

The Impact of Alcoholic Beverage Advertisement On Student's Purchasing Behaviour At Sunyani Technical University

EXECUTIVE SUMMARY

The marketing and sale of alcoholic drinks have of late, witnessed an irresistible boom and alcoholic producing firms are enjoying field days. 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. 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. 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. 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 stakeholders in education and health should also take into consideration when planning to introduce policies to control alcohol consumption.

INTRODUCTION

1.1 Background Information

The marketing and sale of alcoholic drinks have of late, witnessed an irresistible boom and alcoholic producing firms are enjoying field days (Brako, 2017 1). This has been made possible as part of their marketing gimmicks, the use of televisions in carrying out promotional adverts (Stautz, Brown, King, Shemilt, & Marteau, 2016 2). The youth in Ghana as a result of their exposure to these appealing adverts are enticed and attracted to consume these drinks, some for the fun of it, others for their curiosity and others for their frenzy expectations (Dumbili & Williams, 2016 3). This has put the consumption of alcohol on the rise in the country.

Global Statistics from the Centre on Alcohol Marketing and Youth (CAMY) based in the USA shows that in the year 2009, drinking of alcohol among the youth in America grew rapidly with about 10.4 million young people between the ages of 12 and 21 reported to have been involved. A similar trend was observed in South Africa, which is recognised as one of the highest alcohol consumption countries by the World Health Organisation (WHO) in its 2011 report.

Even though, there might be minor modifications in alcoholic habits and patterns, the obvious fact is that a large percentage of the youth still find alcoholic use enjoyable and something "cool" to engage in most scenarios with the drinking being associated with excitement, relaxation, fun and socialisation (Mawethu, 2013 4).

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 (Dumbili & Williams, 2016 3). 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 .5). 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 (Jernigan, Noel, Landon, Thornton, & Lobstein, 2016 .6).

The impact of media on a mixture of advertising and alcohol consumption on youth behaviour and lifestyles has conjointly been wide published (Rambe, Africa, Jafeta, & Africa, 2017 .7). 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 (Rambe et al., 2017 .8). The society is saturated with media product and has media messages everywhere, together with alcohol advertising on alcoholic beverages, therefore, the huge exposure of promotional product by makers is inevitable (Rambe et al., 2017 .8).

1.2 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 .9). Clinard & Meier (2008 7) found that several teens frequently experiment with alcohol related health problems, disabilities, injuries and road accidents et al. Harrison (2009. 10) 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 .11) reportable that alcohol lost 3.2% of deaths and 40% of disability-adjusted life years (DALYs). Meanwhile, those of Parry et al. (2005 .12) 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. 12) 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. 9). 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. 13). 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 by 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:

To assess the modes of alcoholic beverage related advertisement available at STU.

To assess the effect of the message content of alcoholic beverage advertisements on the purchasing behaviour of students at STU.

Evaluate the effect of the alcoholic beverage advertisement on the alcohol consumption among students at STU.

1.3 Significance of the Study

It is believed that the research would be relevant for policy analysis and change. It will help policy makers to choose the best approach to regulating minors' alcohol consumption, policy makers need to understand the role of alcohol advertising and marketing in the abuse of these products. The findings of this research will be relevant to policy makers and implementers, which would assist in coming out with lasting solution with regards to promotion and development of alcohol in Ghana. The findings of this study will also augment existing literature on the subject and help improve the awareness of challenges posed by advertisement and its impact on people. Also, it would help produce critical evidence-base scientific information needed to devise measures to protect how advert is run through electronic media and others forms of advertisement channel.

2. LITERATURE REVIEW

2.1 Introduction

Alcohol is that the commonest drug and is most frequently consumed by adolescents. The widespread use of alcohol by adolescents may be a growing public concern as a result of its potential immediate impact on the health of adolescents (Moyo, 2014. 14). As a result, adolescents are more vulnerable and are particularly exposed to alcohol because of their reduced body mass and lack of experience with alcohol. For example, adolescents are particularly at risk because their brains develop during this phase of growth, particularly sensitive to the influence of alcohol. The higher the alcohol consumption in adolescence, the higher the risk of problems for young adults, includes alcohol dependence (Amoateng, 2013 .15). There is evidence that young people start drinking earlier and drink more dangerously (ELSA Report, 2007 .16).

There is additionally ample proof that alcohol firms are targeting tykes. Tykes are significantly sensitive to the value and handiness of alcohol. The cheaper and out their alcohol, the upper the chance of alcohol and alcohol-related hurt. Associate degree example of this was seen within the 2017 version of Adonko Aseda Bash at cake Yara sports stadium in Kumasi that caused several tykes to induce drunk and faint at cake Yara structure (Graphic showbiz, 2017 .17).

2.2 Prevalence of Alcohol Consumption

We have perpetually found that men consume additional alcohol than girls. Studies have shown that restroom rates and rates of consumption area unit perpetually completely different from those of men with the best consumption rates. A study conducted in 10 British universities found that sixty-one of male students and forty eighth of feminine students had exceeded the bounds of alcohol consumption ((Snyder, Milici, Slater, Sun, & Strizhakova, 2006).18) per Peltzer and Ramalghan (2009. 19), alcohol consumption among men and ladies in Asian country was seventy-seven and forty seventh, severally. In Mexico, it had been seventy-seven for men and four hundred and forty yards for ladies. Within the South African public, it was 30%, four-hundredth for men and Sixteen Personality Factor Questionnaire for ladies and South West Africa sixty-one for men and forty seventh for ladies. In Ghana, the story was no completely different once it came to examination men and ladies. The prevalence of alcohol consumption in 2008 was twenty-six.8% for men and seventeen.5% for men (GDHS 2008. 20) sadly, in 2014, GDHS had no impact on alcohol consumption this might have light-emitting diode to a special (higher) image since the native market contains native and foreign alcoholic beverages.

Despite the generally high alcohol consumption, the trend varies between countries and even different parts of these countries. Alcohol consumption and related trends vary from city to city and also from wealth. Mortality and morbidity rates per capita are also high in low-income countries as compared to high-income countries (WHO, 2014.21). It has also been found that pregnant women consume alcohol at a prevalence of 20.4% (Ludwig, et al, 2011 .22).

Alcohol consumption is a widespread activity and varies according to culture, distance and time depending on consumption habits (Amoateng, 2013 .13). The moment people start drinking alcohol is often determined by their respective companies. In the United States, people start drinking very early. Binge drinking among high school students is very common and accounts for about 90% of the bill (Caudill et al., 2007 .23). A look at this way of drinking in teenagers is very alarming and requires immediate action.

2.3 Factors Influencing Alcohol Consumption

Many factors account for alcohol consumption (Rambe et al., 2017 .8). There square measure many ranging factors counting on the individuals concerned and also the locations being thought of (Promotion, 2009) .22). Factors that influence alcohol consumption embrace economic standing, location, accessibility and accessibility of alcoholic beverages, social influence, sex, etc (Chrzan, J., 2013. 24). The role of the media cannot be not noted within the promotion and standardization of alcohol consumption. Although their square measure laws on alcohol use, there's a good acceptance for its use. Alcoholic beverages are represented to the general public as being capable of solidifying all manner of diseases, therefore luring even impartial individuals to affix the bandwagon of excessive alcoholism. Alcohol by its nature is addictive even as the other substance and once an individual gets wont to it, becomes terribly tough to prevent. The employment of alcohol to boost.

2.4 Advertisement and Alcoholic Consumption

Alcohol advertising plays a crucial role in maintaining cultural surroundings during which alcohol consumption is taken into account traditional and influences the perception and angle of children towards alcohol consumption (Dumbili & Williams, 2016 .3). Alcohol advertising plays a crucial role in encouraging children to drink (Dumbili & Williams, 2016 .3). For those that haven't started drinking, the expectations of those children are influenced by a prescriptive hypothesis regarding teens that drink still as observations from oldsters, peers and different models and celebrities on completely different media use (Rambe et al., 2017 .8). Right smart analysis has shown that media exposed to children increase the probability that they're going to consume alcohol (Ikechukwu et al., 2017 .25). The media (such as TV, movies, billboards and therefore the Internet) are acknowledged to be vital in promoting alcohol consumption in a pretty and interesting method. In line with state capital and (Amoateng, 2013 .15), there's a link between alcohol consumption within the media and positive expectations regarding youth consumption. during a study of alcoholic adolescents aged fourteen to eighteen, brain activation was markedly superior thereto of alcoholic beverages that controlled children, significantly within the areas of reward, desire, and positive effects (Tapert et al., 2003 26). subgenus Chen and Grebe (2002 .27) conjointly rumoured that children United Nations agency have a lot of positive sentimental reactions to the substance consume alcohol, consume less alcohol, have bigger social consent to drink, believe that drinking is a lot of in-pairs and adults and are imagined to drink over adults. In

most cases, the thought of advertising needs that the viewer be rewarded or benefited, particularly as a result of it consumes the publicised product. This chapter discusses the literature on the factors that influence consumer purchasing habits and the promotion.

2.4.1 Advertisement

Advertising may be a commercial activity that uses inventive practices to develop compelling media communications to push ideas, products, and services supported client purpose, client satisfaction, and assets development be socially and economically (Rambe et al., 2017 .7).

Ivanovic et al. (2003 .28) conjointly outline advertising as advertising for the sale of a piece or as an effort to steer customers to shop for a product or service (Ivanovic & Collin, 2003 .29).

Virtually all media is used for advertising. However, advertising material could embrace TV commercials and films, radio programs, newspapers, newspaper posters, murals, pop-ups, flyers, net banners, human billboards and posters, audio streaming sections, posters and come back tickets etc.

2.5 Modes of Alcohol potable advertisement and therefore the Youth

The adolescent's brain develops considerably throughout adolescence, creating it a lot of sensitive to thoughtfulness and openness to pleasure and reward. As a result, teens that have already got alcohol-related issues are notably prone to alcohol advertising that is in the middle of a rise in alcohol consumption (Brako, 2017 1).

2.5.1 Television

With the rapid growth of information technology and electronic media, television is at the forefront of advertising. Television works most effectively because it attracts both the eye and the ear (Brako, 2017 1). Advertising forms such as television generally require a large budget (Kotler, 2002 .30).

The televised presentation of alcohol consumption attracted a lot of attention. When people drink on television, they seem to drink alcohol most of the time (Brown & Witherspoon 2002 .31). An analysis of alcohol consumption on television shows that alcohol is often consumed and that these representations of alcohol are presented as a relatively irrelevant activity (Brako, 2017 1).

Advertising for alcoholic beverages influences the vulnerability of teenagers by influencing their attitudes, perceptions and, especially, their expectations of alcohol consumption that influence the choice of adolescents. Differing kinds of media are used for advertising, together with TV, movies, music and music videos, internet, sports support then on. Media communications like TV are simple to manage, whereas others are tougher to manage. They're increasingly progressively more and a lot of used as a promotional tool for alcoholic beverages and attract more teenagers as a result of they pay a great deal of your time on the net. Advertising might be classified as digital or physical advertising. Digital advertising modes embody TV, radio and on-line advertising.

2.6 Consumer Behaviour

Consumer behaviour is a broad field that has been studied by various researchers and marketers to promote the sale of their products and services. There are many reasons to study consumer behaviour, including learning as a factor that directly affects a company's performance (Kotler & Keller, 2012 .32).

For example, Acebron et al. (2000. 33) conducted studies on consumer buying behaviour for fresh foods (especially mussels) based on past experience. The conclusion of the study showed that consumer habits and experiences directly influence their purchasing decisions. The study also showed that product images also have a significant impact on consumer buying decisions.

3.0 METHODOLOGY

3.1 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.

3.2 Sampling Techniques

3.2.1 Simple random sampling

Simple random sampling was used in selecting respondents from the sample frame. The researcher used this technique to ensure that each members of the target population will get an equal and independent chance of being included in the sample of this study. The study adopted both purposive and 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.

3.2.2 Sampling size

The sample size is a smaller set of the larger population (Cooper & Schindler, 2014 .34) Researchers usually cannot make direct observations of every individual in the population they are studying; instead they collect data from a subset of individuals (a sample) and use those observations to make inferences about the entire population (Lune & Berg, 2016.35). The sample size the researcher will consider was 300 made up of Student of Sunyani Technical University. Sampling involves selecting part of the population as a representative of the entire population. Researchers usually cannot make direct observations of every individual in the population they are studying; instead they collect data from a subset of individuals (a sample) and use those observations to make inferences about the entire population (Zikmund et. al,2017 .36).

3.3.3 Pre-Test of Questionnaires

Pre-testing questionnaires is a crucial step in the survey development procedure. The goal of pretesting is to increase the validity and reliability of a confirmation survey evidence. When pretesting questionnaires, the researcher focuses on how questions are answered since there are a number of different processes our respondents may be experiencing when they are answering questions. In the end, the researcher wants to ensure that respondents interpret and answer questions in the way in which our research intended. A qualitative pre-test is a key phase of the development, adaptation, or translation of any questionnaire or tool. The main purpose of the pre-testis to verify that the target audience understands the questions and proposed response options as intended by the researcher, and is indeed able to answer meaningfully. In the context of this research 50 sample of the research questionnaires were texted at University of Energy and Natural Resources, Sunyani which is another campus found in the Sunyani Municipality.

Reliability and Validity of the Study

Reliability and validity are subjects that have been described in detail by representatives of quantitative research. Strang, (2015) .37 addresses the problem of reliability, whether applied technically or not, and refers to empirical and empirical evidence of the true meaning of the concept under consideration.

Golafshani, (2003).38 also describes the extent to which the results of the study can be replicated using similar methods. If possible, the finding aid is considered reliable. He asserts, however, that validity is based on whether the research is actually feasible or not.

3.3.4 Validity

The validity of a study simply means that the researcher has met the criteria necessary to ensure that the results are unbiased or biased. The validity of this study was therefore determined using a quantitative research method to obtain accurate and unbiased data. The validity of this study was highlighted by sorting the questions on the objectives of the study, the questionnaires being written in plain language. The researcher explained the difficulties of the respondents. By avoiding and reducing the risk of subjectivity, the researcher reported the raw data found. The researcher also collected questionnaires completed on site to increase the response rate required to ensure an acceptable life.

3.3.5 Reliability

The reliability of a study is simple if the results of the study can be used in other studies. The reliability of this study was determined by the accepted methods of data collection and analysis until the submission of the final results. The data was also statistically represented using SPSS software to ensure the results are reliable and distinct.

3.4 Data Collection Technique

According to Smith (2017, .39), 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 source. 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.

3.4.1 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, 2015 40). 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 .40). 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 Riff (2019) 41, 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.

3.5 Method of Data Analysis

The collected information was collected and analysed using 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 used to import information from the SPSS (Social Science applied mathematics Package).

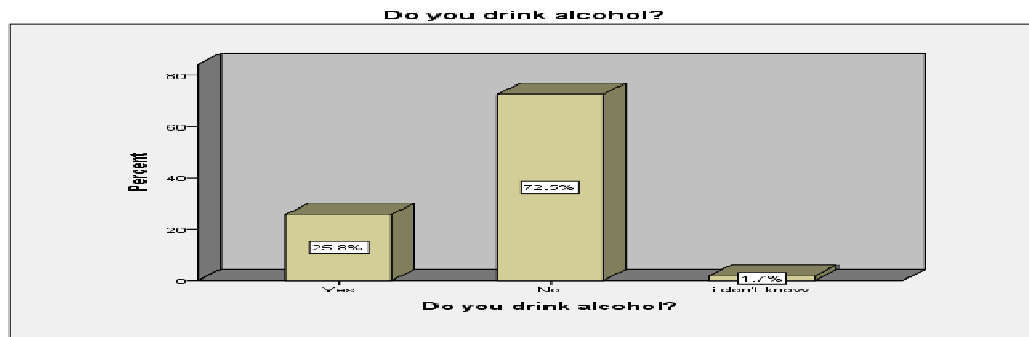
3.6 Ethical Consideration

An informed consent which is a major ethical issue in conducting research: The study ensured that no harm of any sort was done to the respondents of the study as a result of the conduct of this study. The data collected was used only for the purpose of academic research as explained to the respondents of the study. Academic dishonesty in terms of plagiarism was avoided in the study. Frantic effort was put in place to ensure that all those whose studies were used as a point of reference were duly acknowledged both in text and at the Reference part of the study. Again, the targeted schools and the student were not forced to give out any information contrary to their code of conduct. Lastly, the information acquired from the various institutions was used for the intended purpose only, so as to ensure the confidentiality of the institutions.

4.0 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.

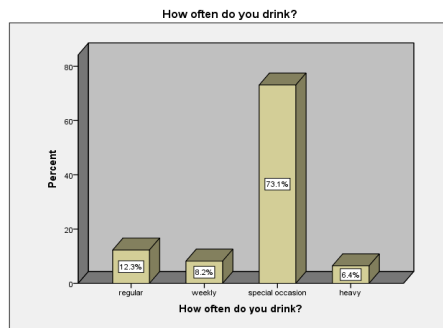
4.2.1 The Nature and Extent of Alcoholic Related Advertisement Available at STU



(Source field survey, 2020)

Figure 4.1: 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, 2020)

Figure 4.2: 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 4.1: Mode of Alcoholic Advertisement That Are Familiar

Variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly 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,2020)

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 4.2: Mode of Alcoholic Advertisement Which Most Like or Enjoy

Variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
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, 2020)

Mode of alcoholic advertisement most like or enjoy from the table 4.3 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 4.3: Have You Ever Seen or Heard an Alcoholic Beverage Advertisement?

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

(Source field survey, 2020)

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 4 .4: Individual Behavioural Changes

Variables	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	N/A
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, 2020)

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 4.5: 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, 2020)

Table 4.6 Correlation

		Television	Radio	Social Media	Internet	Music Videos	Billboards	Movies	Do You Drink Alcohol?
Television	Spearman Correlation								
	Sig. (2-tailed)								
Radio	Spearman Correlation	.664							
	Sig. (2-tailed)	.000							

Social Media	Spearman Correlation	.216	.398						
	Sig. (2-tailed)	.003	.000						
Internet	Spearman Correlation	.219	.308	.652					
	Sig. (2-tailed)	.003	.000	.000					
Music Videos	Spearman Correlation	.248	.290	.445	.470				
	Sig. (2-tailed)	.001	.000	.000	.000				
Billboards	Spearman Correlation	.354	.433	.468	.351	.468			
	Sig. (2-tailed)	.000	.000	.000	.000	.000			
Movies	Spearman Correlation	.215	.307	.540	.478	.666	.493		
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		
Do You Drink Alcohol?	Spearman Correlation	-.133	-.067	-.128	-.077	.031	-.152	-.078	
	Sig. (2-tailed)	.032	.339	.079	.296	.676	.037	.285	

(Source field survey, 2020)

Correlation is significant at the 0.05 level (2-tailed).

The study revealed a strong significant ($r = -0.133$, $p\text{-value} < 0.05$) negative correlation between television for advertisement and alcohol consumption. Moreover, the result showed that a strong significant ($r = -0.152$, $p\text{-value} < 0.05$) negative correlation between billboard for advertisement and alcohol consumption.

Again the study found a weak significant ($r = -0.067$, $p\text{-value} = 0.339$), ($r = -0.128$, $p\text{-value} = 0.079$), ($r = -0.077$, $p\text{-value} = 0.296$), ($r = -0.078$, $p\text{-value} = 0.285$) negative correlation between radio, social media, internet, music video, movies and alcohol consumption. The results revealed the serial correlation was not found in the study. The relationship between the control variables and the dependent variable, however, weak associations were found among the control variables. These further suggested that there were no noticeable serial correlations in the study.

Table 4.7: Result of Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T-Statistics	P-Value	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	1.875	0.126		14.883	0.000	1.627	2.124
Television	-.0044	0.034	-0.138	-1.279	0.203	-0.111	0.024
Radio	0.029	0.037	0.087	0.769	0.443	-0.045	0.103
Social Media	-.0060	0.041	-0.163	-1.466	0.145	-0.140	0.021
Internet	0.006	0.038	0.015	0.146	0.884	-0.070	0.081
Music Videos	0.075	0.041	0.197	1.819	0.071	-0.006	0.156
Billboards	-.0051	0.035	-0.146	-1.442	0.151	-0.120	0.019

Movies	-0.001	0.039	-0.004	-0.037	0.971	-0.079	0.076
R Square			0.063				
Adjusted R Square			0.022				
Df			7				
F-Statistic			1.520				
P-Value			0.163				

(Source field survey, 2020)

a. Dependent Variable: Do you drink alcohol?

The regression model employed in this study was fit (F-statistics = 1.520, p-value 0.163 > 0.05). Thus the 6.3% (R-Square) variations in alcoholic consumption were explained by television, radio, social media, internet, music videos, billboards and movies as advertisement means. The study found that television ($\beta = -0.044$, $p = 0.203 > 0.05$), radio ($\beta = 0.029$, $p = 0.443 > 0.05$), social + ($\beta = -0.060$, $p = 0.145 > 0.05$), internet ($\beta = 0.006$, $p = 0.884 > 0.05$), music video ($\beta = 0.075$, $p = 0.071 > 0.05$), billboard ($\beta = -0.051$, $p = 0.151 > 0.05$) and movies ($\beta = -0.001$, $p = 0.971 > 0.05$) are all insignificant determinants of alcohol consumption thus a unit change in the various models will result in 4.4%, 2.9%, 6%, 0.6%, 7.5% change in alcohol consumption.

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).

5.0 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 plays 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

Alcohol manufacturers and dealers should incorporate these elements into advertisements to attract their targets.

Most advertisements must be broadcast on TVs, radios, video clips, billboards and movies as it is more efficient to introduce products to consumers.

Policymakers and all stakeholders in education and health should also consider when planning and introducing policies to control alcohol consumption.

It is also recommended for further research.

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