

Original Research Article

THE IMPACT OF ALCOHOLIC BEVERAGE ADVERTISEMENT ON STUDENT'S PURCHASING BEHAVIOUR AT SUNYANI TECHNICAL UNIVERSITY

Executive Summary

Drinking of alcohol has become a significant part in the social lives of most young people even though the abusive use of alcohol has been known as a key problem of young people in many societies. A case study design was employed in the research. Self-administered questionnaires were the primary tools for collecting data. Data was used from both primary and secondary sources. The primary source of data was a well-structured questionnaire which seeks the views of respondents. Secondary data sources are from literature on advertisement and alcohol consumption from text books, journals and the internet. This research investigates the impacts of alcohol beverage advertisement on the purchasing behaviour of students at Sunyani Technical University. A probability sampling technique was used to select the 300 respondents to participate in the research. Responses were expressed in percentages. Data from the completed questionnaire was checked for consistency. The items were grouped based on the responses given by the respondents. Microsoft Excel was used to import data from Statistical Package for Social Sciences (SPSS). The analysis from the survey data indicates that most of male students contributed and 18-35 years age category dominated in the study. The survey data designates that students do not take in alcohol and most drink alcohol during special occasions and few take it heavily. The present study explored the impact of alcohol beverage advertisement as a predictor variable on purchasing behaviour of students at Sunyani Technical University. The research hypothesized that alcohol beverage advertisement on television includes respect, having sex, harm their health, happiness, commitment to crime, and stress free and that these have a significant effect on the students' alcoholic purchasing behaviour. This means that the alcohol beverage advertisement plays a vital role in

students' alcoholic purchasing behaviour. Therefore, alcohol producers and marketers should incorporate these elements in adverts intended to attract their targets. The study therefore, recommended, Alcohol manufacturers and dealers should integrate these elements in adverts intended to attract their targets, most advertisements must be run on televisions, radio, music video, billboard and movies as it is most effective introducing products to consumers, policy makers and all stake holders in education and health should also take into consideration when planning to introduce policies to control alcohol consumption.

UNDER PEER REVIEW

INTRODUCTION

1.1 Background Information

Alcohol consumption has become a vital part of the social life of most young individuals, though alcoholism has been known as a key issue for young people in several societies. The statistics from the US Centre for Alcohol and Youth selling (CAMY) show that alcohol consumption among youth within the US has enlarged dramatically in 2009, with some 10.4 million young people between twelve and twenty one year's previous (Ehavior, Ghose, & Todri-adamopoulos, 2016).

A similar trend has been ascertained in South Africa that has been recognized by the globe Health Organization (WHO) as one of the foremost alcohol-consuming countries in 2011 report. Though alcohol habits and patterns could amendment slightly, it seems that almost all youth still drink one thing "cool" in most situations and drink excitement, relaxation, pleasure and socialization (Mawethu, 2013).

These perceptions concerning alcohol consumption will return from advertisements from several sources like peers, families and particularly the media. Advertising on alcoholic beverages is taken into account a serious influence shaping these perceptions. Most critics say it creates a climate wherever the drink is a component of standard of living. "For adolescents United Nations agency haven't started drinking, expectations area unit influenced by normative assumptions concerning teens United Nations agency drink, still as oldsters, peers and role models" (Anderson et al., 2009). Children area unit vulnerable within the media by advertising alcohol, television, print and radio. Analysis within the health business has shown associations between exposure to alcohol advertising and drinking behaviour (Aitken et al., 1988, Wyllie et al., 1988).

The impact of media on a mixture of advertising and alcohol consumption on youth behaviour and lifestyles has conjointly been wide published (Aitkens 1990, capital of Texas and Reich 2001, Brown et al., 2002 Casswell, 2004, Hastings, 2005). Despite this media criticism, it's attracted the eye of most stakeholders as a result of many of us trust heavily on media advertising to get info or send info to the media. The society is saturated with media product and has media messages everyplace, together with

alcohol advertising on alcoholic beverages, therefore, the huge exposure of promotional product by makers is inevitable.

Statement of the Research Problem

The consumption of alcoholic beverages has become a vital part of the social life of most young people, though alcohol abuse has been known as a key habit for youth in several societies (Kempen, Bosman, Bouwer, Klein, & Merwe, 2011). Clinard & Meier (2008) found that several teens frequently experiment with alcohol related health problems, disabilities, injuries and road accidents et al. Harrison (2009) conjointly reportable that in 2000, overall exposure to alcohol-related deaths and disabilities in industrialised and developing countries was calculable at 9.2% and 1.6%, respectively.

In addition, Rehm et al., (2003) reportable that alcohol lost 3.2% of deaths and 40% of disability-adjusted life years (DALYs). Meanwhile, those of Parry et al. (2005) reportable that alcohol-related cases in South Africa in 2000 accounted for 7.1% of all deaths and 70% of DALYS. Perry et al. (2000) found that alcohol intake is third most momentous infections and social violence, accounting for 40% of violence, 15% of malfunctions and 15% of traffic accidents within the South Africa (Kempen et al., 2011). These have the impact of advertising alcoholic beverages and promoting on the behaviour of individuals, particularly youth, with completely different views reckoning on the angle and subject of their explicit interests (Lobschat, Osinga, & Reinartz, 2017). Still within the field of study, Sunyani Technical University (STU), no study is available on the effect of advertising on alcoholic beverages on the buying or consuming behaviour of adolescents with only a few pounds currently available in Ghanaian literature. With this current work, this gap ought to be enclosed the literature. This study aims to look at the impact of alcoholic beverage advert on the buying behaviour of Students at Sunyani Technical University (STU) as a case study. It ought to document however students answer alcohol advertising and whether or not they influence the acquisition or consumption of alcohol.

Research Objectives

The overall objective of the proposed study is to examine the impact of alcohol advertising on the purchasing behavior of students. This would be achieved by the following specific objectives:

1. To assess the modes of alcoholic beverage related advertisement available at STU.
2. To assess the effect of the message content of alcoholic beverage advertisements on the purchasing behaviour of students' at STU.
3. Evaluate the effect of the alcoholic beverage advertisement on the alcohol consumption among students' at STU.

METHODOLOGY

Research Design

A cross-sectional survey design was used for the study. Qualitative and quantitative methods of data collection were employed using questionnaire. The cross-sectional survey design in connection to data collection, mostly employs the use of questionnaires. The cross-sectional survey design was used because it assists the researcher to easily gain the required information to arrive at a tangible conclusion.

Sample and Sampling Technique

There are a unit primarily two forms of information, specifically primary information and secondary information. Secondary information is information derived from information contained in applied mathematics information contained in revealed articles, texts, tables, graphs, etc. (Church, 2001). Hair *et al.*, (2000) additionally describe primary information as first-hand information collected by an investigator from the matter he's learning per this definition, the first information for this analysis area unit the precise answers that the investigator received from the respondents once finishing the questionnaires. For reasons like time and resource constraints, it's sometimes out of the question to check a whole population. As a result, the investigator took a little (sample) of the population representative of the whole population. Currie (2005) says that a sample represents a sample of individuals during

a population so their responses is studied. The sample used for a search an enquiry a quest a pursuit an analysis a probe an exploration a groundwork a hunt a research a look has relevancy as long as it's supported the speculation or research question. The aim of this study was to look at the result of alcohol advertising on student behaviour at STU. As a result, the sample was drawn by STU students. Study participants area unit all students United Nations agency have spent one or additional years at university, that is, students from the second to the third year.

The study adopted simple random sampling technique. The simple random sampling technique was used to select the general population of student at Sunyani Technical University who were having seminar on the of study, pieces of papers were curved nicely with the inscription 'YES' or 'NO' for the student, in other to abridged bias the inscription were 300 NO and 300 YES which were written on the pieces of papers. Those who chose the 'YES' inscription was given the questionnaire to answer with the aid of the researcher. Those who chose the 'NO' inscription was left out.

Data Collection Technique

According to Smith (1988), analysis a search an enquiry a quest a pursuit a probe an exploration a groundwork a hunt an analysis a look style may be a comprehensive information assortment set up whose purpose is to answer research queries and check research hypothesis.

A case study style was used within the analysis. Self-administered questionnaires were the first tools for grouping information. Information was used from each primary and secondary sources. The first supply of information was a well-structured form that seeks the views of respondents. Secondary information sources are from literature on advertising and alcohol consumption from text books, journals and also the net.

Participants

Participants during this study were students World Health Organization received self-administered questionnaires for information assortment. They were students in second and final year at STU a lot of this can be mentioned within the population and sampling section.

Questionnaire

Self-assessment questionnaires were used as an information assortment tool by distributing them among students and non-students on field. A self-assessment form may be a form during which respondents are asked to report their beliefs, behaviour and feelings towards the topic of the study (Currie, 2005). It's often utilized in surveys to live attitudes towards one thing.

The investigator targeted 368 respondents, however, a complete of three hundred questionnaires were distributed. The form contained open and closed queries. This was to make sure that the investigator collected the maximum amount info as potential from respondents and conjointly to avoid coherence. The information collected was then analysed exploitation the SPSS package. The info was then presented in graphs, frequencies and graphs, with the researcher interpreting the software data to make them understandable.

Querying techniques are very important in designing a questionnaire for a search. There are two main approaches, namely Likert and Thurstone techniques (Currie, 2005). In this research, the Likert technique was used because the questions included in the questionnaire asked respondents to rate their responses on a given scale, for example if they strongly agree, agree, neutral, disagree, strongly disagree or ticking an answer of yes or no with the smallest number representing the negative answer and the largest number the positive response of the respondent. According to Wimmer and Dominick (2006), a survey questionnaire should define a specific goal in terms of study objectives, clearly indicating the main purpose of the research and clear instructions and spaces for responses. The questionnaire questions for this research were grouped into three sections based on objectives and research questions. Section A examined demographic information such as gender, age and class. Section B dealt with the types and types of alcohol advertising that students know or treat, while Section C deals with the impact of alcohol advertising on student behaviour. The purpose of this section was to determine if the participant belonged to the year and age group of the study. The researcher then explained the topic to the respondents so that they could understand and appreciate what they were participating in. The researcher also ensured that the environment was comfortable for students to

participate freely. The time available to complete the questionnaire has been relaxed, so that respondents are not tired and decide to discontinue their participation.

3.6 Method of Data Analysis

The collected information was collected and analysed mistreatment graphs, pie charts and line graphs for fast and simple interpretation. Answers were expressed as a proportion. The info from the finished form were checked for consistency. Articles were sorted in keeping with respondent responses. Microsoft stand out was wont to import information from the SPSS (Social Science applied mathematics Package).

PRESENTATION OF RESULTS

Quantitative and qualitative data were collected through closed and open questionnaires. The Statistical Package for Social Sciences (SPSS 24.0) in descriptive statistics was used to organize and analyse the data collected. The results were presented in terms of frequency and percentage. The chi-square was used to analyse the effect of advertising on alcoholic beverages on the purchasing behaviour of students.

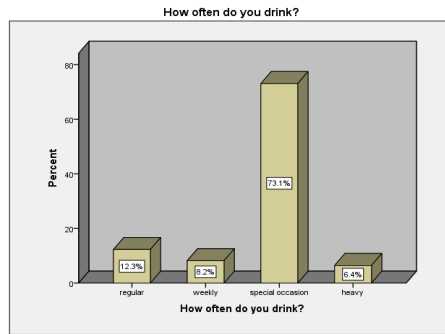
4.2.1 The Nature and Extent of Alcoholic Related Advertisement Available at STU



(Source field survey 2018)

Figure 1: Distribution of Alcohol Intake

The figure above shows results of the alcoholic intake. It was indicated that majority 218 (72.5%) respondents do not drink alcohol while 77 (25.8%) take in alcohol and only 5 (1.7%) did not know whether he or she takes in alcohol.



(Source field survey 2018)

Figure 2: Shows How Often One Drinks Alcohol

The figure above shows results of how often one drinks alcohol. It was indicated that majority 219 (73.1%) respondents drink alcohol in special occasions, 37 (12.3%) drink alcohol regularly, 25 (8.2%) drink alcohol weekly while 19 (6.4%) take in alcohol heavily.

Table 1: Mode of Alcoholic Advertisement That Are Familiar

Variables	Strongly Disagree				Strongly Agree	
	Disagree	Disagree	Neutral	Agree	Agree	N/A
Television	74(24.7)	26(8.7)	22(7.3)	53(17.7)	87(29)	38(12.7)
Radio	39(13.0)	28(9.3)	28(9.3)	52(17.3)	62(20.7)	91(30.3)
Social Media	44(14.7)	38(12.7)	46(15.3)	40(13.3)	24(8.0)	108(36.0)
Internet	35(11.7)	49(16.3)	38(12.7)	41(13.7)	24(8.0)	113(37.7)
Music Video	25(8.3)	34(11.3)	50(16.7)	47(15.7)	31(10.3)	113(37.7)
Billboards	30(10.0)	31(10.3)	37(12.3)	46(15.3)	45(15.0)	111(37.0)
Movies	36(12.0)	34(11.3)	36(12.0)	48(16.0)	37(12.3)	109(36.3)

(Source field survey 2018)

It was found that majority 140 (46.7%) agreed that familiarity with alcoholic advertisement is through television while 100 (33.4%) disagreed that their familiarity with alcoholic advertisement is through television. 114 (38.0%) surveyed agreed that their familiarity of mode of alcoholic advertisement is through radio while 67 (22.3%) disagreed to that fact. Majority 82 (27.4%) of the respondents disagreed while 64 (21.3%) agreed that social media as a mode of advertisement familiarize them on alcoholic advertisement. It was also found that 84 (28.0%) of respondents

familiarity of alcoholic advertisement was not through internet and 65 (21.7%) was through internet. Music video as mode of alcoholic advertisement representing 78 (26%) shows respondents alcoholic beverage while 59 (19.6%) disagreed to music video as mode of alcoholic advertisement which familiarize them with alcoholic beverages. The study revealed that billboards representing 91 (30.3%) also was a familiar mode of alcoholic advertisement and 61 (20.3%) were not aware of alcoholic advertisement. Finally, movies 85 (28.3%) of respondents agreed that it is a mode of advertisement they were familiar with while 70 (23.3%) disagreed that is the mode of advertisement they were familiar with.

Table 2: Mode of Alcoholic Advertisement Which Most Like or Enjoy

Variables	Strongly Disagree		Neutral	Strongly Agree		N/A
	Disagree	Disagree		Agree	Agree	
Television	80(26.7)	22(7.3)	23(7.7)	35(11.7)	82(27.3)	58(19.3)
Radio	44(14.7)	33(11.0)	27(9.0)	48(16.0)	37(12.3)	111(37.0)
Social Media	49(16.3)	38(12.7)	36(12.0)	28(9.3)	16(5.3)	133(44.3)
Internet	47(15.7)	42(14.0)	35(11.7)	34(11.3)	14(4.7)	128(42.7)
Music Video	40(13.3)	36(12.0)	38(12.7)	34(11.3)	20(6.7)	132(44.0)
Billboards	38(12.7)	41(13.7)	28(9.3)	30(10.0)	28(9.3)	135(45.0)
Movies	52(17.3)	25(8.3)	37(12.3)	34(11.3)	24(8.0)	128(42.7)

(Source field survey 2018)

Mode of alcoholic advertisement most like or enjoy from the table 3 is described below.

It was found that majority 115 (39.0%) agreed that most like or enjoy alcoholic advertisement on television while 102 (34.4%) disagreed that most like or enjoy alcoholic advertisement on television. 85 (28.3%) surveyed agreed that they like or enjoy alcoholic advertisement on radio while 77 (25.7%) disagreed to that fact that they like or enjoy alcoholic advertisement on radio. Majority 87 (29.0%) of the respondents disagreed while 44 (14.6%) agreed that they like or enjoy social media mode of alcoholic advertisement. It was also found that 87 (29.0%) of respondents disagree that they like or enjoy alcoholic advertisement on internet and 44 (14.6%)

respondents agreed that they like or enjoy alcoholic advertisement on internet. Music video as mode of alcoholic advertisement representing 76 (25.3%) of respondents disagreed that they like or enjoy it while 54 (18.0%) agreed to music video as mode of alcoholic advertisement they like or enjoy most. The study revealed that billboards representing 79 (26.4%) also is a mode of alcoholic advertisement they do not like or enjoy and 58 (19.3%) of respondents agreed that they like or enjoy most. Finally, movies 77 (25.6%) of respondents disagreed that it is a mode of advertisement they like or enjoy while 58 (18.3%) agreed that they like or enjoy this mode of advertisement.

4.2.2: Assess Students' Reaction towards the Message Content of Alcoholic Beverage Advertisements on the Purchasing Behaviour at STU

Table 1: Have You Ever Seen or Heard An Alcoholic Beverage Advertisement?

Variable	Frequency	Percentage
Yes	274	91.3
No	20	6.7
N/A	6	2.0
Total	300	100.0

(Source field survey 2018)

It was revealed that majority 274 (91.3%) of the respondents claimed that they have seen or heard of alcoholic beverage advertisement while only 20 (6.7%) had not seen or heard of alcoholic advertisement. Only 6 (2.0%) did not respond to the question asked.

Table 5: Individual Behavioural Changes

Variables	Strongly Disagree		Neutral	Strongly Agree		N/A
	Disagree	Disagree		Agree	Agree	
Respect	101(33.7)	20(6.7)	23(7.7)	19(6.3)	27(9.0)	110(36.7)

Fight	42(14.0)	34(11.3)	26(8.7)	23(7.7)	56(18.7)	119(39.7)
Have Sex	44(14.7)	28(9.3)	34(11.3)	29(9.7)	43(14.3)	122(40.7)
Harm my health	34(11.3)	15(5.0)	17(5.7)	29(9.7)	97(32.3)	108(36.0)
Happy	57(19.0)	28(9.3)	30(10.0)	42(14.0)	41(13.7)	108(36.0)
Commit Crime	68(22.7)	18(6.0)	22(7.3)	24(8.0)	50(16.0)	118(39.0)
Relax	47(15.7)	29(9.7)	43(14.3)	37(12.3)	22(7.3)	122(40.7)
Stress free	53(17.7)	31(10.3)	34(11.3)	37(12.3)	27(9.0)	118(39.3)
Adventurous	48(16.0)	36(12.0)	39(13.0)	31(10.3)	19(6.3)	127(42.3)
Smoke	67(22.3)	25(8.3)	29(9.7)	20(6.7)	30(10.0)	129(43.0)
Lazy	45(15.0)	25(8.3)	23(7.7)	24(8.0)	61(20.3)	122(40.7)

(Source field survey 2018)

The study revealed that 121 (40.4%) of the respondents strongly disagree and 40.6 (15.3%) strongly agreed that when they take in alcohol they respect. Also, 79 (26.4%) of respondents strongly agreed that they fight when they are drunk while 74 (25.3%) disagreed to that. 72 (24.0%) of the respondents agreed that they do have sex and 72 (24.0%) of the respondents disagreed that they do have sex when they are drunk, 126 (42.0%) of the respondents strongly agreed that they harm their health and 49 (16.3%) strongly disagreed that they harm their health when they are drunk. It was found that 85 (28.3%) of the respondents disagreed that they are happy and 83 (27.7%) disagreed that they are happy when they are drunk. Again, 86 (28.7%) of the respondents disagreed that they commit crime and 74 (24.0%) agreed that they commit crime when they are drunk. 84 (28.0%) of the respondents disagreed that they are stress free and 64 (21.3%) agreed that they are stress free when they are drunk, 84 (28.0%) of the respondents disagreed that they are adventurous and 50 (16.6%) agreed that they are adventurous when they are drunk. Smoking is not their behaviour representing 92 (30.6%) of the respondents while 50 (16.7%) agreed that smoking is their behaviour when they are drunk, 85 (28.3%) agreed that they become lazy while 70 (23.3%) of the respondents disagreed that they become lazy when they are drunk.

4.2.3: Evaluate the Effect of the Alcoholic Beverage Advertisement on the Alcohol Consumption among Students at STU

The results suggest that television as a mode of advertisement familiar to respondents with respect had ($P < 0.007$), having sex ($P < 0.05$), harm their health ($P < 0.008$),

happiness ($P < 0.024$), commit crime ($P < 0.021$), and stress free ($P < 0.032$), were all significantly related to purchasing behaviour toward alcoholic beverage. On the other hand, fight, relax; adventurous, smoke and laziness were not significant.

Table 6: Association between mode of advertisement and Purchasing Behaviour

Mode of advertisement	Purchasing Behaviour					P value
Attribute	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Television	Respect					
Strongly Disagree	29	3	5	2	7	0.007
Disagree	8	3	2	3	2	
Neutral	9	0	4	2	2	
Agree	18	4	7	4	6	
Strongly Agree	32	9	4	6	9	
Television	Fight					
Strongly Disagree	12	8	5	5	13	0.289
Disagree	3	4	4	4	4	
Neutral	5	2	2	2	2	
Agree	8	10	6	3	12	
Strongly Agree	12	7	8	9	25	
Television	Have Sex					
Strongly Disagree	12	2	9	6	11	0.052
Disagree	4	4	1	5	5	
Neutral	6	1	4	2	1	
Agree	7	10	10	5	7	
Strongly Agree	14	7	10	11	16	
Television	Harm my health					
Strongly Disagree	13	3	2	7	22	0.008
Disagree	2	2	2	5	9	
Neutral	6	1	1	1	4	
Agree	6	7	4	8	18	
Strongly Agree	3	1	7	8	40	

Television	Happy					
Strongly Disagree	17	5	4	10	11	0.024
Disagree	5	4	3	4	2	
Neutral	2	6	3	1	2	
Agree	15	5	5	14	5	
Strongly Agree	15	5	14	13	17	
Television	Commit Crime					
Strongly Disagree	20	2	5	1	13	0.021
Disagree	6	5	1	4	3	
Neutral	8	4	1	2	0	
Agree	15	3	6	5	11	
Strongly Agree	16	4	8	12	20	
Television	Relax					
Strongly Disagree	13	5	7	9	6	0.364
Disagree	2	4	6	4	2	
Neutral	3	3	7	3	0	
Agree	11	7	8	10	3	
Strongly Agree	16	8	15	9	10	
Television	Stress Free					
Strongly Disagree	9	9	7	5	11	0.032
Disagree	5	5	3	3	3	
Neutral	3	3	4	2	2	
Agree	15	6	3	16	2	
Strongly Agree	19	7	16	9	6	
Television	Adventurous					
Strongly Disagree	14	5	7	5	8	0.432
Disagree	6	4	4	4	1	
Neutral	4	3	4	3	0	
Agree	11	9	10	7	3	
Strongly Agree	13	13	13	10	6	
Television	Smoke					
Strongly Disagree	16	4	4	5	9	0.452

Disagree	6	2	5	2	3	
Neutral	6	4	1	2	1	
Agree	18	7	7	3	5	
Strongly Agree	18	7	11	7	12	
Television	Lazy					
Strongly Disagree	11	6	5	5	15	0.344
Disagree	5	4	4	1	5	
Neutral	3	3	3	0	5	
Agree	12	4	4	5	13	
Strongly Agree	12	7	6	10	23	

(Source field survey 2018)

4.3: Discussion

This section focused on the main findings of the study compared to the literature review. This discussion of results was based on the specific objectives of the study.

4.3.1 The Nature and Extent of Alcoholic Related Advertisement Available at STU

Majority of the respondents do not take in alcohol and few take in alcohol. Most take in alcohol during special occasions and few take in alcohol heavily. It was found that most were familiar with alcoholic advertisement through television, radio, music video, billboard and movies. Also, most do like or enjoy the following modes of alcoholic advertisement; television, radio, and billboard.

The results of the meeting of the literature as well as the advertising of alcoholic beverages, the vulnerability of affected youths in the development of their attitudes, perceptions, and especially their expectations concerning the drinking of young people to drink influence the decision. Different types of media are used for advertising, including television, movies, music and music videos, internet, sports sponsorship and so on. Media communications such as television are easy to regulate, while others are more difficult to regulate are increasingly used as a means of advertising alcoholic beverages and attract more young people because they spend a lot of time on the Internet. In addition, Kotler (2002) also says the study, which shows the rapid growth of information technology and electronic media, that television is at

the top of the list of advertising media. Television works most effectively because it attracts both the eye and the ear. Advertising forms such as television generally require a large budget. Herd (2005) also found that product placement or branding was present in about 30% of alcoholic songs and was particularly prevalent in rap (48%). In the United States, from 1979 to 1997, alcohol recalls increased fivefold (from 8% to 44%) and the brand mentions 46% to 71%. The results of Robert et al (1999) showed that alcohol consumption associated with wealth and luxury in 34% of films containing alcoholic references and favourable statements for use, appeared in 20% of films.

4.3.2 Assess Students' Reaction towards the Message Content of Alcoholic Beverage Advertisement on the Purchasing Behaviour at STU

It turned out that the majority of respondents said they saw or heard alcohol advertising. Most respondents do not like alcohol advertising. It has been found that people buy alcoholic beverages for alcohol advertising and most have reported that alcohol advertising should be banned.

The elements of alcohol advertising have shown that they influence people to buy alcoholic products. Men and women who drank were physically attracted to each other, as was discovered in this study. It has been reported that people who drink alcohol in advertising seem attractive and funny. Advertising has been found to describe drinking as a great way to meet people and people usually buy alcoholic beverages that are advertised. The circumstances in which people drink alcohol are when they are happy, stressed, bored and angry. The results of Acebron et al. (2000) suggest that product images also have a significant impact on consumer purchasing decisions.

4.3.3 Evaluate the Effect of the Alcoholic Beverage Advertisement on the Alcohol Consumption among Students at STU

The results suggest that television was a type of advertising known to respondents ($P < 0.007$), had sex ($P < 0.05$), harmed their health ($P < 0.008$), happiness ($P < 0.024$), the conviction of a crime ($P < 0.021$) and the absence of stress ($P < 0.032$) were all significantly related to the purchasing behaviour of alcoholic beverages. On the other hand, fight, relax; adventurous, smoke and laziness were not significant.

Wallack et al. (1990) notes on television that characters that tend to be powerful characters are rich and attractive and occupy a high-level position, often associated with happiness, relaxation and social success (Wallack et al., 1990). Further analysis of the content used in advertising for alcoholic beverages suggests that alcohol is described as an important part of physical attractiveness, masculinity, sociability, romance / love and relaxation Grube, 1982; Finn & Strickland, 1982; Madden & Grube, 1994). Therefore, television has the most effective effect because it attracts both the eye and the ear. Advertising forms such as television generally require a large budget (Kotler, 2002).

Conclusion

The present study explored the impact of alcohol beverage advertisement as a predictor variable on purchasing behaviour of students at Sunyani Technical University. The research hypothesized that alcohol beverage advertisement on television with respect, having sex, harm their health, happiness, commitment to crime, and stress free have a significant effect on the students' alcoholic purchasing behaviour. This means that the alcohol beverage advertisement play a vital role in students' alcoholic purchasing behaviour. As a result, alcohol producers and marketers should incorporate these elements into advertisements to attract their targets.

Recommendations

1. Alcohol manufacturers and dealers should incorporate these elements into advertisements to attract their targets.
2. Most advertisements must be broadcast on TVs, radios, video clips, billboards and movies as it is more efficient to introduce products to consumers.
3. Policymakers and all stakeholders in education and health should also consider when planning introducing policies to control alcohol consumption.

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