

GHANA INSTITUTE OF JOURNALISM

**ASSESSMENT OF STUDENTS PERCEPTION OF THE BAN IMPOSED BY THE
FOOD AND DRUGS AUTHORITY ON CELEBRITIES FROM ADVERTISING
ALCOHOLIC BEVERAGES : A CASE OF THE GHANA INSTITUTE OF
JOURNALISM**

BY

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**A LONG ESSAY SUBMITTED TO THE GHANA INSTITUTE OF JOURNALISM
IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
MASTER OF ARTS DEGREE IN DEVELOPMENT COMMUNUCATION**

OCTOBER 2020

DECLARATION

I hereby declare that this work is the result of my own research conducted under the supervision of Dr. Ebenezer Malcalm. This work has never been presented by anyone for any academic award in this or any other University. All references used in the work have been duly acknowledged.

I do bare sole responsibility for any shortcomings.

.....

KORLEY NISSI KORLEKIE

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.....

DATE

CERTIFICATION

I hereby certify that this Long Essay was done under my supervision in accordance with the procedures and guidelines prescribed by the Ghana Institute of Journalism.

.....

DR. EBENEZER MALCALM
(SUPERVISOR)

.....

DATE

DEDICATION

I dedicate this long essay to Comfort Asare, my mother, mentor and source of my academic progress.

ACKNOWLEDGEMENT

My greatest appreciation goes to the Almighty God for making this possible. I am also grateful to my supervisor, Dr. Ebenezer Malcalm who guided me throughout this research. His quest for perfection opened me up to brilliant ideas. Again, to my inspiration, Comfort Asare, God bless you immensely for the constant support and encouragement even through difficult times.

ABSTRACT

Celebrities are personalities that are well known in public either because of their credibility or attractiveness or because of both. To leverage this, alcoholic beverage companies use celebrities in their advertisement to increase the effectiveness and heighten the credibility of commercials. Research has proven that celebrity endorsement of alcohol does cast its impact, but other schools of thought attest the contrary. This study moves on the same line and affirms the impact of celebrity endorsement on customers buying intention. It will identify the factors that lead to celebrity's influence audience and also examine the effect of celebrity endorsement in advertisement. The impact of banning celebrity advertisement of alcohol in Ghana and the general perception of the public on the ban is a main aim of the study. The study presents key findings on the issue to inform policymakers, companies, advertising firms, consumer groups and non-governmental organizations on the topic of restricting celebrities from advertising any alcoholic beverage.

ABBREVIATIONS

FMCG	:	Fast Moving Consumer Goods
UN	:	United Nations
WHO	:	World Health Organization

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INTRODUCTION CHAPTER

BACKGROUND TO THE STUDY

1.1 Introduction

Alcohol is the drug of choice among youth (Austin & Knaus, 2015). Many young adults are experiencing the consequences of excessive drinking at an early age and this is leading the leading cause of most motor accidents, homicides, suicide, as well as other injuries such as high building falls, burns, and drowning (NHTSA, 2015; pg 142). The earlier the youth get involved in alcohol drinking, the more they are exposed to risky behavior (Austin & Knaus, 2015). The rate of crime among the youth due to excessive alcohol drinking is rampant as the percentage rates keep rising (Mullahy & Sindelar, 2019). Alcohol use is also a cause of unprotected sex and hence poses a risk of contracting most sexually transmitted infections (Lowry et al, 2019).

The study goes on to say that digital technology has enhanced consumers abilities to filter, process and encode information to memory thus begging the question as to ‘why stay tuned in if there is no need to and, why not move onto the next new and exciting thing, with multi-screening being a given’. With research from Kenyon et al, (2012) proving that celebrity advertisements having a positive effect on consumer purchase intentions, the advertising industry has been utilising celebrity advertisements for a considerable number of years. According to Garthwaite (2017) celebrity advertisements are a common advertising tool to promote through explicit association with celebrities, products such as alcohol with the aim of increasing brand awareness and appeal (Inciardi, 2015). Inciardi (2015) in a research on celebrity alcohol endorsement suggested that the percentage of celebrity endorsed alcohol advertisements is as high as 25-30 percent in western countries (Shimp, 2015); Elberse & Verleun 2015) and around 60 percent in Ghana (Issah, 2017). Issah (2017) indicated that popular celebrities often endorse many alcohol

brands in a single year and this trend is common across African countries like Ghana and Nigeria.

1.2 Background

However, the glamour of a celebrity sometimes goes unnoticed or can be detrimental to the brand. Contrary to this, a study by Chaturvedi (2014) in India, found that a celebrity involved in a scandal had no impact on consumer purchases of the product. The study by Chan et al, (2013), found that the respondents were “best able to recall celebrity endorsers whom they considered attractive, funny and expressive. They identified popularity, a good image, and congruence between the celebrity’s image and that of the brand as important factors for marketers to consider in selecting celebrity endorsers. A majority of the interviewees perceived that using a celebrity in an advertisement would increase brand awareness, attract the celebrity’s fans, encourage trial, and enhance purchase confidence.” Lennox (2017) in his study asserted that the market has evolved to an extent where celebrity advertisements of alcohol are as common as alcohol outlets. In furtherance, Lennox (2017) asserted that many major corporations are aware that the alignment of their brands with actors, society influential and singers would increase their brands appeal to their targeted audience and provide immense brand awareness due to their large followers on the various social medium platforms.

The Ghanaian alcohol industry represents a very important component of the entire Ghana’s economy as it makes a substantial contribution to employment, taxation and export earnings, (Fieldgate et al., 2017). Alcohol can be classified as a sedative drug which slows down the action of the central nervous system and causes disoriented behaviour therefore, causing the individual to exhibit drowsiness, lack of concentration and delayed responses, (Fieldgate et al., 2017).

The recent Food and Drugs Authority of Ghana interventions to address issues of irresponsible drinking and alcohol and to combat the misuse and abuse of alcohol in Ghana, many companies were faced with the quandary of increasing awareness of their products and achieving their objectives and sales targets through advertising through new and effective means that were appealing to their target market (Bezuidenhout 2017).

1.3 Problem Statement

The Food and Drugs Authority (FDA) in Ghana in 2015 banned celebrities from advertising alcoholic beverages as an adherence to a World Health Organization (WHO) policy, (FDA, 2018). The Authority asserted that the ban was part of a directive from the World Health Organisation. The Food and Drug Authority (FDA) explained that the directive is meant to prohibit celebrities or people with high influence on the public from advertising alcoholic beverages in the country as part of sanitizing the advertising industry. Since the enactment of this directive, there have been a public uproar from celebrities, beverage companies and the general public about the effects of this directive from the FDA. Whilst some pressure groups and civil society organisations have offered their support to the FDA on this directive, alcoholic beverage companies are complaining on the adverse effect this directive is having on their operations and overall revenue. Celebrities have also complained and even threatened a national demonstration on this directive. Nonetheless the perception of the general public and the also consumers of these products is still unknown.

1.4 Research Objectives

The objective of this study is to examine the ban on celebrity advertisement effects on consumers. The following objectives will be explored:

- i. To examine the reasons for the ban on alcoholic beverage advertisement by celebrities.
- ii. To assess how the ban has affected consumer behaviour in terms of alcohol patronage.
- iii. To know the public perception on the ban of celebrity advertisement of alcoholic beverages.

1.5 Research Questions

- i. What reasons influenced the ban on alcoholic beverage advertisement by celebrities?
- ii. What is the impact of the ban made by the Food and Drugs Board on celebrity alcohol advertisement?
- iii. How has the general public been assessing the ban of celebrity advertisement of alcoholic beverages?

1.6 Limitations of the Study

There have been many bans on celebrity advertisement in other countries across Africa, nonetheless most researchers in their study, mainly focused on impact of the ban on celebrity advertising on alcohol as a research topic with little or no research being done on the consumer perception and how it would affect consumer behaviour. Further limitations of the study will be the research items and independent variables which will solely be based on the information given by students (respondents). Another limitation is time dimension; the period within which this research must be completed for submission was less than one academic year.

1.7 Significance of the Study

- i. The study will help the Food and Drugs Authority and also alcohol manufacturers to take advertising more seriously and so as to give them a better exposure in the fast growing competitive markets.
- ii. Again, the study would be a reference material for students, governance authorities, production companies and marketing practitioners.
- iii. Furthermore, the study would help capture public feedback and will serve as a guide in drawing up service improvement strategies to meet the customers demand.

1.8 Scope of the Study

The study investigates the perception and attitude of Ghanaian consumers towards the ban of celebrity advertisement on alcohol products. Geographically, the study concentrates on students in the Ghana Institute of Journalism, the Food and Drugs Authority, Alcohol Manufacturers, and Celebrities.

LITERATURE REVIEW CHAPTER

LITERATURE REVIEW

2.1 Introduction

This chapter elucidates reviews studies done by other researchers which are important to this current study.

2.2 Theoretical Literature on Alcohol Advertisement

Research has shown that customer perception and attitudes have a direct relationship to a brands market position and business results (Jansson-Boyd, 2019). This is due to the fact that consumers evaluate products based on information cues, which are both intrinsic and extrinsic. Stimulating adverts that are noticeable and easily recalled can be expected to create demand and increase the sales of advertised products and services exponentially and perpetuate loyalty over time (Jansson-Boyd, 2019). According to Khan (2016), to have a successful advertisement, the demographic factors of the target audience have to be well defined, as this will dictate and ensure that the advertising message is suitable and captures the interests of the target audience. Often, soft advertising, which is also referred to as persuasive advertising, utilises these stimuli through the concept of association with celebrities or a certain lifestyle to affect consumer purchase intentions (Waschick et al, 2010)

2.2.1 Celebrity Endorsements

Celebrity endorsements have become a common marketing strategy. Leslie (2011) highlights that the core of this is to link and transfer (directly or indirectly) the qualities of the celebrity that are aspired to and liked by the consumer, such as physique, health or lifestyle through linking the celebrity to the brand. This approach is necessary so that an association between the brand and

celebrity is formed in the mind of the consumer. In addition, the approach is necessary to increase the attractiveness of the product and likelihood of influencing consumer preferences and purchase intentions regarding that particular product (Leslie 2011). People are often riveted by and obsessed with celebrities and at times secretly feel familiar with them because celebrities often reinforce their desired image or self-identity (Nayar 2019). The instant recognition of celebrities in advertising campaigns can make an advertisement stand out from the advertising clutter of competitors. Therefore, linking celebrities with certain brands may assist in enhancing a brand in the mind of the consumer through recall and brand association thereby increasing the brand's equity (Chattopadhyay et al, 2019). Since the demeanour and the celebrity's public image can transfer to the endorsed product, it is important that the celebrity maintains a reputation that will transfer only positive effects to the endorsed products. Negative traits and behaviours can overshadow a brand's equity (Kardes et al, 2018). Marketers spend substantial amounts of money on celebrity endorsements with the hope that these celebrities will inspire consumers to purchase their products as celebrities are deemed to be people that others look up to and desire to emulate (Nayar, 2019). According to Nayar (2019), three types of endorsements exist, namely: explicit, implicit and imperative. Explicit endorsement relays the message that the celebrity only endorses the product and does not utilise it. Implicit endorsement occurs when the message relayed informs the consumer that the endorser utilises the product and in an imperative endorsement, the endorser tells the consumer to use the product (Seno & Lukas, 2017). According to Jansson-Boyd (2010) endorsements should also be driven by other factors in a bid to attract consumers such as the personal characteristics of the public figure utilised for the endorsement. Jansson-Boyd (2010) adds that this is the reason why models and attractive celebrities are often utilised to endorse alcoholic products because advertisements containing

celebrities underperformed those without celebrities. “Celebrity alcohol advertisements underperformed those without celebrities with the analysts noting that the worst performers were those where the celebrities featured had little apparent connection to the brand. A research conducted by Irwin, (2013) confirmed that almost 90% of alcohol advertisements by celebrities increase the marketing objective higher than ten percent. Also as alluded by Kell, (2015) that one-fifth of alcoholic advertisements with celebrities had a negative effect, meaning they turned viewers away from the products. Advertisements are determined to be effective when they have a certain brand lift” (Kell, 2015), the reasons being that people rely more often on their celebrity connection view-points and relevance which are key determinants to motivate consumers to purchase.

2.2.2 Brand Awareness

Okonkwo (2013) mentions that celebrity alcohol advertisements are one of the strategies used to create brand awareness as celebrities can enhance the quality of a brand through borrowed equity. In addition, a celebrity can also bring awareness to an unknown alcoholic brand, and a brand can also be easily recalled and recognised through the image or mention of the name of the celebrity representing it. Celebrity endorsements can encourage repeat purchases as a result of consumers wishing to emulate the celebrity representing the brands (Nayar, 2019; Okonkwo, 2013). Kell (2015) indicates that celebrity endorsements have immense gains for both celebrities and alcohol brands. “The brands boost their sales by associating with a well-known actor, or rapper, benefiting from free press when those celebrities go on talk shows, or promote their brands to millions of fans on Twitter and other social media platforms.

According to the Federal Trade Commission (2010), an advertisement is any advertising message which message consumers are likely to believe reflects the opinions, beliefs, findings,

or expertise of a party other than the sponsoring advertiser. Endorsements have shown to be successful in advertisements. For instance, a study by Hastak & Mazis (2013) factoring testimonials and disclosures in dietary supplement booklets, found that numerous testimonials about a product positively and effectively communicates that the product is successful in the uses described in the testimonials and that the product will work for at least half of people who use it (Hastak & Mazis, 2013). Although this may be true, endorsers used in advertisements have certain restrictions and guidelines that must be considered, according to the FTC (2010). “Endorsements must always reflect the honest opinions, findings, beliefs, or experience of the endorser” (FTC, 2010).

2.3 Conceptual Framework on Celebrity Advertisement of Alcohol and Subsequent Ban of Advertisement of Alcohol

2.3.1 Celebrity

The term “celebrity”, refers to an individual who is known to the public, such as actors, sport figures, entertainers’ and others for their achievements in their respective areas other than the product endorsed by them (Friedman & Friedman, 2019). According to Boorstin (2011) specified the most important quality of being a celebrity i.e. not being forgotten and known by people for their “well-knownness”.

A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements is known as a “celebrity” (McCraken 2019). They are usually known to the public for their accomplishments in areas other than the product endorsed by them, (Friedman & Friedman 2019).

According to Fredman, Termini & Washington (2016) a celebrity is sometimes a sports figure, actor, comedian or other type of entertainer. However, unlike heroic figures, the modern celebrity may not have achieved anything exceptional except, merely, public attention and a product of media representation (Tuner, 2014). This is evident in contestants from reality shows, such as Big Brother and Survivor.

2.3.2 Celebrity Advertisement of Alcohol

McCracken (2019) defined celebrity advertisement of alcohol as any individual who enjoys public recognition and who uses this recognition on behalf of an alcoholic product by appearing with the alcohol it in an advertisement”.

Celebrities are often hired by advertisers to lend their personality to a product or brand (Kaikati, 2017). The use of celebrities has been widely used as it could provoke attitudinal and emotional reactions (Kanungo and Pang, 2013) than a non-celebrity endorser (Atkin & Block, 2013; Petty & Cacioppo 2013). Therefore celebrities who are placed as models and are seen as in support of the product and / or its claim are known as endorsers (Tellis, 2018). In order to be effective a celebrity endorser should have the credibility to attract attention Miciak & Shanklin 2014) increase awareness of the endorsed product (Wilson, 2017) and influence the purchase decision of the targeted audience (Ohanian, 2011).

2.3.3 Celebrity Endorsement of Alcohol

Celebrity endorsements is been accepted to be a “ubiquitous feature of modern day marketing” (McCracken, 2019). It has also been seen that one quarter of all alcoholic advertisement use a celebrity to endorse the product or brand. This validates the effectiveness of Celebrity alcohol endorsements as a means of persuasive communication. It has the potential to enhance audience

attentiveness, make the ad more memorable, credible, and desirable and add glamour to the endorsed product (Spielman, 2011).

Early Research has found that “celebrities are more effective than other types of endorsers”, such as “the professional expert”, “the company manager”, or “the typical consumer” (Friedman & Friedman, 2019). Using celebrity endorsers, companies may easily crack into consumer’s symbolic association to an aspirational reference groups, as celebrity endorsers are perceived as dynamic, attractive and likable (Assael, 2014; Atkins & Block, 2013; Kamins, 2010).

The use of celebrities in advertisements is not a new phenomenon (Kaikati, 2017). Celebrity endorsement, as a marketing practice, has a very distinguished history. In the eighteenth century, a famous potter Josiah Wedgwood pioneered in using celebrities to his advantage. Once when Queen Charlotte began to use his products, Wedgwood capitalised on his new status by referring himself as the “Potter to Her Majesty” (Dukceovich, 2014). For instance one of the early examples involves Queen Victoria associating with Cadbury Cocoa (Sherman, 2015).

2.4 Celebrities as a Form of Aspirational Reference Group

From a theoretical perspective, Celebrities are classified in the category of heroes as reference groups and opinion leaders. They are recognised as effective endorsers due to their symbolic aspirational reference group associations (Assael, 2014; Solomon & Assael, 2017). Celebrities as heroes have the potential to influence the cognitive processes of consumers (Wilkes and Valencia 2019). The relationship between values and heroes can be bidirectional. Celebrities can shape and refine existing cultural meaning and encourage the reform of cultural values and categories (Biswas et al. 2019). Therefore by using celebrities in alcohol advertisements,

companies may tap into consumer's symbolic association to an aspirational reference groups, as they are perceived as dynamic, attractive and likable (Assael, 2014; Atkins & Block, 2013; Kamins, 2010).

Celebrities, particularly Musicians, TV personalities, popular entertainers and sports legends, provide a very common type of reference group appeal (Schiffman & Kanuk, 2014). Consumers tend to form an attachment to any object that strengthens one's self identity or desired image, renders feelings of connectedness to a group or a personality and perhaps the most common example of this form are the celebrities (O'Mahony & Meenaghan, 2018). The power of the celebrities lies in their ability to influence the consumers, even though they are physically and socially far from a common consumer (Choi & Rifon, 2017).

Based on the meaning transfer model by McCracken (2019) that alcoholic brands endorsed by celebrities are a source of symbolic brand meaning. It can be said that consumers connect the symbolism associated with the celebrity and the brands they endorse, transferring these meanings from the brand to themselves by actively using those brands (Escalas & Bettman, 2015). Consumers are likely to accept meanings from the brands endorsed by a celebrity whom they perceive as similar to themselves or whom they aspire to be like. For instance, a consumer may consider himself to be athletic and fashionable, like David Beckham, who currently endorses alcoholic brands like Jack Daniels and Singleton. Due to his aspiration to look like Beckham he may choose to buy these alcohol brands (Schiffman & Kanuk, 2014).

2.5 Celebrity versus Non-Celebrity Endorsements

According to Seno & Lukas (2017), Celebrities are more effective than other type of endorsers such as the company manager, typical consumer and the professional expert etc. Companies

possess great control over created spokespersons since they develop these characters. They can build characters which are consistent with their brands and target audiences, and ensure that these characters are exclusively endorsing only one particular product (Tom, et al, 2012). On the contrary, companies hold limited control over the celebrity endorsers, since they have created their public persona themselves over the years. Previous research on celebrity endorsement reveals that celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser (Atkin & Block, 2013; Petty et al, 2013; Ohanian, 2011). On the contrary, Mehta (2014) argued that there were no statistically significant differences in attitudes towards advertising, brand and purchase intention on alcoholic brands between celebrity and non-celebrity advertisements. However, differences were found in cognitive responses generated by respondents.

Tom et al, (2012) proved that celebrities' advertisements are more effective than non-celebrity advertisements on alcohol. According to this observation, consumers learn the association between an unconditional stimulus (celebrity endorser) and a conditional stimulus (product) through repeated exposure. The association is much stronger with original material (created spokesperson) than with popular material because the popular material (celebrity) is not just linked to a promoted product but with many other things as well.

2.6 Celebrity: A Marketing Communication Tool for Alcoholic Beverages

From marketing communication perspective, it has become more important for firms to design strategies which provide competitive differential advantage to its products and services. It attempts to create positive effects in the mind of consumers. In order to achieve this, Celebrity endorsement is a commonly used marketing communication strategy (Erdogan, 2019). Companies spend large amount of money to endorse their alcoholic brands through these

celebrities. These celebrity endorsers are perceived and gifted with dynamic, attractive and likeable qualities (Atkin & Block, 2013) and companies try to align these qualities to their alcoholic products through marketing communication strategies. Many researchers believe that a ban on advertisement featuring a celebrity affects the level of appeal, attention, recall rate and possibly purchases compared to the adverts with celebrities (Cooper, 2014; Dean & Biswas, 2018).

2.7 Consumer Buying Behaviour

In today's dynamic and competitive environment, customers are continuously exposed to various different brands through different marketing strategies. Consumer behaviour is an important and complex area for marketers as different people have different needs. As stated by Lancaster et al, (2015) that satisfaction of consumer needs is the ultimate goal for a business; thus the marketer's job is to accurately identify the customer needs and accordingly develop product that satisfies their wants. Therefore, it is very critical for marketers to have a proper understanding of consumer buying behaviour of alcoholic beverages.

Perner (2019) defined consumer behaviour as "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." According to Perner (2019) knowledge of consumer buying behaviour of alcohol helps marketers in developing their marketing strategies of alcoholic beverages by understanding the psychology of the consumers as how

They think, feel, differentiate, and select between different alcohol brands or products.

- How the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behaviour of consumers while shopping or making purchase decisions;
- How consumer motivation and decision strategies differ between products that differ in their level of importance; and
- How marketers can adapt and improve their marketing campaigns and strategies to reach the consumer more effectively.

Furthermore, it is not only important to identify and satisfy the customers need, but it is also critical to know that as to why customer needs that? It gives marketers a better understanding of consumer behaviour which ultimately helps them in satisfying customer needs efficiently and increasing customer loyalty towards their products and services (Zeithami, 2015).

2.8

Types of Consumer Buying Behaviour

According to Assael (2011), There are there are four type of consumer buying behaviours that can affect the purchase decision making of a consumer based on the level of consumer-product involvement, interest in a product, situation and difference between the products available. The four types of models are explained as under:

2.8.1 Complex Buying Behaviour of Alcoholic Products:

It usually takes place when the customer is highly involved in the product purchase decision. The high alcoholic product involvement occurs when alcoholic product to be bought is expensive, infrequently bought, and highly expressive. Since, these types of products are not bought frequently the consumer does not know much about the products and observes substantial

differences among the brands available for instance buying a Singleton alcohol beverage. Consumers make this type of buying decisions very carefully after collecting a lot of information about the product features, quality and performance.

According to Assael (2011), Consumers tend to experience cognitive dissonance while making such complex product decisions due to increased risk perception in this type of buying behaviour. There are certain risks also involved while making such decisions for example high may result in monetary loss, highly expressive alcohol product nature may lead to psycho-social loss and lack of product knowledge will result in increased uncertainty.

From a marketing perspective, marketers need to make sure that they use the effective differentiation strategies to stand out the product from other brands available. And also, try to educate the customers about the importance, application and features of the product offered.

2.8.2 Dissonance-Reducing Alcohol Buying Behaviour

It occurs when the buyer is highly involved with the alcohol product purchase and observes little difference among the options available. After buying the alcohol product, the consumer tends to gather the favourable information about the alcohol purchased product that assures and validates the product purchase decision. By doing this the customer tries to reduce the dissonance or losses involved in the purchase. This type of alcoholic buying behaviour involves establishment of trust, belief and attitude towards a brand. However the customer may also end up with time loss, or more likely, psychological loss and social loss. It happens due to the difference between actual purchase performance and expected purchase performance of the product.

2.8.3 Habitual Alcohol Buying Behaviour

It occurs when the consumer buys the same alcoholic product on a regular basis over a period of time. Under habitual buying behaviour, consumer – alcoholic product involvement is low and there is little difference between the alcohol brands available. The consumers buy these alcoholic products out of their habit or due to their trust or brand loyalty. According to Scott (2017) consumers do not go through the process of belief, attitude and purchase decision nor look for deep information and compare the available products. Consumers buy the brands they have used and are aware of.

However, it is interesting to see marketers constantly trying to move these types of products especially from a low involvement to a higher involvement status by differentiating them on various bases like health, safety etc. . For instance, marketers are involved in developing “low calorie sugar”, “cholesterol free oil” etc. and selling them at higher prices.

2.9 Alcoholic Variety Seeking Behaviour

This type of consumer behaviour originates if the customer is not happy with its earlier alcoholic product purchase or out of boredom. It especially happens with the consumers who like to shop around and try-out with different types of alcoholic products. In this buying behaviour, consumer – product involvement is low but the differences among the brands are significant. These types of consumers change their brand frequently, not due to dissatisfaction, but out of boredom.

Variety seeking behaviour is identified as a key determinant factor for alcohol brand switching in the consumer product category (Scott, 2017). According to Assael (2011) consumers having variety

seeking consumer behaviour in purchasing the alcoholic brands which have higher degrees of perceived risk associated with them and are generally not perceived as brand loyal.

In conclusion, a recent Food and Drugs Authority of Ghana interventions to address issues of irresponsible drinking and irresponsible alcohol related advertising coupled with the growing pressure from civil societies, pressure groups and the government to regulate and combat the misuse and abuse of alcohol in Ghana, many companies were faced with the quandary of increasing awareness of their products and achieving their objectives and sales targets through advertising through new and effective means that were appealing to their target market (Bezuidenhout, 2017). However, at the same time the companies needed to ensure that they acted and remained in accordance with the rules regulating alcohol advertising set by the government and since research proved that the use of celebrities in advertising can have a positive effect on consumer purchase intentions, the advertising industry has been utilising celebrity advertisements for a considerable number of years (Kenyon et al, 2016). Now a complete ban on celebrity advertisements of alcohol in Ghana and the effectiveness of it in influencing consumer purchase behaviour in the Ghanaian market has not been ascertained.

METHODOLOGY CHAPTER

METHODOLOGY OF THE STUDY

3.1 Introduction

This chapter explains in detail the methodology adopted for the study. The chapter examines the research design, study population, sampling size and technique, sources of data and data collection techniques, as well as data analysis procedure.

3.2 Research Design

Research design is the specific data analysis techniques or methods that the researcher intends to use to collect data. The design ensures that the researcher gathers the appropriate information to solve the research problem (Saunders et al, 2017). The research design used in this study is quantitative research because of the nature of population involved in the study.. Population according to Saunders, (2017) is the full set of cases from which a sample is taken. The sampling will be done using the purposive random method. Qualitative Research is primarily an exploratory research. It is employed in this study to assist in understanding the underlying reasons, opinions, and motivations used by previous researchers and other key respondents engaged for the study. The use of qualitative research would provide insight into the research

problem, by helping to develop ideas for research. It assists the Researcher to uncover trends in thought and opinions, and dive deeper into the problem. The sample size is relatively small, and respondents would be selected to fulfil a given quota.

3.3 Limitations

Almost all researches have few or more obstructions; this particular study anticipates the following limitations;

- Endorsed celebrities opinion has not been taken in this research.
- Research is focused on the perception of the public with specific reference to the students at the Ghana Institute of Journalism campus.
- Time to conduct this research is limited.
- Sample size to cover the entire population of students of the Ghana Institute of Journalism is relatively small.

3.4 Ethical considerations

Several ethical considerations were taken into account to ensure that the study was conducted in an appropriate manner (Babbie & Mouton, 2011). To comply with ethical considerations in conducting research all participants provided verbal consent to be interviewed and to participate in the research. The participants therefore willingly participated in the study after they were approached by the researcher (Leedy, 2010; Neuman, 2010) and the research purpose and process were explained to them. While it is common practice to request written consent,

The purpose of the research was explained to the participants and the participants were told that should they wish to withdraw at any point during the interview they could do so. Permission to record the interview was also obtained from the participants and none of the participants had difficulties with the tape recording of the interviews.

It was further explained to the participants that their information would remain confidential

Respondents will be debriefed to ensure that the participants are not left emotionally harmed or traumatized from the interview.

3.5 Population of the Study

The population of a study refers to the total collection of elements that possess similar characteristics (Aaker et al, 2015). For the purposes of this study, the study population comprised the entire students of Ghana Institute of Journalism, Accra which is in the region of over ten thousand students. The selection of the student sample can be justified on the basis of their knowledge. The Ghana Institute of Journalism, formerly The Ghana School of Journalism, was officially opened on Monday, 16th October, 1959 and was established to provide training in journalism toward the development of a patriotic cadre of journalists to play an active role in the emancipation of the African continent.

CONCLUSION CHAPTER

4.1 Conclusion

The alcohol industry differs from the public health community in how it sees alcohol problems and how they should be addressed. The industry frames the problem as drinking being ‘normal’ and those problems only arise because of a minority of individuals misusing its products. It sees the solution largely as involving changing the behaviour of this minority through education. In contrast, the public health approach looks more broadly at the host (the drinker), the product (alcohol) and the environment. The latter includes alcohol advertising. The public health approach aims to make the environment less ‘pro-alcohol’ and reduce hazardous and harmful drinking through measures to shift the population curve for per capita consumption of alcohol downwards.

When all of the studies are considered, the results of research on the effects of alcohol advertising are mixed and not conclusive. Overall, experimental studies have produced little consistent evidence that alcohol advertising affects drinking beliefs and behaviors. These studies address short-term exposure to a limited number of alcohol advertisements. The number of advertisements that respondents view in such studies is small compared with ongoing exposure

in the natural environment. By their nature, these studies provide little insight into the cumulative effects of exposure to alcohol advertising over many years and may be incapable of producing measurable effects against the background of alcohol advertising occurring in the real world. Experimental studies are most important for understanding audience reactions to different types of advertisements or for investigating immediate effects, such as an increased interest in use of alcohol that may result from short-term exposure to alcohol advertisements. Large-scale field experiments that block alcohol advertising from reaching selected communities or households could provide stronger evidence regarding the effects of alcohol advertising (Atkin, 2015). Such studies are yet to be undertaken, however, and it would be difficult to eliminate all print, outdoor, and national alcohol advertising for such a study.

Similarly, and with a few exceptions, recent econometric research using aggregated market data provides very little consistent evidence that alcohol advertising influences per capita alcohol consumption, sales, or problems. The bulk of this research supports the claim that celebrity alcohol advertising reallocates consumption among brands or beverage types. Interpretation of these studies is limited, however, by difficulties in drawing causal inferences based on the data and analytic methods, aggregation of advertising data across media types, failure to account for reciprocal effects between advertising and sales or consumption, and exclusion of the effects of “pulsed” advertising and the cumulative effects of advertising (Ajilore et al, 2016). Despite the limitations of any individual studies, however, the overall conclusion drawn from current econometric research is that alcohol advertising has little, if any, effect on total levels of alcohol consumption and related problems.

This conclusion is consistent with earlier reviews of this literature (Adeyiga et al, 2014). In contrast to experimental and econometric studies, survey research on celebrity alcohol

advertising and young people consistently indicates small but significant connections between exposure to and awareness of alcohol advertising by celebrities and drinking beliefs and behaviours. Young people who view, or are made aware of, celebrity alcohol advertisements hold more favourable beliefs about drinking, intend to drink more frequently as adults, and are more likely to be drinkers than are other young people. They also have greater knowledge of alcohol brands and slogans. Although these effects on young people are small, they may be important. The small effects may reflect the fact that individual differences in exposure to advertising are relatively slight given the high frequency of advertising in the environment (Johansson et al, 2015). Because the environment is saturated with alcohol advertising, most people are exposed to many advertisements each year, with very little variation in individual exposure. In addition, as the number of exposures increases over time, the incremental impact of each single, additional advertisement diminishes. That is, the incremental effect of any single advertisement is greater if, for example, it is only the tenth advertisement to which a person has been exposed as opposed to the hundredth advertisement, which, in turn, would have a greater impact than the thousandth. These considerations suggest that research on the effects of alcohol advertising should include studies of young children who have had little exposure to it and for whom the greatest impact can be expected.

Taken as a whole, the survey studies provide some evidence that alcohol advertising may influence drinking beliefs and behaviours among children and adolescents. This evidence, however, is far from conclusive. The cross-sectional design of most of the published studies limits the ability to establish cause-and-effect relationships. Although alcohol advertising may predispose young people to drink, the reverse may be true instead. That is, young people who

look favourably on drinking may seek information about alcohol and thus be more attentive to celebrity alcohol advertisements.

4.2 Future Research

Although longitudinal or sequential studies that track samples of young people from childhood to late adolescence would be particularly useful in investigating these possibilities, no such studies have been published that adequately control for past drinking behaviours and predisposition. Further research, particularly longitudinal studies addressing at risk populations such as children and targeted minorities, is necessary before firm conclusions can be reached about the effects of celebrity alcohol advertising

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