



The Effect Of Advertisement On Alcohol Consumption In Sunyani Polytechnic, Ghana, West Africa

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Abstract:

The aim of the paper is to contribute to the body of knowledge that exist in the area of advertisement by examining respondents attitude towards alcohol advertising and the factors influencing the effectiveness of alcohol advertisement. The paper is descriptive and is based on quantitative cross sectional survey design using sample of 190 students of the marketing department selected through convenient sample method. Primary data was collected using self-designed questionnaire which were administered during lecture periods. Data was analysed using frequencies, percentages and One-Way Analysis of variance (ANOVA) and presented in Tables. The SPSS version of 16.0 was used. Respondents are not influence by alcohol advertisement but they believe that alcohol advertisement affects the purchasing behaviour of consumer of alcohol. Factors such as parents, community practices, peers, adults and messages about alcohol do not influence respondent's alcohol purchasing behaviour. Demographic variables such as gender, age, family income levels, religion significantly affect attitude towards alcohol advertisement. Alcohol marketers and producers should take these factors into consideration in producing and selling alcohol products. Future studies should consider causal issues in the analysis using structural modeling in longitudinal studies.

Key words: Alcohol advertisement; humor; celebrity; demographic variables; Religion

Jel Classification: M30; M31; Q13; Q37; M38

1.Introduction

Alcohol according to researchers is one of the most advertised products in both developed and developing economies (Endicott, 2005; Saffer & Dave, 2003). The health and social implications (fatal car crashes, risky sex, alcohol addiction; poor grades; impaired decision making; loss of memory; suicide and depression; impaired brain development) of taking alcohol especially among the youth have generated a lot of debate in the literature about alcohol advertising (Leslie et al. 2006).

Some policy makers call for ban on alcohol advertising, especially adverts that are exposed to the youth and the underage. Studies (Nelson & Young, 2001; WHO, 1995; Makowsky & Whitehead, 1991; Ogborne & Smart, 1980) have established that alcohol ban has no significant effect on the consumption of alcohol.

In empirical studies by researchers (Anderson et al. 2009; Collins et al., 2007; Fisher et al., 2007; Leslie et al. 2006; Grube & Waiters, 2005; Austin, & Knaus, 2000;) alcohol advertising influence alcohol consumption among the youth in developed economies and developing economies, alcohol advertising induces alcohol drinking and also increases consumption.

Snyder et al. (2006) established that youth who are exposed to more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1% (event rate ratio, 1.01; 95% confidence interval, 1.01-1.02). Youth in markets with greater alcohol advertising expenditures drank more (each additional dollar spent per capita raised the number of drinks consumed by 3% (event rate ratio, 1.03; 95% confidence interval, 1.01-1.05). Examining only the youth younger than the legal drinking age of 21 years, alcohol advertisement exposure and expenditures still related to drinking.

In their study youth in markets with more alcohol advertisements showed increases in drinking levels into their late 20s, but drinking plateaued in the early 20s for the youth in markets with fewer advertisements. Control variables in the study included age, gender, ethnicity, high school or college enrollment, and alcohol sales. The writers concluded that alcohol advertising contributes to increase in drinking among the youth.

Anderson et al. (2009) embarked on review of empirical studies on the effect of alcohol advertising on consumption and established that advert leads to onset of drinking amongst non-drinking youth; increased levels of consumption and also revealed evidence of a dose-relationship in relation to advertising exposure.

According to Grube and Waiters (2005) alcohol advertising affect decisions to consume alcohol while Ellickson et al. (2005) established that exposure of the youth to alcohol advert influence them to begin drinking. Austin and Knaus (2000) also state that alcohol adverts induce liking of the advert in the youth and eventually influence them to consume more alcohol.

Similar findings of alcohol initiation, increase alcohol consumption and over consumption have been established by other researchers (Kelly et al. 2008; Collins et al., 2007; Fisher et al., 2007; Pasch et al. 2007; Snyder, 2006; McClure et al., 2006; Saffer & Dave, 2006; Stacy et al., 2004; Unger et al., 2003; Cooke et al. 2002).

In a study by Saffer and Dave (2003) they established that alcohol advert influence alcohol consumption among adolescents and that a complete ban on alcohol advert and the increase in the price of alcohol as policies have the “potential to substantially reduce adolescent alcohol participation”.

Some researchers (Nelson, 2011; Smith & Foxcroft, 2009; Donovan, 2004) have indicated that alcohol advertising does not influence alcohol consumption significantly. Donovan (2004) stated that parents and peers are more influential in influencing alcohol consumption among the youth than alcohol advertising.

All the adverts are built around features (animals, humor, music, innovative technical effects/aspects, and bar/ party settings, celebrity) that attract the targets to like the adverts to achieve its aim and intended purpose (McCanor et al. 2008; Zhang & Zinkhan, 2006; Chen & Crube, 2002; Waiters et al. 2001).

The paper is based on the theory of brand capital which explains the “process by which advertising affects demand and can also explain alcohol advertising effects on knowledge, attitudes and intentions to drink” (Saffer, 2002). According to Saffer (2002) “brand capital is defined as the collective positive associations that individuals have about a brand”. Saffer (2002) indicated that

Firms with higher levels of brand capital will have higher sales because they provide consumers with higher levels of utility. Brand capital can depreciate over time, accompanied by decreases in sales. Firms can attempt to offset decreases in sales by creating additional brand capital. Depending on the relative marginal costs and marginal benefits, the addition to brand capital will be either in the form of new brands or in the form of changes in the type and level of advertising for existing brands. The creation of a new brand involves three steps: (1) market segmentation, (2) the creation of a branded product and (3) the creation of new advertising for the brand, with content targeted at the

intended market segment. Changes in the type and level of advertising for existing brands involve steps one and three only.

1.1.Statement Of Problem/Justification/Significance Of Study

There are numerous alcohol advertisements in Ghana in all the media, targeting consumers to purchase alcohol products. A lot of funds are spent on advertising by the firms in Ghana. The paper intends to explore the effect of alcohol advertising on the purchase of alcohol by students in tertiary institutions.

The findings on the link and causality between alcohol advertising and consumption have been inconclusive, mixed and contradictory in the literature in both cross-sectional and longitudinal studies (Nelson, 2010; Anderson et al. 2009; Smith & Foxcroft, 2009). In the knowledge of the researchers no such empirical study exist in the study area of Sunyani Polytechnic and few empirical works also exist in literature on Ghana in recent times. The paper fills in the literature gap.

The findings serve as policy guide to policy makers on the consumption of alcohol and the marketing of alcoholic products. Future studies will find the findings of the research relevant as reference material. The findings also provide empirical understandings to the theory of brand capital which underlies the research.

1.2.General Objective/Specific Objectives

The Global objective of the paper is to contribute to the body of knowledge that exists in the area of alcohol advertisement by examining the influence of advertising on the consumption of alcohol. Specifically, the paper

- Examine if advert influence alcohol purchase among students,
- Identify the specific elements contained in alcohol advertising that the youth find appealing and entice them to want to try the alcoholic brand,
- Assess the effect of demographic and socio-economic variables on the preference of specific elements contained in alcohol advertising.

1.3.Research Questions

The paper is based on these questions.

- How significant is advertisement in the purchase of alcohol?

- Which specific elements contained in alcohol advertisement is more influential in enticing the youth to try alcohol brand?

The assumptions underlying the paper are that some elements are more influential than others in enticing consumers to try alcoholic products and that demographic variables significantly affect consumers prefer of elements of alcohol advertisement as well as attitude towards alcohol advertisement.

1.4.Limitations/Scope

The paper is based on self-reported responses of respondents. Some respondents might have been biased with their responses. Data are not collected from all departments of school and all the classes in the department. Issues of causality are not examined in the study. The paper is descriptive in nature.

2.Research Methodology

The research is based on exploratory, descriptive, quantitative and cross-sectional survey using 200 respondents selected through purposive sample method which is not a probability sample. The target population for the study is students in marketing one and two in Sunyani Polytechnic, Ghana. Self-designed Questionnaire was used to collect primary data from the respondents during lecture periods. Data collected were analysed using percentages, means, and standard deviation, skewness for descriptive statistics and One-way Analysis of Variance (ANOVA) using SPSS. Results were presented in tables.

3. Results And Discussions

The results and discussions of the survey are presented in this section of the paper. The first part contains the descriptive results and discussion. This is followed with the inferential results and discussion.

3.1.Demographic Characteristics Of Respondents

The results on demographic variables in the survey are shown in Table 1. Most of the respondents are male 108(56.8%). Majority 100(52.6%) of the respondents are in the age group of 18-22 years followed by respondents 76(40%) in the age group of 23-27.

Most 74(38.9%) of them are from Ashanti region followed by respondents 17.4(17.5%) in Brong Ahafo. Majority 143(75.3%) of the respondents are in first year. Significant majority 155(81.6%) are Christians. Most 101(53.2%) respondents consider their family

income status to be medium. Respondents of individual personality type dominate in the sample 88(46.3%). These demographic variables are the independent variables in the inferential analysis using One-Way ANOVA.

Variables	Frequency	Percentages (%)
Gender		
Male	108	56.8
Female	79	41.6
Missing responses	3	1.6
Total	190	100
Age		
Less than 18	3	1.6
18-22	100	52.6
23-27	76	40
28-32	6	3.2
33-37	1	0.5
Above 37	3	1.6
Missing responses	1	0.5
Total	190	100
Region		
Brong Ahafo	33	17.4
Ashanti	74	38.9
Western	21	11.1
Eastern	12	6.3
Volta	8	4.2
Greater Accra	10	5.3
Central	6	3.2
Northern	11	5.8
Upper east	7	3.7
Upper west	7	3.7
Missing response	1	0.5

Total	190	100
Year in school		
First year	143	75.3
Second year	47	24.8
Total	190	100
Religion		
No religion	6	3.2
Christian	155	81.6
Muslim	22	11.6
Other religion	5	2.6
Missing responses	2	1.1
Total	190	100
Family income status		
Low	22	11.6
High	38	20.0
Medium	101	53.2
I don't know	29	15.3
Total	190	100
Personality type		
Individual	88	46.3
Collectivistic	76	40.0
I don't know	22	11.6
Missing responses	4	2.2
Total	224	100

Table 1: Distribution of responses on Demographic variables

Source: Field survey, March 21, 2013

3.2. Respondent's Attitude Towards Alcohol And Alcohol Advertising

Respondent's attitude towards alcohol was examined by asking whether they consume alcohol and whether they like alcohol advertising. The results are shown in Table 2. Majority 139(73.2%) indicated they do not drink alcohol. Only 20.5% drink alcohol. When respondents were asked to describe their alcohol consumption nature, respondents gave conflicting results. About 60% of respondents which include some of the respondent who have indicated that they do not drink alcohol described their consumption behaviour. Most 64(33.7%) respondents are weekly consumers of alcohol. This percentage is larger than those who indicated that they drink alcohol.

On attitude towards alcohol advertising and knowledge of alcohol advertisement the results revealed that significant majority 176(92.6%) of the respondents have seen or heard of alcohol advertising. Majority 126(66.3%) do not like alcohol advertising with most 88(46.3%) favouring the ban on alcohol advertisement to reduce consumption.

Majority 100(52.6%) of the respondents stated that people buy alcoholic beverages because of alcohol advertising. This finding is in line with the findings of previous researches in literature. According to researchers such as Anderson et al. (2009), Snyder et al. (2006), Grube and Waiters (2005) and Ellickson et al. (2005), alcohol advertisement leads to increase I alcohol consumption among the youth.

Saffer and Dave (2003) established that alcohol advertisement influence alcohol consumption among the adolescent and advocates for complete ban on advertising of alcohols to reduce alcohol consumption. But some researcher (Nelson, 2011; Smith & Foxcroft, 2009; Donovan, 2004) have also indicated that advertising of alcoholic products does not lead to significant increase in consumption. This inconsistency in literature calls for further causal studies to address the inconsistencies.

Variables	Frequency	Percentages (%)
Do you drink alcohol		
➤ Yes	39	20.5
➤ No	139	73.2
➤ I don't know	12	6.3
➤ Total	190	100.0
Classification of drinking behaviour		
➤ Binge drinker	31	16.3

➤ Regular	18	9.5
➤ Weekly consumption	64	33.7
➤ Missing responses	77	40.5
➤ Total	190	100.0
Have you heard/seen alcohol advert		
➤ Yes	176	92.6
➤ No	9	4.7
➤ I don't know	1	0.5
➤ Missing responses	4	2.1
➤ Total	190	100.0
Do you like alcohol advertising		
➤ Yes	49	25.8
➤ No	126	66.3
➤ I don't know	11	5.8
➤ Missing responses	4	2.1
➤ Total	190	100
Do people buy alcoholic beverages because of alcohol advertising		
➤ Yes	100	52.6
➤ No	58	30.5
➤ I don't know	32	16.8
➤ Missing responses	190	100.0
➤ Total		
Alcohol advertising should be banned		
➤ Yes	88	46.3
➤ No	52	27.4
➤ I don't know	23	12.1
➤ Missing responses	27	14.2
➤ Total	190	100.0

*Table 2. Attitude towards alcohol
(Source: researchers field survey, March, 2013)*

3.3. Factors Which Influence Respondent's Alcohol Purchase Behaviour

Respondents were asked to rank five main factors (parents, community practices, adults, peers/friends messages about alcohol) that affect their purchase of alcohol. None of the factors was important in influencing respondents to purchase alcohol or drink.

Majority of the respondent's disagreed that these factors influence them to purchase alcohol. The order of their disagreement is as follows: parents 168(88.5%); community practices 134(70.5%); adult 131(68.9%); messages about alcohol 114(60%) and peers or friends 93(48.9%). These findings are contrary to the findings of Donovan (2004) findings that parents and peers are more influential in youth alcohol consumption behaviour.

3.4. Sources Of Information On Alcohol

It was identified in the study that respondents receive messages on alcohol from different sources. The order of importance of the sources of information are television 156(82%); radio 147(77.4%); billboards 104(54.7%); word of mouth 104(54.7%) and magazines 78(41.0%). The results indicate that television is the most important source of information on alcohol to respondents.

3.5. Alcohol Advertising Elements And The Purchase Behaviour Of Respondents

Majority of the respondents in the survey indicated that they are not influenced by the elements in alcohol advertising to purchase alcohol. The order of the disagreements are animal/cartoons 132(69.5%); storyline 108(56.9%); humor 102(53.7%); music 98(51.6%); bar/party settings 96(50.5%) and celebrity and actors 93(49%).

The results indicated that the elements in advertising are not important in the formation of attitude of respondents towards alcohol advertising. These findings are not in support of the findings of researchers such as McCanor et al. (2008), Zhang and Zinkhan (2006) and Crube (2002).

When asked indirectly to examine the effect of the elements in alcohol advertising in the purchase of alcohol majority 108(56.8%) or the respondents indicated that the elements in alcohol advertising influence people to purchase alcohol products (see Table 3). This finding is consistent of the findings of earlier researchers (McCanor et al., 2008; Zhang & Zinkhan, 2006; Crube, 2002) on the effectiveness of alcohol advertising elements on purchase behaviour. These researchers also established that features of advertisement attract the targets to like the advert and purchase the product.

Variables	Frequency	Percentages (%)
Elements in alcohol advertising influence people to buy alcohol products		
➤ Yes	108	56.8
➤ No	28	14.7
➤ I don't know	28	14.7
➤ Missing responses	26	13.7
➤ Total	190	100.0

Table 3: Responses on the effect of elements in alcohol advert on people's purchase behaviour

3.6. One-Way Analysis of Variance (ANOVA)

One-way ANOVA was used to analyse the relationship between independent variables (gender, age, region, year in school, religion, family income level and personality type) and the dependent variables in the study.

Gender, age, religion, region, year in school, personality type and family income status have significant effect on some of the responses given by respondents on attitude towards alcohol advertisement. The results are show in Tables 4 to 10.

STATEMENTS	F -VALUES	P-VALUES
Do you drink alcohol	4.827	0.009
Classification of alcohol drinking behaviour	3.609	0.030
Have you heard or seen alcohol advert before	8.409	0.000
Adults influence me to drink alcohol	2.592	0.078
My peers/friends influence me to drink alcohol	2.768	0.065
Message about alcohol influence me to drink alcohol	5.994	0.003
I receive messages on alcohol from Television	4.127	0.018

Table 4: ANOVA results on effect of gender on responses to questions

The results in Table 4 indicate that males and females think differently on the questions shown in the table which were asked in the study.

STATEMENTS	F -VALUES	P-VALUES
Do you drink alcohol	2.284	0.048
My parents influence me to drink alcohol	3.767	0.003
Have you heard or seen alcohol advert before	8.022	0.000
Animals and cartoons in advert attract me to like and buy alcoholic beverages	3.168	0.009

Table 5: ANOVA results on effect of age on responses to questions

From Table 5 age of the respondents significantly influence the answers provided on the questions asked during the survey.

STATEMENTS	F -VALUES	P-VALUES
Do you drink alcohol	1.882	0.057
Animals and cartoons in advert attract me to like and buy alcoholic beverages	2.372	0.015
I receive messages on alcohol from radio	1.678	0.097

Table 6: ANOVA results on effect of region on responses to questions

The regions of the respondents affected the responses provided in the survey as shown in Table 6. The regions of respondents are shown in Table 1.

STATEMENTS	F -VALUES	P-VALUES
Animals and cartoons in advert attract me to like and buy alcoholic beverages	6.259	0.002
My parents influence me to drink alcohol	3.952	0.021
Have you heard or seen alcohol advert before	26.103	0.000
Message about alcohol influence me to drink alcohol	2.596	0.077
I receive messages on alcohol from magazines	7.020	0.001

Table 7: ANOVA results on effect of year in school on responses to questions

The year in school affected the responses given by respondents on five questions asked in the survey. The results are shown in Table 7. The respondents in first year and second year think differently on the five questions in the Table.

STATEMENTS	F -VALUES	P-VALUES
Do you drink alcohol	4.132	0.007
Do you like alcohol advertisement	2.216	0.088
Have you heard or seen alcohol advert before	8.688	0.000
Humor use in alcohol advertisement influence me to buy alcohol	2.608	0.053
Bar and party setting use in alcohol advertisement influence me to buy alcohol	2.256	0.084
Message about alcohol influence me to drink alcohol	3.007	0.032
Storyline use in alcohol advertisement influence me to buy alcohol drinks	2.700	0.047
Advertising elements use in alcohol advertisement influence people to buy alcohol products	3.293	0.022

Table 8: ANOVA results on effect of religion on responses to questions

The religious affiliations of the respondents also influenced the responses provided by respondents in the survey as shown in Table 8. The main religious groups are shown in Table 1.

STATEMENTS	F -VALUES	P-VALUES
Do you drink alcohol	3.787	0.011
Classification of alcohol drinking behaviour	2.551	0.059
My parents influence me to drink alcohol	2.708	0.047
Humor use in alcohol advertisement influence me to buy alcohol	3.967	0.009
Alcohol advertisement should be banned	3.307	0.022

Table 9: ANOVA results on effect of family income status on responses to questions

Family income status significantly influenced the answers respondents gave to five questions asked in the survey as shown in Table 9.

STATEMENTS	F -VALUES	P-VALUES
Do you drink alcohol	9.311	0.000
People buy alcoholic beverages because of advertisement	2.195	0.090
Peers/friends influence me to purchase alcohol products	3.377	0.020
Bar and party setting use in alcohol advertisement influence me to buy alcohol	3.158	0.026
Celebrities and actors use in alcohol advertisement influence me to drink alcohol	2.397	0.070
Storyline use in alcohol advertisement influence me to buy alcohol drinks	2.151	0.095
Advertising elements use in alcohol advertisement influence people to buy alcohol products	3.293	0.022

Table 10: ANOVA results on effect of personality type on responses to questions

Personality type of respondents has statistical effect on responses provided by respondents on seven questions as shown in Table 10. The types of the personality are shown in Table 1.

4. Conclusions And Policy Implications

The analysis from the survey data indicates that students consume alcohol weekly. There is also alcohol advertisement mostly through Television. Most respondents do not like alcohol advertising and will support ban on alcohol advertisement.

Alcohol advertisement does not influence respondents purchase behaviour but it has influence on the purchase behaviour of other people. Factors such as parents, peers, adults and community practices do not affect consumer's alcohol purchase behaviour. Advertising elements use in alcohol advertisement is effective in influencing consumers purchase behaviour.

Alcohol producers and marketers should incorporate these elements in adverts intended to attract their targets. Most adverts must be run on Televisions as it is most effective introducing products to consumers. Policy makers in education and health should also take into consideration when planning to introduce policies to control alcohol consumption. Demographic variables must be taken into consideration when policies are been introduced to control alcohol usage.

Future studies should look at causal issues using longitudinal studies. The sample size should also be increased in future studies. Other sources of avenues of advertisements such as internet or the web should be examined in future studies. Future studies should also examine the relationship between previous drinking behaviour and general disposition to advertisements among the youth.

5.Reference

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