OF THE STUDY

Hair, (2010) states target population as a specified group of people or object for which questions can be asked or observed to collect required data structures and information. To collect the data, this research targeted two groups of population; first the direct consumer of Dashen beer in Addis Ababa city and second the manufacturer company; Dashen Brewery S.C.

3.4.   SAMPLING TECHNIQUE

The researcher has used Dashen beer consumers who were found in Addis Ababa The population of the research is Dashen beer consumers in Addis Ababa who consume the beer. Due to the nature of the study, it is found to be difficult to estimate the total population number who consumes beer. As the number of consumers is infinite and is difficult to prepare source list, the researcher uses non-probability sampling approach from the infinite consumers, specifically convenient sampling technique by using those customers available in a certain specific time and place.

Alreck and Settle (2005) noted that the choice of sample size is made after considering statistical precision, practical issues and availability of resources. Convenience sampling was used because it is a type of sampling where the first available primary data source was used for the research without additional requirements. In other words, this sampling method involves getting participants wherever you can find them and typically wherever is convenient and it is very economical and fast way of getting the questionnaire filled up on spot.

The target population of this research consists of individual consumers drinking Dashen Brewery products in Addis Ababa. Due to the sample frame of the population in the current study is unknown, the sample size is determined using the general formula recommended for unknown population size. In this case, to determine the sample for this study, the study has used the following statistically accepted formulae (Kothari, 2004).

$$n = \frac{Z\,(\alpha/2)^2 * P(1-P)}{d^2}$$

Where;

Z2 = 95% of confidence level and equals 1.96

P = expected prevalence which equals 50%

d² = is the level of precision or sampling error and equals 5% (0.05)

Therefore, the sample size of this study is 384 individuals.

3.5.   DATA TYPES AND SOURCES

Both primary and secondary data were gathered for this research. The researcher was fully responsible in distributing and collecting questionnaires from consumers, conducting key informant interviews with key sales and marketing personnel's of the company. A structured questionnaire adapted from the previous literature on ban of alcohol advertising was used to collect the data.

3.6.   DATA COLLECTION TOOLS

Questionnaire is one of the most common data collection tools employed in research works (Kothari, 2004). The questionnaire contains both closed and open ended questions. The questionnaire was structured based on the objectives of the study.

Selection of key informants was facilitated by the company in order to get reliable data from the factory so sales and marketing personnel's was interviewed. Structured interview guide was prepared for this study to hold face to face discussion.

For this study observation was also used to assess and understand consumer behavior of alcohol users. Observation is the systematic description of the events, behaviors, and artifacts of a social setting (Marshall &Rossman, 1989, p. 79). The purpose of visiting Dashen's beer outlet bar and restaurant in Addis Ababa was to observe current alcohol consumption of the public as to the

influence by the law. The researcher used a simple checklist to capture what has been observed in each place visited.

3.7.   METHOD OF DATA ANALYSIS

After collecting quantitative data, the researcher organized the data and analyzed, interpreted and discussed using descriptive technique. Descriptive analysis was used to analyze quantitative data using statistical tools mainly frequencies and percentages. Moreover thematic analysis was used to analyze qualitative data gathered via interview.

3.8.   RELIABILITY AND VALIDITY

Validity is the most fundamental consideration in instrument development and refers to the degree to which the instrument measures what it claims to measure (DeVaus, 2002). To have a valid and a reliable data, the researcher ensured that the questionnaires were well formulated which allowed error minimization. This study also addresses content validity through the review of literature.

Reliability addresses the ability of a measuring tool to provide the same result on repeated occasions (DeVaus, 2002; Schneider, et al., 2003). To address the issue of questionnaire reliability in this study, the pilot test and pre-test method of reliability testing was used. To address the validity and reliability, clarity of instructions, items and language simplicity were checked from the response of 25 participants. Content validity of the questionnaires was examined by the research advisor. Having comments from those experts some changes were made on words.

3.9.   ETHICAL CONSIDERATION

In order to avoid any ethical concerns, the information obtained from questionnaires was used for the dissertation purpose. The ethical and confidentiality policy of the company regarding its information was also be respected. A supporting letter from the university was presented to the company to gather data. During data collection the purpose of the study well communicated to the respondents and consent for their participation was requested that their privacy shall be protected. Those who were unwilling to participate in the study were not included.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1.   GENERAL INFORMATION OF THE RESPONDENT'S

For this study, by using infinite sample size formula determination 384 samples were selected and 5% of the sample size was added in case of non-response or unfilled responses. A total of 403 respondents were planned to be included, out of this 346 returned fully filled questionnaire giving an estimate of 86% response rate. From Dashen Brewery S.C it was intended to interview three (3) key informants directly working in sales and marketing department. The company had fully corporate for providing necessary information and also the respondents.

Table 2: Response rate

Data collection tool	Planned no	Actual no	Response rate (%)
Questionnaire	403	346	86
Key informant interview	3	3	100

Source: Own survey data, 2021

Thus, the analysis of this study is based on the abovementioned response rate for each tool used for data collection. As it was clearly mentioned in the methodology section, the data was analyzed using descriptive statistics particularly frequency and percentage.

4.1.1   Demographic Characteristics of Respondents

From the total 346 respondents, 279 of them were male which accounts to 81% and the remaining 67 were female which about 19% percent of the interviewed persons is. By categorizing in age male respondents under 21 years were 7, from 21-25 years was 37, from 26-30 years was 67, from 31 to 35 years 41 respondents, from 36 to 40 years 49 respondents, from 41 to 45 was 27 and above 46 years old were 51 respondents.

From female respondents lowest proportions were found on age group above 46 years and under 21 years old which accounts to 1 and 2 respondents respectively.

The age of the respondents was grouped into seven categories. The highest proportion of respondents were found in the two age categories "21-25" and "26-30" with a total percentage of 18.5% and 23%, respectively. Almost 45 % percent of the respondents were under the age of 30 years. In terms of gender distribution high female respondents were involved under the category of age between 21 to 25 accounts to 40%.

Figure 2: Percentage of respondents by age categories and gender
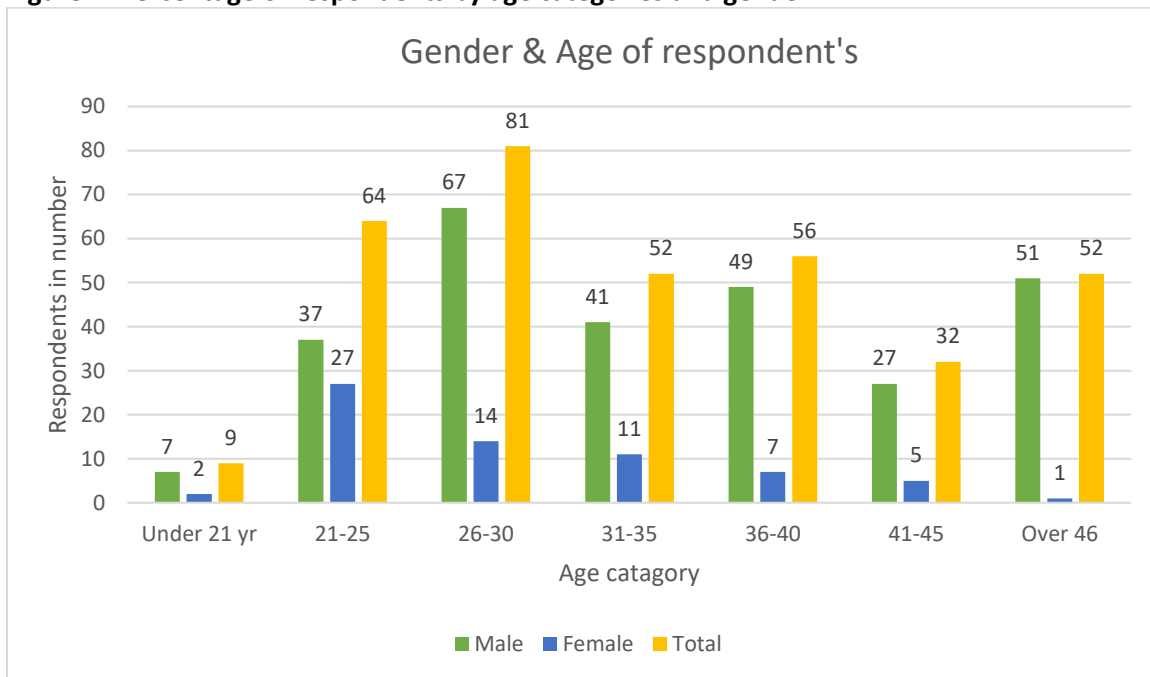
Source: Own Survey (2021)

4.1.2   Marital status

Respondents were asked about their marital status. More than half of the respondents' 56% of them were single and 39% of them are married. The detail marital status grouped in gender is presented in the next table.

Table 3: Marital status

Respondents' Gender	Married		Single		Divorced		Widowed	
	In number	In %	In number	In %	In number	In %	In number	In %
Male	124	35.8	142	15	9	2.6	4	1.1
Female	12	3.5	52	41	2	0.6	1	0.4
Total	146	39.3	194	56	11	3.2	4	1.5

Source: Own data survey (2021)

4.1.3   Education & Occupation of respondents'

The education qualification (educational status) and occupation (employment status) of the respondents are described in Table 4 below. The education qualification level of the majority of the respondents was above high school, College Diploma or Degree and 5% were postgraduate degree and above holders. The remaining 16.5% have not yet completed secondary school. With regard to occupation 45% of the respondents' are employed and the remaining was students and dependents.

Table 4: Education & occupation

Gender of Respondents'	Education					Occupation		
	Primary	High	Diploma	Degree	Masters & Above	Student	Unemployed	Employed/self employed
Male	53	122	37	51	16	93	55	131
Female	4	17	31	13	2	36	7	24
Total in Number	57	139	68	64	18	129	62	155
Total In %	16.5	40.2	19.6	18.5	5.2	37.2	18	44.8

Source: Own data survey (2021)

4.1.4   Respondent's drinking behavior

To explore the impact of the law on consumer behavior, gathering data from the sample beer consumers was important. In doing so from the total 346 respondents only 315 were Dashen beer consumers, the rest were not alcohol users, consumers of other brands or stop using alcohol. To answer some of the research question these groups are included.

Figure 3: Dashen Beer Consumers in number
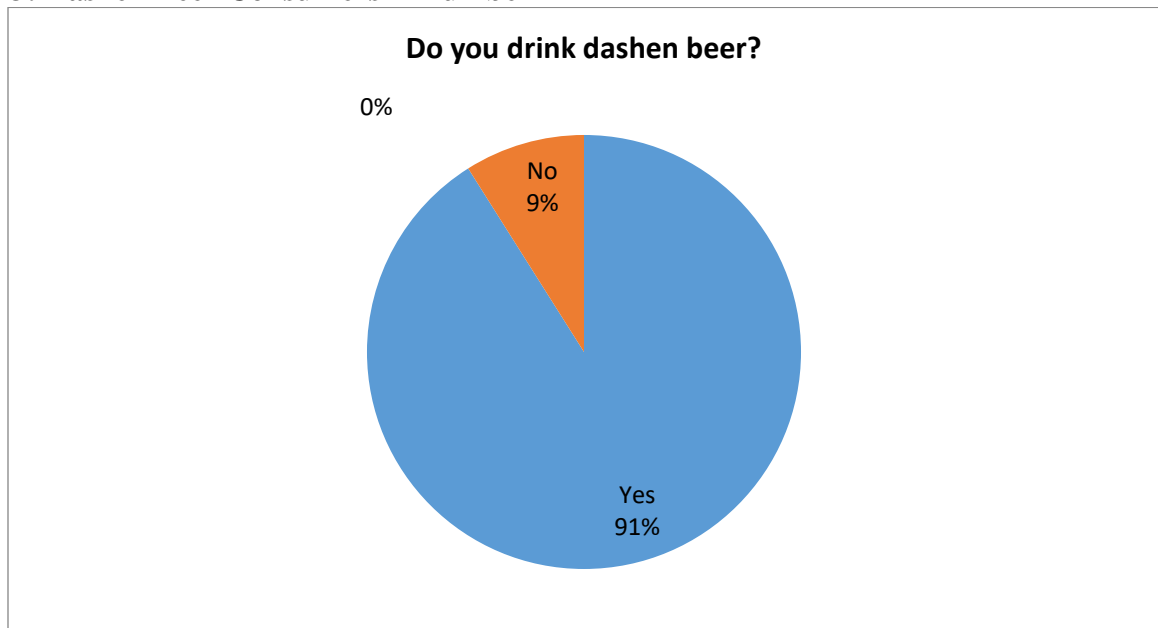
Source: Own data survey (2021)

Besides this, their experience of Dashen beer were asked to investigate their engagement has started before the promulgation of the law or not. About 21 respondents were new to drinking Dashen beer that is less than one year experience, which shows there are still new consumers after the bill passed even their number is very low.

High numbers of respondents (58.7%) were engaged in consuming Dashen beer more than five years.

Table 5: Experience the brewery sector

Experience the breweries	Frequency	Percentage (%)
Less than 1	21	6.7
1-5	109	34.6
6-10	167	53
More than 10	18	5.7

Source: Own Survey (2021)

In considering the frequency of drinking Dashen Beer the study asked a follow up question "If yes, how often do you drink?".Those respondents who reported that they drink Dashen beer are 315; respondents said they consume Dashen Beer Occasionally, during social gathering, birthday and holiday. About 42 respondents were daily consumers of Dashen beer which counts to 13%. From the response 115 consumers drink alcohol once in a month.

**Figure 4: Frequency of drinking**
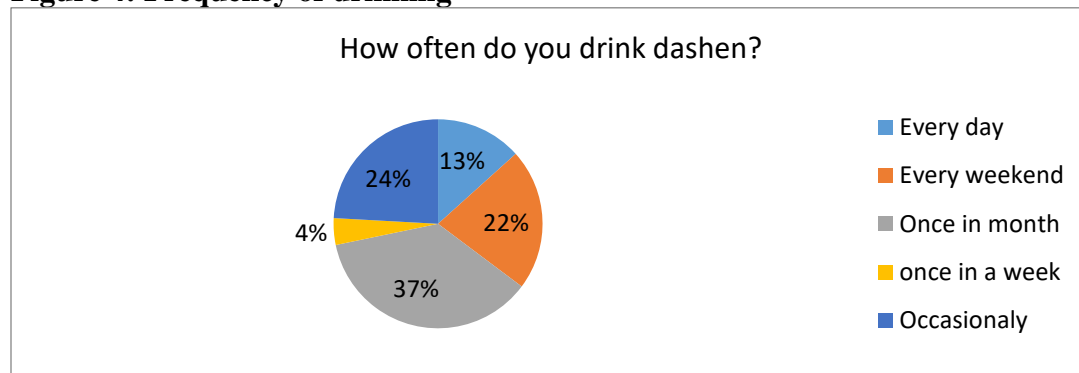
Source: Own Survey (2021)

In considering drinking habit of the respondents over the past two year's 140 respondents habit of drinking decreased. However, Dashen beer drinking practices of the 52 respondents (16%)

over the past two years has increased. The practice remained the same for 39% during the same period.

Figure 5: Change in Drinking Habit
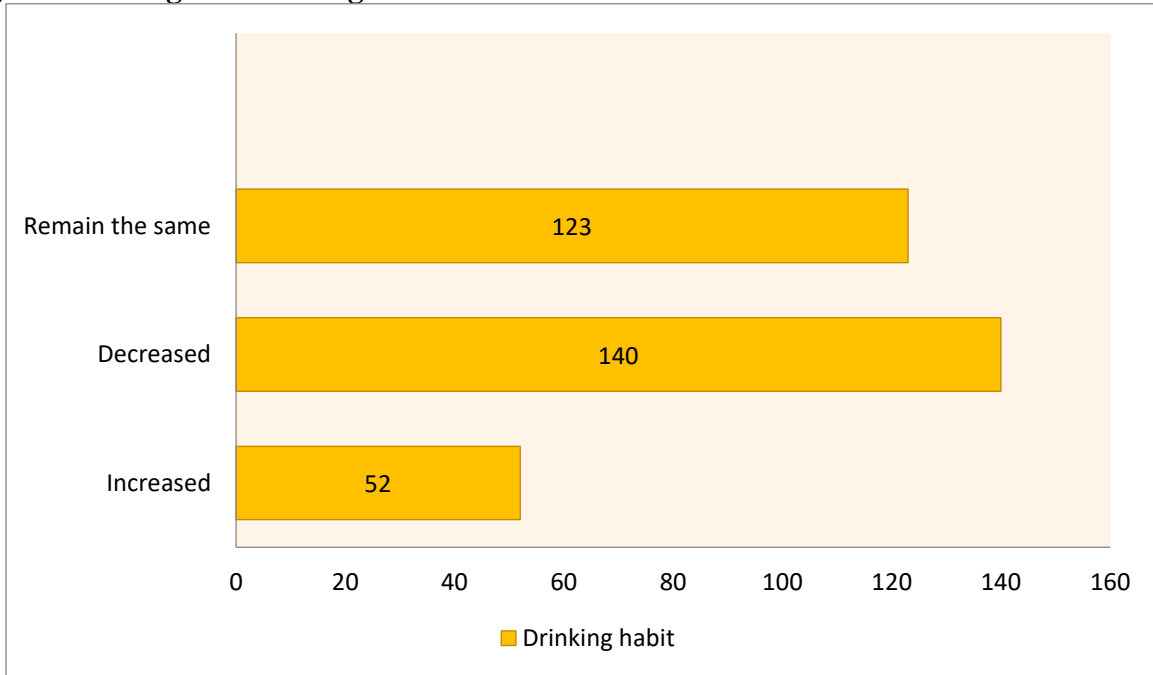
The respondents' forwarded different reasons for increase/decreased/remained the same of their drinking habit. As can be seen from table 6 the main reasons for the "decreased' and or "remain the same" habit of drinking Dashen beer over the past two year were no change in life, no advertisement, the pandemic, reduction from work, doctors' advice or health related conditions, lack of money or decreased income, increased price of alcohol and increased awareness: out of these the relative majority of respondents (37%) stated that the ban on advertisement was the major factor contributing to the decline in beer consumption. On the other hand, increased income and peer influence contribute to 88% and 12 % respectively for the reason to increase alcohol consumption. It can be understood here ban on advertisement has negative impact on consumption.

Table 6: Reason for change in drinking habit

	Reasons for Decreased or Remain the same								Reason for Increased	
	No advertisement	Covid-19	Doctor advise	Unemployment/ decreased income	Increase price of beer	Awareness of negative impact of alcohol	Noting changed in life	Personal	Peer influence	Increase income/life style change
Frequency	39	32	14	25	20	7	79	47	46	6
Percentage	15	12	5	9	8	3	30	18	88	12

Source: Own data survey, 2021

One of the compliance issue with the law for manufacturing companies were change on product labels to include mandatory government warnings. From the total respondents only 127 were aware of the change on Dashen beer label.

Figure 6: change on product label

Change on product label

■ Yes ■ No

40%

60%
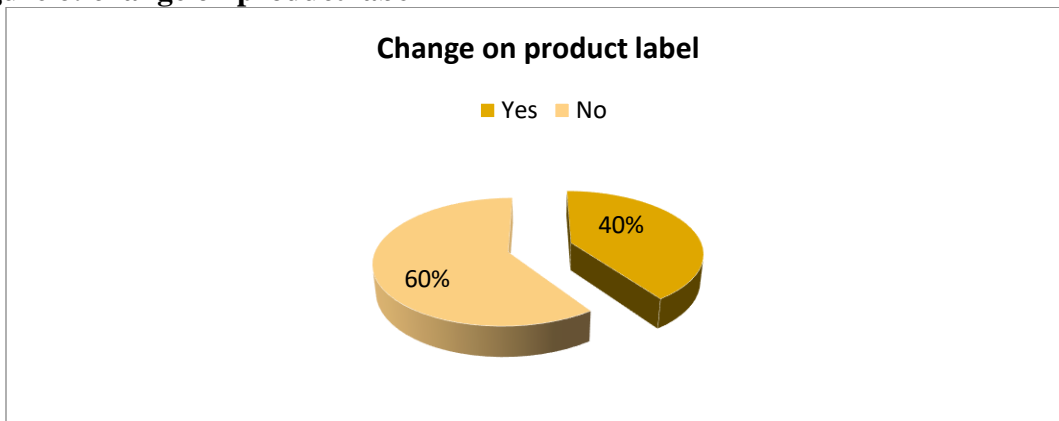
Source: Own Survey (2021)

For all the above investigation the starting point was the legislation of food and medicine administration proclamation. During public survey all respondents were asked if they know this proclamation on the questionnaire. Most of them answered "Yes" and 19% of them are not aware of it. This indicates that the public understands the government is taking steps to address public health issues regarding alcohol beverages.

Table 7: Awareness of the new law

Response	Are you aware of the proclamation which regulate and control alcohol advertisement?	
	Number	Percent
Yes	281	81
No	65	19

Source: Own Survey (2021)

4.1.5   Perception of public on young aged beer consumers and public health

All Respondents were asked their thought on alcohol consumption by young age group (18-21 years old) which doesn't fit in the minimum legal alcohol dinking age, and most of the respondents 85% think that the law decreases consumption of beer by 18-21 years old. The implication of this result is that the law discourages young age consumers to consume alcohol.

Table 8: Young age consumption and public health

Response	Do you think the law decreases consumption of beer by young aged (18-21)?	
	Number	In Percent %
Yes	294	85
NO	52	15
Response	Does the law achieving its aim of protecting public health by regulating brewery sector?	
YES	106	31
NO	240	69

Source: Own Survey (2021)

For the question "Does the law achieving its aim of protecting public health by regulating the brewery sector?" About 106 respondents affirmed positively and 240 negatively. Those who said "no" include their opinion to achieve the laws aim, thus the researcher framed their answers as follows:

1. **Controlling outlets:** the law by itself is not an end. Once the bill is passed implementing it is the next step. In doing so government body shall not only control beer companies but also retailer not to sell to less than 21 years old.

2. **Family, school and community responsibility:** the respondents believe that family, school and community should stand with the government for the effective application of the law.

4.2 IMPACT OF THE LAW ON CONSUMERS

In order to investigate the impacts of the law on Dashen beer consumer's, the researcher framed six statements and requested the respondents to indicate their rating (level of agreement) for each statement on the scale of 1 (strongly disagree) to 5 (strongly agree). If a respondent finds a statement irrelevant to his/her circumstances, he/she was given the option to select "Not applicable".

Table 9: Public perception

Public perception questions	1.Strongly disagree		2.Disagree		3. Neutral (Neither agree nor disagree)		4. Agree		5.Strongly agree		6. Not applicable	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Number of people drinking alcoholic beverage increased in your family over the past two year (February 2019 - February 2021).	16	5	210	61	43	12	31	9	41	11	5	2

Statement												
Number of people drinking alcoholic beverage increased in Addis Ababa over the past two years (February 2019 - February 2021).	41	12	57	16	78	23	20	6	0	0	150	43
Number of young (18 to 21 years) drinking alcohol decreased	0	0	14	4	72	21	102	29	158	46	0	0
Restrictions on product label gave enough information	5	1	6	2	94	27	176	51	12	4	53	15
Restrictions on product label decreases level of consumption	0	0	0	0	123	35	89	26	82	24	52	15
Ban on alcohol advertisement decrease interest on consumption of beer	0	0	128	37	53	15	151	44	0	0	14	4

Source: Own Survey (2021)

The findings of the study with regards to the seven statements on alcohol consumption and the law in Addis Ababa city over the past two year are presented above in Table 9. For the statement "Number of people drinking alcoholic beverage increased in your family over the past two year (February 2019 -February 2021)" 210 (61%) of the respondents disagree, 16(5%) of the respondent disagree, and in total only 43 (12%) of the respondents indicated that they either agree or strongly agree with the statement. Therefore, the vast majority of the respondents 226 (66%) were not in favor of the statement that the number of people drinking alcoholic beverage increased in their family over the past two years.

For the statement "Number of people drinking alcoholic beverage increased in the city over the past two years (February 2019 -February 2021)", 150(43%) indicates Not applicable to theme since it will be hard to generalize consumers in Addis Ababa. 41(12%) of the respondents strongly disagree, 57(16%) of the respondents disagreed, 78(23%) were neutral, and only 20 (6%) respondents agreed. According to the public opinion, the number of people drinking alcoholic beverage has not increased in the city of Addis Ababa over the past two years.

With regard to the statement "Number of young (18 to 21 years) drinking alcohol decreased" 102(29%) agree and 158(46%) strongly agreed, this implies that alcohol consumption by young age from 18-21 years old decreased eventually after February, 2019.

Regarding product label statement "Restrictions on product label gave enough information" 176(51%) of the respondents agreed that government warnings on product label gives enough information.

Moreover for statement "Restrictions on product label decreases level of consumption" 171 (50%) of respondents agreed& strongly agreed that the notice on the product label decreases their level of consumption and only 123(35%) strongly disagreed.

For the statement "Ban on alcohol advertisement decrease interest on consumption of beer" 151(44%) of the respondents agreed, 128 (37%) of them have disagreed, and only less than 15% of the respondents were not sure if the banning of alcohol advertising on broadcasting media outlets has affected the behavior of the beer consumer.

The above findings imply that consumers perceived that there is no increase over the past two years in number of people drinking alcohol in their family and in the city as result of the law. Ban on advertisement also decreases the interest to consume alcohol.

4.3 Quantitative and Qualitative Analysis of the Data from Dashen Brewery S.C

4.3.1 Effect of the law on sales volume of Dashen Beer

The company currently brews two brands Dashen and Balagreu Beer and Draught. Under this the well-known brand Dashen Beer sales in Addis Ababa was analyzed. As it can be seen from the table below Dashen beer sales was at growth in 2019 even after the legislation of the law. But the sale in 2020 was very low compared to previous years.

Table 10: Sales Volume

Name of product	Annual Sales volume in Hectoliters for Addis Ababa city			
	2017	2018	2019	2020
Dashen Beer	69,900HL	72,900HL	90,000HL	50,000HL

Source: Dashen Brewery S.C Sales report (2021)

The researcher held an in-depth interview with the key personnel in Dashen Breweries SC using structured key informant interview guide to gather qualitative information that can complement the quantitative findings. For better understanding of the effect of the law on Dashen Beer sales the researcher interviewed important persons and KII 1said that decline of sales in 2020 was not only influenced by the law but also by the world pandemic Covid-19 which limits social gathering and Ethiopia closed bars and clubs to control the spread of the virus. Other additional factor like cost of production increment and inflation contributes for fewer sales on that specific year. KII 2 added that the influence of the law on sales is not very high but it affects brand performance.

In answering the major impact of increasing the minimum legal drinking age from 18 to 21 years old KII 2 said that Ethiopia has high number of young population and the law narrowed the consumer pool and the company losses. KII 1 supports this also and the impact is not that significant but new consumers between the ages of 18 to 21 are lost.

To better understand the means through which the company advertises its products before and after the bill passed in 2019, the researcher asked the representative of the company to discuss about the methods of advertising. KII 3 started by listing the means of advertisement that the company has used before the law. These means were TV advertisement, Radio, Billboard, newspaper, promotion through sales agents and social Medias; the company used to invest more

than 100 million Ethiopian Birr annually. Now after the law the company is using Events, social media and promotion through sales agents which costs less than 10 Million birr annually.

The representative of the company said that they are not addressing their potential customers through the above means of advertisement and further discussed the impacts of banning advertisement alcohol beverage on the company. KII 3 said even though it is not investigated how much the law affects their existing product sales; the law makes it hard to launch new products since creating awareness of the product is difficult. The law also makes it difficult to stay in the minds of consumers.

KII 1 was asked about the impacts of changing product labels to include mandatory government warnings. KII 1 responds that the law gives ample time to use old label and print new labels having all mandatory elements. On the new label the image of the label need to be adjusted which affected the look of the brand.

KII 1 in summarizing the influence of the law on the consumers, because of ban on advertisement brand preference is more affected than consumption level.

KII 3 was asked to elaborate the measures the company took to minimize the negative effect of the law. "*To minimize the negative impact on the company competitiveness, we are working on increasing sales and event promotion, increase below the line activities in outlets, brand engagement with consumers, social Medias and development of Apps"* said KII 3.

The researcher finally asked if there is any gap in the bill that the company identified, however, KII 1 said that the company identified some gaps like the law bans billboard but silently on truck/car branding, both has similar impacts and exposure. And rather than banning TV and Radio advertisement totally, the law could have limited the time of advertisement.

4.4 Discussion of Results

This section discusses the findings of the study precisely in line with the objective of the study stated in chapter one. This discussion has three parts based on the research questions. Each part explains the above findings on the quantitative and qualitative data related to the respective research question.

1. What is the perception of Dashen beer consumers towards the law which bans advertisement of alcohol beverages?

The law totally prohibits advertisement of alcohol drinks on Radio, TV and Billboards. On permitted means of advertisement the law obliges the advertisement to contain a warning, as appropriate in writing or sound.

Since February 2019 Dashen beer cost of advertisement was less than 10 million Birr annually to engage consumers on permitted means of communication. The ban on advertisement minimizes interest of respondents for alcohol consumption/ drinking Dashen beer. Here 281 respondents (81%) of them are aware of the law which regulates advertisement of alcohol drinks. Out of the 346 respondents who drink alcohol 315 were only consumers of Dashen Beer.

In order to answer this research question the researcher included respondents who drink alcohol in general which are 346 respondents. About 151 out of them interests to drink alcohol decreases because of many reasons.About15% of the population interest or habit to drink is decreased by the ban on advertisement.

From the respondents 85% of them perceived and observed consumption decreased by young age group (18-21). In contrast to this KII 1 said that the law influences brand image than consumption behavior. This is to mean that since advertisement is banned consumers

engagement for specific brand might decrease. And when explaining the reason for sales decrease on budget year 2020, it is not directly linked to this law but related with the pandemic and excise law which leads to slight price increase of beer products.

Therefore ban on advertisement affects consumer engagement and brand image of the company that people will not see, hear the advertisement everywhere. Since engagement with consumers decreases 85% of the respondents perceived and observed consumption decreases by young age group (18-21 years old).

2. How the law regarding product label affects the perception of alcohol users in drinking?

The proclamation defines label as labels and other written, printed, or graphic material that is affixed to a regulated product or any of its container or wrapper and includes insert.

Article 55 Labeling of alcohol drinks

1) *The label of every alcoholic drink prepared at a factory level and provided for public use shall contain its alcoholic volume and a warning that alcohol consumption may cause health problems and women should not drink alcoholic drinks during pregnancy because of the risk of birth defect.*

As of the above article it is mandatory to include health related warning, women during pregnancy, alcoholic volume and expiration date on the product label.

The label of Dashen beer states in writing/ in figure: the alcohol percent, expiration date, 21+ years, drinking excess might lead to health problems, drinking alcohol affects fetus, do not drive if you drink. From the respondents only 60% or 127 person notices the change on product label. Regarding respondents perception to the label on giving enough information 55% agrees.

At this juncture of product label and consumption 35% of the respondents are neutral and 50% agrees the warnings refrain people not to consume much or at all. It means that a change or regulation on product label affects the perception of alcohol users in drinking negatively.

The findings of Pettigrew and colleagues (2014) on their assessment of alcohol consumers' perceptions towards cancer warning statements on alcoholic beverages found health warnings on alcoholic beverages were a potential way of increasing awareness about the causality of alcohol consumption and cancer. But this research finds 55% of the respondents perceived the product label does not give enough information.

3. Does increasing the minimum legal alcohol drinking age from 18 to 21 years old decreased the company's sales volume?

The law clearly states that it is illegal to sell alcohol drinks for young group aged below 21 years old. But practically the researcher observed young ages below 21 years old buying & consuming alcohol drinks and also includes 9 (nine) respondents from this age group. The law or regulatory bodies' focuses on manufacturing companies but in order to implement and achieve the aim of the law retailers shall also be regulated. If not 18-21 years old will continue to consume alcohol drinks so company's sales volume might not be affected in any way.

Figure 7: Sales Volume in Hectoliter (HL)
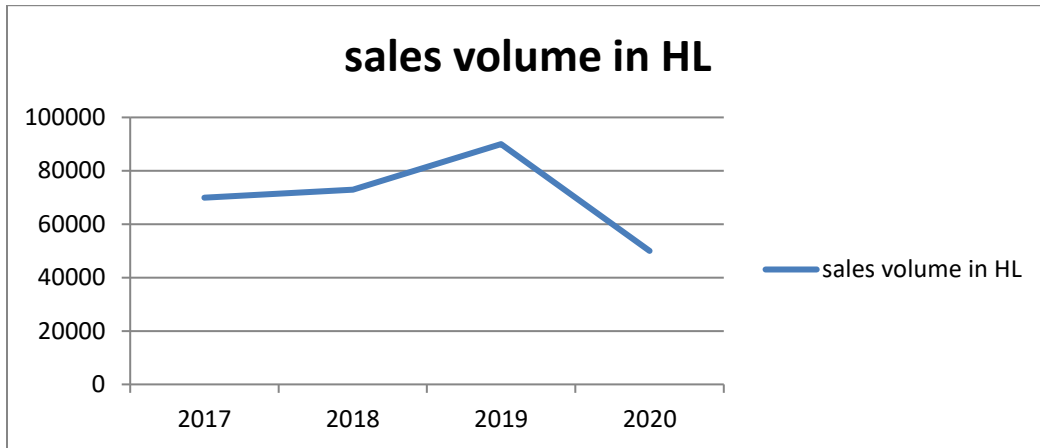
Source: Dashen annual sales report (2021)

From the above figure it can be inferred sales volume decreases on year 2020. The key informants discussed that the law minimizes company's engagement with young which will in turn leads to lose of consumers between 18-21 years old. In addition to impact on sales volume adjustment on label affects the look of the brand.

The law is passed after February 2019. This means the sales volume in 2019 is also be affected by the law. The sales at 2019 year were the highest which means the law did not affect the sales volume at that year. But the sales volume at 2020 was the lowest compared to previous years, but additional factors contributed for low performance. Since Ethiopia has high number of young population and the law narrowed the consumer pool and the company losses new consumers between the ages of 18 to 21.

Henok and Yemane, 2012 finds children as young 7 and 10 years of age can purchase alcohol drinks with no one stop them even the previous alcohol law prohibits sales and consumption of alcohol drinks under the age of 18. This research also finds and the researcher observes the consumption of alcohol drink by young age group under the age of 21. Besides this 6.7% of the

respondents drinking behavior starts after the bill passed. This means new consumers are not lost because of the law.

As a result of this it cannot be concluded increasing the minimum legal alcohol drinking age from 18 to 21 years old decreased the company's sales volume since the law is not strictly implemented.

SUMMARY OF THE FINDINGS, CONCLUSITIONS AND RECOMMENDATIONS

This chapter summarizes the study by highlighting the main elements of the research, layout the conclusions and recommendations drawn from the findings of the research.

5.1. SUMMARY OF THE FINDINGS

This research employed a mixed method and collected both qualitative and quantitative data. From the total 346 respondent's 279 of them were male which accounts to 81% and the remaining 67 were female which is about 19% percent of the interviewed persons. The respondents were asked different questions in order to achieve research objectives.

Ban on advertisement affects consumer engagement and brand image of the company that people will not see, hear the advertisement everywhere. In addition 15% of the respondents interest to consume beer decreases after February, 2019. Since engagement with consumers decreases 85% of the respondents perceived and observed consumption decreases by young age group (18-21 years old).

Besides this 6.7% of the respondents drinking behavior starts after the bill passed and 39% of the respondents consumption behavior remains the same even after the law passes.As a result of this,85% of the respondents believe that the law is not achieving its aim of protecting public health.

Most respondents were aware of the law but 19% have no knowledge of it. As a result of the law Dashen beer label has been changed and only 60% of the respondents know it. Regarding consumption 50% of the respondents perceived there is a decrement because of the law and 35% of the respondents are neutral on it. Key informants from the company said label change has not affect their level of sales but affects the look of the brand.

The age of the respondents was grouped into seven categories. The highest proportion of respondents were found in the two age categories "21-25" and "26-30" with a total percentage of

18.5% and 23%, respectively. The new law rises minimum legal age to consume alcohol to 21 years old which was 18years old. But, the researcher observed under 21years old drinking and buying alcohol so they are included here. The numbers of respondents under 21 years were 9 in number. 55% the respondents perceived that there is a decrease on alcohol consumption by 18-21 years old age group.

From the sales report of the company 2020 sales volume was the lowest compared to the previous, but the informants said it is not directly linked to the rise of minimum legal age.

5.2 CONCLUSION

The general objective of the paper was to assess Dashen Beer consumer behavior towards the food and medicine control proclamation 1112/2019. In order to do so both primary and secondary data were used. The researcher used non-probability sampling approach from the infinite consumers, specifically convenient sampling technique, it was intend to include 403 respondents but get only 346. Questionnaire was prepared to collect data contains both closed and open ended questions.

Mixed research approach was used in this study. The rational for combining both quantitative and qualitative data is to better understand the research problem. The technique used to analyze the data is descriptive analysis. Descriptive analysis was used using statistical tools mainly frequencies and percentages on general objective of this paper in order to measure the accuracy of data collected and to summarize the responses from the selected respondents and key informants.

From the total 346 respondents only 315 were Dashen beer consumers.About 21 respondents were new to drinking Dashen beer that is less than one year experience, which shows there are still new consumers after the bill passed even their number is very low.

The vast majority of the respondents 226 (66%) were not in favor of the statement that the number of people drinking alcoholic beverage increased in their family over the past two years. Respondents perceive that alcohol consumption by young age from 18-21 years old decreased eventually after February, 2019.According to the public opinion, the number of people drinking alcoholic beverage has not increased in the city of Addis Ababa over the past two years. For the statement "Ban on alcohol advertisement decrease interest on consumption of beer" 151(44%) of the respondents agreed, 128 (37%) of them have disagreed, and only less than 15% of the respondents were not sure if the banning of alcohol advertising on broadcasting media outlets has affected the behavior of the beer consumer. 176(51%) of the respondents agreed that government warnings on product label gives enough information.

The research has found both positive and negative impacts on consumer behavior and alcohol manufacturing company (Dashen). The positive effect is it decreases the consumption of beer of age group 18-21 years old.

The law negatively affects Dashen beer not to launch new products, engage with potential consumers and in getting new customer.

5.3 RECOMMENDATIONS

One of the law aims is to safeguard public health from health hazards and to install a regulatory scheme that is compatible with the country's expanding industry and manufacturing sector.Even though legislating law was the right measure taken by the Ethiopian Government to protect its

citizens' well-being, the government should also acknowledge and take note of the various impacts this has brought to the business environment of brewery sector. Government and stakeholders shall assess the impact of the law if it is achieving it aim by including Brewery sector.

- The researcher observed below 21 years old consuming alcohol so both federal and regional government shall also strict implementation of the law to control alcohol sales for young less than 21 years old.

- Because of advertisement ban brewery companies will find it hard to launch new brands and also it will through time it will be difficult to stay in consumer's mind, so the regulatory body shall assess the negative impact of the law in business areas with the balance of public interest/ health. In doing so other option like regulating the time of advertisement can be a solution.

- One of the regulated areas by the law is product label. Dashen beer label has been changed to meet the requirements but some respondents did not notice it. And other consumption level decreased because of the warnings on the label. So both the manufacturing companies and the regulatory body shall give updates on the change.

5.4. AGENDA FOR FUTURE RESEARCH

This research has focused on the influence of the law on Dashen beer consumers in Addis Ababa city. Other researchers can conduct this topic in nation wise. The researcher focused only on three points of the law concerning alcohol manufacturing and distributors: ban on advertisement, product label and minimum legal age. That is there are many areas the law covered and not assessed by this paper. From the findings of the research, the new law negative effect has been discussed on the manufacturing companies, so solutions to decrease the negative impact can be a

research area for the future. The sales volume of Dashen beer at 2019 was in peak but in 2020 it decreases and key informants said there were other factors like the pandemic corona virus, new excise tax law and others. Researchers can conduct if the law in long term has impact on sales volume. Lastly how to achieve the aim of the law can also be a research area.

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APPENDIX

PUBLIC SURVEY QUESTIONNAIRE

Request for Participation on research study

Dear Sir/Madam

My name is Heaven Ayalew, I am a Postgraduate student at St. Mary's university. As partial fulfillment for the Masters of Business Administration (MBA), I am conducting a research study on **'ASSESSEMENT OF CONSUMER BEHAVIOUR TOWARDS FOOD AND MEDICINE CONTROL PROCLAMTION 1112/2019: THE CASE OF DASHEN BEER CONSUMERS, IN ADDIS ABABA, ETHIOPIA'.**

You are randomly identified as one of the respondents in this study, and you are kindly requested to respond to the following questions in this questionnaire. The information you provide will be kept strictly confidential and the names of individuals will not be included in reporting the findings. Thank you in advance for your involvement in this research.

PART 1- Respondent's profile

1. Sex: Male ☐   Female ☐

2. Age: Under 21 ☐   21-25 ☐   26-30 ☐ 31-35 ☐ 36-40 ☐ 41-45 ☐ Above 46   ☐

3. Marital Status   Married ☐   Single ☐ Divorced ☐   widowed ☐

4. Education   Primary ☐   High School ☐   Diploma ☐   Degree Master & above ☐

5. Occupation   Student ☐ Unemployed ☐   Employed ☐

6. Monthly Income   2500> ☐   2501-5000 ☐ 5001-7500 ☐ 7501-10000 ☐ 10000<   ☐

PART 2 – Respondent's drinking behavior

7. Do you drink alcohol?   Yes ☐No ☐Don't want to answer ☐

8. For how long you experience drinking alcohol? Less 1 yr☐ 1-5 yr☐6-10 yr☐

   morethan10☐

9. Do you drink Dashen Products? Yes ☐No ☐Don't want to answer ☐

10. If yes for question no.9, how often do you drink? Occasionally, during social

    gathering/holiday ☐Once in a month ☐Once in a week ☐Every weekend ☐Everyday ☐

11. If yes for question no.9, your drinking habit over past two years has: Increased

    ☐Decreased ☐Remained the same ☐

12. What was/were the reason(s) for your response (increase/decreased/remained the same)

    to question 10 above?

           a. …………………………………………………………….
           b. …………………………………………………………….
           c. …………………………………………………………….

13. Are there any changes you have noticed on the products label? Yes ☐No ☐

14. Are you aware of the proclamation which regulate and control alcohol advertisement?

    Yes ☐No ☐

15. Do you think the law decreases consumption of beer by young aged (18-21)?

    Yes☐   NO☐

16. **Does the law achieving its aim of protecting public health by regulating the brewery sector?** Yes☐ NO☐, if no what should be done?

_____

_____

PART 3 PERCEPTIONS OF THE RESPONDENTS

17. Please refer the table below and indicate your level of agreement for each question on the

practice of alcohol consumption using the 6-point scale.

Public perception questions	1. Strongly disagree	2. Disagree	3. Neutral (Neither agree nor disagree)	4. Agree	5. Strongly agree	6. Not applicable
Number of people drinking alcoholic beverage increased in your **family** over the past two year (February 2019 -February 2021).						
Number of people drinking alcoholic beverage increased in **the city** over the past two years (February 2019 -February 2021).						
Number of young (18 to 21 years) drinking alcohol decreased						
Restrictions on product label gave enough information						
Restrictions on product label decreases level of consumption						
Ban on alcohol advertisement decrease interest on consumption of beer						

STRUCTURED KEY INFORMANT INTERVIEW (KII) GUIDE FOR DASHEN BREWERY

Dear Sir/Madam

My name is Heaven Ayalew, I am a Postgraduate student at St. Mary's university. As partial fulfillment for the Masters of Business Administration (MBA), I am conducting a research study on *'ASSESSEMENT OF CONSUMER BEHAVIOUR TOWARDS FOOD AND MEDICINE CONTROL PROCLAMTION 1112/2019: THE CASE OF DASHEN BEER CONSUMERS, IN ADDIS ABABA, ETHIOPIA'.*

Section I: The effects of the bill on the company over the past 2 years?

1. Which means of advertisement was used before the promulgation of the law to promote Dashen's product"? (please "check" where applicable)
     a. TV Advertisement ☐
     b. Radio Advertisement ☐
     c. Billboard ☐
     d. Lottery ☐
     e. Newspaper ☐
     f. Lottery ☐
     g. Promotion through sales agents ☐
     h. Others: please specify ☐

Others 1: _____

Others 2: _____

Others 3: _____

2. What are the means your factory commonly used to advertise and promote its products since the bill that bans alcoholic beverage on media outlets was passed in February 2019? (please "check" where applicable)
     a. TV Advertisement ☐
     b. Radio Advertisement ☐
     c. Billboard ☐

d. Lottery ☐

e. Newspaper ☐

f. Lottery ☐

g. Promotion through sales agents ☐

h. Others: please specify ☐

Others 1: _____

Others 2: _____

Others 3: _____

Others 4: _____

3. Are you addressing your potential consumers by the above methods?
   Yes☐ NO☐

4. What are the major impacts of the banning advertising alcoholic beverage?
   a. _____
   b. _____
   c. _____

5. What are the major impacts of changing product label?
   a. _____
   b. _____
   c. _____

6. What are the major impacts of increasing legal drinking age on the company?
   a. _____
   b. _____
   c. _____

7. What measures have you taken to mitigate the impacts/effects of the bill on your business environment (competitiveness and profitability)?
   a. _____
   b. _____
   c. _____

8. Is there any gap in the bill that your factory identified, which needs to be addressed or amended? Yes ☐   No ☐   a. If yes, please describe in detail.

_____
_____
_____
_____