

LIQUOR MARKETING CAMPAIGN INFLUENCES ON ALCOHOLIC CONSUMPTION BEHAVIOUR OF COLLEGE STUDENTS

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ABSTRACT

Alcohol consumption behaviour among the college or university students was highly influenced by the liquor manufacturers' marketing Campaign. Both theory and empirical findings proposed that the effect of liquor manufacturers' marketing campaigns was a combination of recognizably different influences which included the overt offers of alcohol products in the market, modelling in the marketing campaign and marketing campaign influences the social norms. Overt offers of alcohol products in the market stimulate the drinking curiosity of the college or university students. Besides, modelling occurs when the campaigns were using the famous athletes or movie stars as their campaign models. The influences on social norms were when liquor manufacturers distribute the free goods with their logos or names on it. The aim of this research is to identify the relationship between influences of liquor manufacturer marketing campaign and the alcoholic consumption behaviour of college or university students. The variables examined in this research were liquor manufacturer marketing campaign and the alcoholic consumption behaviour of the college or university students during their college or university time frame. The review analytically studies the literature of the three components in marketing campaigns influences. Besides, this study provides the future researchers a platform on the influence of liquor manufacturer marketing campaigns among college or university students.

Keywords: *Liquor manufacturer, marketing, advertisement campaigns, role modelling, social norms.*

INTRODUCTION

Liquor manufacturers' marketing campaigns are consistently resulting in the consumption of alcohol beverage among the college or university students during their university life. This research will examine the variables of recognizably influences in finding the level of alcohol consumed among college or university students, which often depends on the level of marketing campaign by the liquor industry. In reality, college or university students' consumption behaviours were dependent on the overt offers of alcohol products in the market, modelling, and social norms. Wheeler (2010) suggested that marketing campaigns influence as the most important factor leading to college or university student's alcohol consumption behaviour.

The more advertisement posters of the alcohol marketing campaign under liquor manufacturer are posted around the college or university, the more number of college/university students will consume the alcohol beverages. Liquor manufacturers should take the responsibility to handle the consequences resulting in consuming alcohol-related products due to the CSR Campaign. Alcohol consumption behaviour among the college or university students has been a complex health and social issues in Asia countries especially Malaysia (DARA.com, 2014). According to Wechsler et al. (1995), alcoholic consumption behaviour among college or university students is highly associated with high risks of acute health risks.

Besides, liquor manufacturers' marketing campaigns which promote the reduction of alcohol beverages prices triggers the college or university students to consume more alcohol beverages. Young male college or university students were showing high levels of alcohol consumption (Young et al., 2004). However, women tend to counterparts in alcohol consumption when drink with male (Cahill and Byrne, 2010).

The aim of this research is to identify the relationship between alcohol consumption behaviour and the Liquor Marketing Campaigns. In this research, the method used to measure the result is the quantitative research methods where questionnaire was distributed online to the participants.

LITERATURE REVIEW

From the previous research in 2005, the worldwide consumption of alcohol is equal to 6.13 litres of pure alcohol consumed per person aged 15 years old and above (WHO, 2011). Research has shown that the alcohol consumption behaviour was influenced by several variables in different liquor manufacturers' marketing campaigns where frequent alcohol consumption is depending on overt offers of alcohol beverages with the alcohol marketing campaigns, modelling of alcohol marketing campaigns and alcohol marketing campaigns in social norms.

The Theory of Planned Behaviours (TPB) predicts that planned behaviours are determined by behavioural intentions which are largely influenced by an individual's attitude toward behaviour, the subjective norms encasing the execution of the behaviour, and the individual's perception of their control over the behaviour (Ajzen, 1975; cited by Cameron et al., 2012). According to the Theory of Planned Behaviour, human behaviour is guided by three kinds of considerations: beliefs about the likely outcomes of the behaviour and the evaluations of these outcomes (behavioural beliefs), beliefs about the normative expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behaviour and the perceived power of these factors (control beliefs) (Ajzen, 1991). In attitudes toward a behaviour, each belief links the behaviour to a certain outcome, or to some other attribute such as the cost incurred by performing the behaviour (Ajzen, 1991). The importance of actual behavioural control is self-evident is resources and opportunities available to a person must to some extent dictate the likelihood of behavioural achievement (Ajzen, 1991). Social norm's factor termed subjective norm; it refers to the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991). Normative beliefs are concerned with the likelihood that important referent individuals or groups approve or disapprove of performing a given behaviour.

Overt offers of alcohol beverages with liquor manufacturer marketing campaigns means readily or plainly with the open or no secret condition in offers of alcohol-related beverages to the consumers. Recent studies have pointed to the importance of liquor manufacturer marketing campaigns in shaping college or university students' attitudes, perceptions and particularly expectancies about alcohol use, which then influence their decisions to drink (Grube and Waiters, 2005). There seems to be a cognitive progression from liking of liquor manufacturer marketing campaign's advertisements to positive expectancies of alcohol used, to intentions to drink or actual drinking among college/university students (Austin and Knaus, 2000). Liquor manufacturer advertisement helps create an environment that suggests that alcohol consumption and over-consumption are ordinary activities, and contributes to increase alcohol consumption (Bouwmeester, 2012). Research has shown that media and advertisements were the most significant predictor of student's knowledge about beer, current drinking behaviour, and intentions to drink (Gentile, 2001). According to Weshsler et al. (2002), Harvard School of Public Health has carried out a study to examine more than 1,600 off-campus alcohol establishments at 118 different universities where the researchers immediately noticed that binge-drinking rates are higher at those colleges where large volumes of beer were available at lower prices.

The modelling in liquor manufacturer marketing campaigns is a potent indirect influence on personal alcohol used because models were highly salient and available models to college/university students (Lau et al., 1990). Modelling is a term that has always been used interchangeably with imitation and observational learning from a people who are leader or expert. Numerous researchers have found that both male and female college athletes are more likely to be involved in risky alcohol consumption behaviours than male and female college students who are not athletes (Ford, 2007). Content analysis of advertisement characters used on liquor manufacturer marketing campaigns suggested that incident of alcohol beverages consumption occurred frequently and shown that the present alcohol consumption as a relatively consequence-free activity (Christenson et al., 2000). Characters, models or movie stars used in liquor manufacturer advertisements show that alcohol consumption behaviour is a moving/pulling force as being an important part of sociability, physical attractiveness, masculinity, romance, relaxation and adventure (Grube, 1993; cited by Madden and Grube, 1994). According to The Center on Alcohol Marketing and Youth (2005), liquor manufacturer used the websites to focus on youth access and exposure to alcohol marketing campaign especially college or university students where those alcohol marketing campaign websites are easily accessible to youths especially college or university students by clicking alcohol related keywords or even unrelated keywords on search engines.

Social norms reflect one's beliefs about both the normality and appropriateness of particular beliefs and behaviours and, as a result, often create pressure to conform and behave in a particular way (Thomsen and Rekke, 2004). Social cognitive theory stated that social norms were often learned through observation and various experiences. The problem is that teenagers tend to overestimate the frequency of alcohol consumption by other college or university students, thus creating beliefs and related pressures that are not consistent with reality (Aas and Klepp 1992). Higher level of males choose sociability (71%) whereas higher proportion of females showed for enjoyment (74%) for the reason to consume alcohol (Gilla, 2012). A similar study in a United State of America college showed the majority of the participants (63%) considered themselves social drinkers (Fisher et al., 2007). Further research by Meier (2006) shows that liquor manufacturer marketing campaign's advertisement influence is a strong indicator of alcohol consumption behaviour in late adolescence which is the aged after 19 years old. As concluded in Franca et al. (2010), the alcohol and heavy episodic drinkers are at higher risk of overestimating liquor marketing campaign used in norms. A possible explanation to France research was shown that heavy alcohol beverages consumers have a personal motivation for overestimating the alcohol marketing campaign in norm (Franca et al., 2010).

RESULT

The research result shows that 73.1% of the college or university students consumed alcohol beverage while 26.9% of the college or university students are not alcohol consumers. A majority of 64.4% (145 respondents) of the respondents are consuming beer, followed by 18.7% (42 respondents) of the respondents are consuming spirits, the third group of 16.0% (36 respondents) of the respondents are consuming wine and minority of 0.9% (2 respondents) of the respondents are consuming other liqueurs.

The statistics show the highest mean value for independent variable is the modelling with mean value of 3.31. It is highly influenced the college or university students in consumption of alcohol. From the scale of 1 to 5 (Strong disagree to strongly agree), it means most respondents agree that they will follow their admired model in the marketing campaigns and behaviour like them. They feel that they will look as arrogant as their admired model when they drink like their admired model exposed in the marketing campaigns. The lowest mean value is the social norm with mean value of 3.16. The standard deviation of the independent variables is estimated the highest at 0.95 for overt offer and the lowest standard deviation is 0.89 for the modelling. It clearly shows that the overall satisfaction score is higher in overt offer of liquor's products in the market than modelling. The overt offer of liquor's products in the market is most likely to influence the college or university students to consume liquor.

The result shows that dependent variable has an alpha value of 0.901, overt offer has an alpha value of 0.942, modelling has an alpha value of 0.925, and social norms has an alpha value of 0.914 which are all excellent and accepted for this study. Based on the research, adjusted R square is equal to 0.20, it indicates that the proposed model can predict 20% of dependent variables' behaviour. The Regression Statistics shows R-square value is 0.21. Any attempts to predict human behaviour, such as psychology, typically has R-square values lower than 50%. The adjusted R-square in Regression Statistics shows a value of 0.20. The adjusted R-square value is much closer to the R-square value; hence, the adjusted R-square value was acceptable.

Hypothesis₁: Overt offer is not significant at 0.05. However, this relationship at alpha equal to 10%, it shows that there is significant relationship between overt offer and consumption of alcoholic beverage among young people especially college or university students at 90% confidence [Alpha (α) = 0.1].

Hypothesis₂: There is significant relationship between modelling and consumption of alcoholic beverage among college or university students (P-value < 0.05, β = 0.20).

Hypothesis₃: There is significant relationship between social norms and consumption of alcoholic beverage among college or university students (P-Value < 0.05, β = 0.16).

DISCUSSION AND CONCLUSION

The result shows that as high as 64.4% (145 respondents) of the respondents chose beer as their favourite alcohol beverage. It is more than 50% of the respondents who consumed alcohol beverages choose to consume beer. Beer is widely available in the market compared with other liquors in Malaysia. Besides, beer has the lowest cost but it has better quality control compared with the low-cost Vodka, where most of the low-cost Vodkas in the market are imitation.

Summary output of Descriptive Statistics shows that modelling has the highest mean of 3.31. This shows that it has the highest influence on alcohol consumption behaviour among college or university students. The liquor manufacturers have their own ways to attract customers and create greater influence through their marketing tools.

Modelling has the highest beta value of 0.2. This means that it has the highest influence on alcohol consumption behaviour among college or university students across Malaysia. The data from Pearson Correlations Statistics show that there is significant relationship between modelling and alcohol consumption behaviour where it has a p-value < 0.05.

Modelling is the most influential factor that demonstrates highest impact on college or university students' alcohol consumption behaviour. Meanwhile, social norm is the least influential factor that influences college or university students' alcohol consumption behaviour. Overt offers of alcohol beverages in the market is the moderate factor that influences college or university students' alcohol consumption behaviour. Therefore, liquor manufacturer management should consider using this tool to advertise alcohol beverages to maximize the sales of alcohol beverage.

LIMITATION OF STUDY

The first limitation is the sample size that has been chosen for the study was small and limited. Before the questionnaires were distributed through online, there was no pilot test conducted to evaluate the workability and reliability of the questionnaires.

The second limitation of this study is the lack of variables that were studied in order to test the impacts of liquor manufacturer marketing campaigns on alcohol consumption behaviour among college or university students. The $R^2=20\%$ means that the existing independent variables in the model can just predicted 20% of the dependent variable.

The third limitation is cross-sectional studies were carried out for this research instead of longitudinal study should be carried out by researchers to observe the pattern of the alcohol consumption behaviour in order to get more accurate results.

The next limitation is that the design of the questionnaire is applying close-ended methods where the respondents may not be able to choose the answer that they wanted in the questionnaires.

RECOMMENDATIONS

One of the useful suggestions for future research is to look closely in terms of the elements on modelling that seemed very much influence and high impact towards alcohol consumption behaviour of the customers. Besides, the research population to be further extended to polytechnics and professional institutions instead of private and public colleges and universities. Furthermore, future researchers should also be involved in the process of collecting data by guiding the respondents in the process of completing the questionnaires. Lastly, it is recommended to the future researchers that the design of the questionnaire should be in simple and open-ended methods where the respondents are allowed to leave comments rather than only choosing the alternatives from the questionnaires. In addition, the future researches might prefer to use the hybrid questionnaires where some parts of the questionnaire are the open-ended while the others are the close-ended. The reason is because respondents may have their own experiences or knowledge to share with the researchers.

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