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## The Effect of Demarketing Advertisements on Decreasing Alcoholic Drink Consumption among Teenagers

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### **Abstract:**

*This study examined the effect of demarketing advertisements on decreasing alcoholic drink consumption among teenagers. However, the digital and internet advertisement effects and the demarketing advertisement effect were examined on alcoholic drink among teenagers in Nigeria. Primary sources of data were used in this study which were sourced from the selected elements of the population. Pearson correlation and regression analysis were used as the estimation techniques in the study. The result of the correlation depicted that all the variables are positively related, and they all are significant against each other while regression analysis showed that advertisement means of alcohol drink has a positive and significant impact on Alcohol Drink Consumption among Teens. Demarketing of advertisement exerts a positive and significant influence on ADC and television advertisement of alcohol has a positive and significant impact on alcohol drink consumption among teens.*

**Keywords:** Alcoholic, advertisement, demarketing, teenagers, drinks, and consumption

### **1. Introduction**

The consumption of alcohol drink was previously earmarked for unusual cases in Nigeria and some other part of the world. Both male and female teens were ethnically excluded from taking alcoholic drink. Currently, alcohol consumption has witnessed remarkable variations through the structure of socio-economic. The producers showcase their products in different forms to attract the consumers regardless of age. There has been continuous worried of alcohol consumption among teenagers and the worried has been strengthened with different investigations and restrictions across the globe where young people try different things with alcohol (Gunter *et al.*2008). Advertising of alcoholic drinks and promoting of drinks purposely focused at adult and instructed to consume moderately. Considering whether advertising influences teenager's alcoholic consumption, there exist several factors which could influence or stimulate alcohol drinks, these factors are; society factor, psychological factor, and family factor. The prominent and instantaneous factor is the family factor which includes parents, relatives, and sets of friends can have a substantial inspiration on the consumption of alcohol by teenagers. This could easily lead to behavioral imitation and create positive feature to alcohol intake. Though, this investigation is concentrated on the effects of demarketing advertisements on decreasing alcoholic drink consumption among teenagers which in turn serves as a means of controlling the high rate of alcohol intake among teens and filling a gap in the literature by using Nigeria teens as a case study.

### **2. Literature Review**

The consumption of alcohol drinks is a global concern and several studies have been conducted to examine the effect on the consumers. In the study of Atkin and Block (1984), they investigated the impact of alcohol advertising using different methods of data collected such as interview, questionnaire, and magazines. Descriptive analysis was used and showed that adverts on television attract greater attention than magazine adverts maybe due to the more intrusive nature and higher complexity of the messages. Perdrix *et al.* (1999) studied the patterns of alcohol consumption in the Seychelles islands (Indian Ocean) using in a random sample of 1067 persons aged 25-64 years. The findings revealed that 51.1% of men were regular drinkers and have average intake of 112.1 ml alcohol a day while women have 5.9% regular drinkers and have 49.7 ml alcohol a day. More so, the consumption by regular drinkers on average amounted to 20.7 litres and 1.2 litres respectively per man and woman aged between 25-64 years of the total population.

Austin, Chen and Grube (2006) examined how swaying media messages for alcohol use lead to concurring beliefs and behaviors among teens using computer-assisted, self-administered interviews with youths aged 9-17years. The study result showed that skepticism was negatively associated with positive affect toward alcohol portrayals and positively with the desire to emulate characters portrayed in alcohol advertisements. Snyder, Milici, and Slater (2006) carried out an examination on the effect of advertising exposure on drinking among US teens. They employed longitudinal panel in media

market. Their result shows that teens who saw more alcohol adverts on average consumed more and additional advert result to increase the number of alcohol consumption. However, Jernigan (2008) wrote on an overview of the global alcohol industry. The study used frequency analysis. The study found that alcoholic branded beverages are approximately 38% of recorded alcohol consumption globally. Smith and Foxcroft (2009) studied the connection between alcohol advertising, marketing and portrayal on drinking behavior in young people using systematic review of cohort studies. The findings of the study revealed that little difference exist in drinking frequency at follow-up in baseline drinkers and it was further showed that drinkers and non-drinkers, increased exposure at baseline led to significant increased risk of drinking at follow-up.

Scarborough *et al.* (2011) examined economic burden of ill health based on diet, physical inactivity, smoking, alcohol and obesity in the UK between 2006 and 2007 using data from the UK publications on health. The study revealed that poor diet refers to the behavioral risk factor which posed the highest impact on the budget of the NHS, followed by alcohol consumption, smoking and physical inactivity respectively. Dlamini, *et al.* (2012) examined the effects of alcohol consumption on student life at a rural campus in Zululand University, South Africa. The study used questionnaire as a source of data using stratified random sampling technique. The study concluded that a place of learning should never allow students to indulge in alcohol consumption and to ensure it is a free zone for alcoholic drinks.

Dumbili and Williams (2016) examined alcohol approaches in Nigeria and their effect on young persons. The study employed an in-depth interview with 19 to 23-years of age from a Nigerian university. The data were analyzed and revealed that while effective monitoring of alcohol promotions and related marketing strategies must be reinforced, and the regulatory authority may also give serious consideration to more evidence-based regulatory measures. Smith, Cukier, and Jernigan (2014) studied the regulation of alcohol advertising using content analysis from 2008–2010 in US. The findings showed that advertisements mostly observed to the procedures and laws. Content consistent with the law was, yet, often traditionally positive in terms of aspiring illustrations.

### 3. Methodology

Descriptive survey design was used to gather information from the selected group of people with the use of questionnaire. Closed-ended form of questionnaire that seeks the participants view was used on the discussion matter. The study population was all the people living in FCT Abuja, Nigeria. FCT Abuja was selected being the capital of the country where people love to visit due to its commercial nature. 400 participants were used as the sample size according to Yamane formula and questionnaires were distributed randomly from different location to capture the objectives.

#### 3.1. Model Stated

The model stated for this study was in form of regression model which is stated below:

$$ADC = F(AD, DAD, TAD)$$

Where

ADC = Alcohol Drink Consumption among Teens

AD = Advertisement means of Alcoholic drink

DAD = Demarketing of Alcohol drink

TAD = Television Advertisement of Alcohol

### 4. Discussion of Result

#### 4.1. Reliability Test

Cronbach's Alpha	N of Items
.787	15

Table 1: Reliability Statistics

Source: Writer's computation (2019)

15 questions were itemized in the questionnaire in relation to the variables stated above and it was analyzed with SPSS 20. The report of the reliability test was conducted using Cronbach's Alpha statistical test which reveals that the survey has 0.787 representing that the questionnaire has above 78 percent reliable.

#### 4.2. Factor Breakdown

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	1310.670
	df	105
	Sig.	.000

Table 2: KMO and Bartlett's Test

Source: Writer's computation (2019)

The result of the Table 2 shows the KMO Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The result reveals the value of 0.856 and the significant value of 0.000 implying that the sampling is adequately measured.

Component	Initial Eigenvalues			Extraction Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.288	28.588	28.588	4.288	28.588	28.588
2	1.333	8.887	37.475	1.333	8.887	37.475
3	1.246	8.308	45.782	1.246	8.308	45.782
4	1.037	6.913	52.695	1.037	6.913	52.695
5	.953	6.351	59.047			
6	.852	5.680	64.727			
7	.811	5.404	70.131			
8	.792	5.280	75.411			
9	.718	4.787	80.198			
10	.693	4.622	84.820			
11	.556	3.704	88.524			
12	.498	3.320	91.844			
13	.441	2.941	94.784			
14	.414	2.759	97.544			
15	.368	2.456	100.000			

Table 3: Total Variance Explained  
Source: Writer's computation (2019)

The factor variance analysis explained shows that at component 4, there is about 52.695 variation of the sampling from the respondents which shows that the data are nicely fit for the study.

#### 4.3. Correlation Analysis

		AD	DAD	ADC	TAD
AD	Pearson. Correlation,	1	.258**	.453**	.341**
	Sig. (2-tailed)		.000	.000	.000
	N	400	400	400	400
DAD	Pearson. Correlation.	.258**	1	.358**	.510**
	Sig. (2-tailed)	.000		.000	.000
	N	400	400	400	400
ADC	Pearson. Correlation.	.453**	.358**	1	.441**
	Sig. (2-tailed)	.000	.000		.000
	N	400	400	400	400
TAD	Pearson. Correlation.	.341**	.510**	.441**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	400	400	400	400

Table 4: Correlations  
Source: Writer's computation (2019)

The table above shows the correlation result of the variables used in this study. The result reveals that advertisement means of alcoholic drink (AD) demarketing of alcohol drink (DAD) has the coefficient value of 0.258 and significant value of 0.000, implying that both variables have positive and significant correlation between each other. The correlation coefficient value of alcohol drink consumption among teens (ADC) and television advertisement of alcohol (TAD) is 0.441 with significant value of 0.000, indicating that ADC and TAD have a positive and significant correlation to each other. More so, ADC and DAD, ADC and AD also have positive correlation to one another, that is, all the variables are positively related, and they all are significant correlation with one another other.

#### 4.4. Regression Analysis

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.365	3	79.455	60.077	.000 <sup>b</sup>
	Residual	523.733	396	1.323		
	Total	762.098	399			

Table 5: ANOVA

a. Dependent Variable: ADC

b. Predictors: (Constant), TAD, AD, DAD

Source: Author's computation (2019)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.993	.158		6.287	.000
	AD	.321	.044	.328	7.372	.000
	DAD	.134	.046	.142	2.922	.004
	TAD	.267	.052	.256	5.123	.000

Table 6: Coefficients

a. Dependent Variable: ADC

Source: Writer's computation (2019)

The regression analysis with the ADC as the dependent variable against AD (Advertisement means of Alcoholic drink), DAD (Demarketing of Alcohol drink), and TAD (Television Advertisement of Alcohol) as the independent variables. The result of the analysis reveals that AD coefficient values are 0.328 and its p-values are 0.000 indicating that advertisement has a positive and significant impact on Alcohol Drink Consumption among Teens. This also implies that a component rise in AD will result to a rise in ADC. However, the coefficient value of DAD is 0.142 with the p-value of 0.004 meaning that DAD exerts a positive and significant influence on ADC. Furthermore, TAD's coefficient value is 0.256 with significant value of 0.000 indicating that television advertisement of alcohol has a positive and important influence on alcohol drinking among teens. The constant value has a positive and important influence on the ADC, that is, when all the independent proxies are constant, there exist a positive and significant impact. The F-statistic presented in Table 4.27 shows the value of 60.077 and the significant values of 0.000 implying that all the independent proxies such AD, DAD and TAD jointly can influence the dependent variable (ADC).

## 5. Conclusion

The effect of demarketing advertisements on decreasing alcoholic drink consumption among teenagers has been debated in different version of the empirical literature. Meanwhile, different findings and conclusions have been drawn from the previous researchers. Based on the review and the survey done in this study, it was concluded that teen does not have inhibition regarding to alcohol consumption in Nigeria and demarketing advertisement on alcoholic drink can reduce the consumption of alcoholic drink among teenagers. Also, the study concluded that alcoholic drink causes several changes in form of intoxication which could render teen useless in the society and in tune make them behave badly and television alcohol advertising increases the consumption of alcoholic drink among teen.

## 6. Recommendations

In line with the outcomes of the study, the following recommendations are made:

- The government and policy makers should monitor to restrict the advertisement of alcoholic drinks both digital marketing or internet marketing respectively.
- The broadcasters should implement to introduce terms and conditions in way to de-market advertise alcoholic drink aiming to attract teens.
- The producers and the sellers are also encouraged to avoid the sales of alcoholic drinks to under age as describe by the norms of the country.

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