



**THE EFFECTS OF ADVERTISING ON ALCOHOL CONSUMPTION: A
CASE OF PERCEPTIONS OF WOMEN IN SPRUITVIEW, SOUTH
AFRICA.**

Research report presented
to the

**GRADUATE SCHOOL OF BUSINESS LEADERSHIP
UNIVERSITY OF SOUTH AFRICA**

by

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Submitted in fulfilment of the requirements for the degree

MASTERS DEGREE IN BUSINESS ADMINISTRATION

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15 December 2021

DECLARATION OF OWN WORK

I, Reitumetse Dilebo, declare that this thesis titled, '**The effects of advertising on alcohol consumption: a case of perceptions of women in Spruitview, South Africa**' is my original work. I have carried out this research study independently with the guidance and support of my supervisor Dr. M. Mpofu. Any other research or academic sources used in this study have been appropriately cited and acknowledged. Moreover, this study has not been submitted for the award of any other degree or in any other university.

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Dedication

This dissertation is dedicated to:

- The Lord God Almighty
- My late parents, Mr. Senias and Mrs. Klessy Dilebo, for the foundation of prayer you laid during your life time.

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	VII
ABSTRACT.....	VIII
LIST OF TABLES.....	IX
LIST OF FIGURES.....	X
LIST OF ANNEXURES.....	XI
LIST OF ABBREVIATIONS.....	XI
LIST OF ANNEXURES.....	XI

CHAPTER 1 INTRODUCTION

1.1 Introduction.....	1
1.2 Background.....	1
1.3 Research problem statement.....	2
1.4 Research question.....	3
1.5 Research objectives.....	3
1.6 Abbreviated literature review.....	4
1.7 Research methodology.....	6
1.8 Trustworthiness.....	7
1.9 Ethical consideration.....	7
1.10 Limitation of the study.....	8
1.11 Organisation of the study.....	8
1.12 Conclusion.....	9

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction.....	10
2.2 Advertising definition.....	10
2.3 Advertising Theories.....	10
2.3.1 Advertising impact theories.....	10
2.3.2 Advertising identity theories.....	12
2.4 Alcohol advertising concerns.....	13

2.4.1 Global alcohol advertising concerns.....	14
2.4.2 Alcohol advertising concerns in Africa.....	15
2.4.3 South African alcohol advertising concerns.....	16
2.5 The effects of alcohol advertising.....	17
2.5.1 Alcohol advertising and consumer behaviour.....	17
2.5.2 The mere exposure effect.....	18
2.5.3 Alcohol effectiveness examination.....	19
2.6 Alcohol advertising strategies.....	21
2.6.1 Advertising through product development.....	21
2.6.2 Lifestyles messages in alcohol advertising.....	22
2.6.3 Advertising as a face of empowerment.....	23
2.7 Targeting women in developing countries.....	23
2.8 The role of females in alcohol advertising.....	25
2.9 Effects of gender relations and equity.....	26
2.10 Conclusion.....	27
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction.....	28
3.2 Research approach.....	28
3.3 Research design.....	29
3.4 Research sampling method.....	30
3.5 Data collection method.....	31
3.6 Data analysis method.....	32
3.7 Trustworthiness.....	32
3.8 Ethical consideration.....	35
3.9 Research limitations.....	35
3.10 Conclusion.....	36
CHAPTER 4 RESEARCH RESULTS	
4.1 Introduction.....	37
4.2 Respondents' demographics.....	37
4.3 Data collection process.....	38

4.4 Themes that emerged from the data.....	38
4.4.1 Impact themes.....	39
4.4.2 Identity themes.....	48
4.4.3 Additions from the participants.....	51
4.5 Conclusion.....	53
CHAPTER 5 CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS	
5.1 Introduction.....	54
5.2 Discussion of conclusions.....	54
5.2.1 Conclusions based on impact themes.....	54
5.2.2 Conclusions based on identity themes.....	56
5.2.3 Conclusions based on participants' contribution.....	56
5.3 Limitations of the study.....	56
5.4 Recommendations.....	57
5.4 Conclusion.....	59
REFERENCES.....	60

ACKNOWLEDGEMENTS

My sincere gratitude goes to the following:

- God, the Almighty, for granting me grace and resilience that carried me throughout the MBA journey.
- My beloved husband, for his continuous and all round support. Thank you for making the experience exciting.
- My God-given supervisor, Dr. M. Mpofu. His patience and continuous support cannot be compared.
- My children, Ukatekile and Nsovo, although you are young, for always understanding when mommy had to do 'her school work.'
- Mrs. Nelisiwe Morolong, my God-given sister for proof reading the paper and assisting me to write in a better marketing language.
- My managers at work, Mr. S. Mohaleamalla for assisting me with using Grammarly to proof read the paper and Ms, T. Chuma for allowing me time during working hours to do my research.

ABSTRACT

The primary research objective of this study was to investigate the perceptions of women in Spruitview, South Africa towards alcohol advertising. Literature review revealed that alcohol beverage companies use different strategies to target women in an attempt of enticing them to consume more and more alcohol.

The research approach of this study was qualitative, and the target population comprised of twelve women residing in Spruitview, South Africa. Because of the Covid-19 pandemic, online interviews were utilised by the researcher, and the semi-structured interview framework to solicit data from the participants was employed. Data collected was analysed manually and was interpreted and categorised into themes.

The findings of this study indicated that there are positive and significant relationships between alcohol advertising and alcohol consumption practises by women in Spruitview. In light of those findings, this study presented appropriate recommendations to the law makers, the alcohol beverage industry, as well as to women in Spruitview. A number of gaps in this study were outlined that require further investigation to allow for a better understanding of the impact of alcohol advertising on women and the society in general.

Keywords: Alcohol advertising, alcohol consumption, Spruitview, women.

LIST OF TABLES

Table 3.1 Sample size.....	31
Table 3.2 Strategies for enhancing the trustworthiness of qualitative research.....	34
Table 4.1 Summary of respondents' demographics.....	37
Table 4.2 Initial coding framework.....	39
Table 4.3 Participants' awareness of alcohol advertising.....	39
Table 4.4 Participants' opinions of the lifestyle they perceive alcohol advertising promotes.....	41
Table 4.5 Participants' views on the persuasive ability of alcohol advertising.....	43
Table 4.6 Views of participants on alcohol advertising images.....	45
Table 4.7 Participants opinions on whether alcohol advertising can trigger certain behaviours.....	43
Table 4.8 Participants' opinions on gendered advertising.....	49
Table 4.9 Participants' additions to the study.....	51

LIST OF FIGURES

Figure 2.1 The conceptual framework in studying the effects of advertising.....21

LIST OF ANNEXURES

Annexure A: Ethical clearance certificate	68
Annexure B: Signed letter of consent by the supervisor.....	70
Annexure C: Interview guide.....	71
Annexure D: Authorities permission to collect data.....	73
Annexure E: Turn it in similarity index.....	74

LIST OF ABBREVIATIONS

SA	South Africa
LMIC	Low Medium Income Countries
TA	Thematic analysis
USA	United States of America
UK	United Kingdoms

Chapter 1

INTRODUCTION

1.1 INTRODUCTION

This chapter presented the background of the study, the aim of the study, the research problem, and the research objectives. A brief discussion of the abbreviated literature review, research methodology, ethical consideration, and the limitations of the study are presented in this chapter.

1.2 BACKGROUND

Issues pertaining to alcohol advertising has been widely studied however, not much attention has been given to the relationship between alcohol advertisement and the drinking behaviour of women. The focus on alcohol advertisement and alcohol use has long been directed towards men as alcohol use and alcohol consumption was perceived to be more prevalent among men than women, however, alcohol advertising has changed and it now portrays women as active participants (Atkinson, et al., 2019:102).

According to Philip Kotler (2016), advertising can be defined as any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified promoter. It is any message communicated by marketers in a medium with the intent to influence the customer's choice, opinion, and behaviour with respect to an offering. Advertising is a variable created by the convergent interest communicated in the two major scientific areas which are, communication and marketing (Bogdan, 2018:180). The packaging, branding, and labelling of any alcoholic beverage can also be considered to be alcohol advertising. Advertising uses platforms such as television, radio, print, and social media. These platforms aim to convince the target market to choose one company's products or services over the competitor's offering, as well as to maximise sales for the organisation.

Published literature is of the view that alcohol advertising has long been highly gendered. Gender stereotypes has been used to segment the market for the purposes of attracting male and female target audiences separately (Hall & Kappel, 2018:571). Alcohol gendered marketing is also used as a means to increase female or male market share and to up the sales for the alcohol beverage sellers.

Globally in countries such as Finland, alcohol advertising long has been a concern (De-Bruijn, et al., 2018:4). In South Africa (SA), the total alcohol advertising expenditure is projected to be R7.4 billion per annum which is 4.4% of the aggregate advertising expenditure (VanWalbeek & Daly, 2014:3). This spending indicates the high level of investment that is made by marketers to get alcohol off the shelves. The regulation of advertising in SA is administered by the Department of Communications (DoC).

Moreover, in SA, the changing social positions of women which were elevated by the introduction of the Black Economic Empowerment (BEE) and social grants presented a more concerning situation because, although the concepts were meant for a good purpose, many women find themselves with extra money which allows them to afford alcohol on top of regular expenses. For example, it has been founded that in Spruitview alone, 16% of alcohol sales and consumption is estimated to be made by women of which, 7% of alcohol consuming women redirect the social grant monies to causes not meant for, such as alcohol purchases (City of Ekurhuleni, 2017).

1.3 RESEARCH PROBLEM STATEMENT

There has been great concern in South Africa concerning the increase in irresponsible and risky consumption of alcohol by women (Amanuel, et al., 2018:302). In the past, women were perceived to be as primary home keepers and carers of children, however, in the recent years there has been a great upsurge of women who consume alcohol irresponsibly and it has been proven that this behaviour led to situations where women were victims of all sorts of abuse and gender-based violence and this has also led to some children dying and getting abused because of being neglected by their

mothers who consume alcohol irresponsibly. As per the opinion of Amanuel et al. (2018), more and more women are drinking alcohol today as compared to the olden days, and this results in gender-based violence, contraction of diseases, and neglect of children.

The Public Health of SA suggests that exposure to alcohol advertisement adds to the drinking patterns within the society, specifically among women (Parry, et al., 2012:602). Moreover, easy access to alcohol seems to be another contributor to irresponsible consumption of alcohol by women because they do not struggle to find alcohol (Amanuel, et al., 2018:304).

1.4 RESEARCH QUESTION

The research questions for the study were categorised into the primary and secondary questions of the study.

1.4.1 The primary question

- What are the perceptions of women towards alcohol advertising?

1.4.2 The secondary question

To answer the primary question of the study, the following investigative question was pursued:

- How does alcohol advertising influence the drinking practices of women in the area of Spruitview – South Africa?

1.5 RESEARCH OBJECTIVES

The goals of the study were grouped into primary and secondary objectives. The main aim of the study was realised through the secondary objectives.

1.5.1 Primary objective

The primary objective of this study was to investigate the perceptions of women in Spruitview, South Africa towards alcohol advertising.

1.5.2 Secondary objectives

- To examine the relationship between alcohol advertising and alcohol consumption behaviours by women in Spruitview, South Africa.
- To determine whether alcohol advertisement increases risky drinking among women in Spruitview, South Africa.

1.6 ABBREVIATED LITERATURE REVIEW

The review of literature is presented in Chapter 2 and was presented with the following sub-headings:

1.6.1 Definition of advertising

The Economic Times (2021:1) defines advertising as a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. The aim of advertising is to establish a market presence, increase market share, and ultimately raise sales for the advertisers.

1.6.2 Theories of advertising

Two theories were consulted in literature, which are, the impact theories of advertising and the identity theories of advertising. The advertising impact theory illustrate how and why advertising is effective in influencing the customers' behaviour, while the identity theory offers marketers with a rich source of perceptions on how consumers relate to brands and products as expressions of their unique selves and their associations with others (Elgar, et al., 2019:2). The details of the two theories of advertising in which the study is grounded are fully covered in Chapter 2.

1.6.3 Alcohol advertisement concerns

The subject of alcohol advertising has been a matter of much debate for a long time around the globe. For example, Yoo (2010:18) reported that advertisement has the power to influence people's decisions unconsciously even after the time has elapsed since the advertisement was seen. These kinds of arguments have influenced much global public policy debate about whether alcohol advertising is partially responsible for the continuous rising levels of alcohol consumption. Literature under this sub-heading presents the global, continental, and local concerns of alcohol advertising, suggesting that alcohol advertising anxieties are not only a local concern but are a concern to many other countries.

1.6.4 The effects of alcohol advertising.

The consumer behaviour, the mere exposure effect, and the examination of alcohol advertising are explained under this sub-heading. Khan et al. (2012:114) indicated that the decision process and actions that consumers go through when making purchase decisions are regarded as consumer behaviour. Hal Koss (2021:2) describes the mere exposure effect as a phenomenon that causes individuals to like something more as an outcome of previous exposure to it, regardless of how brief and fleeting. Naidu (2017:51) identified three primary types of customer responses that indicate whether or not advertising is effective. Those customer responses are cognition effects, affective effects, and conation effects.

1.6.5 Alcohol advertising strategies

Advertising alcohol strategies are tactics that marketers use to entice the target market. Literature provides and explains the tactics used by marketers and they are their selling value propositions. Examples of such tactics are new product development, packaging, and lifestyle messages.

1.6.6 Targeting women in developing countries

Literature under this sub-heading presented concerns that surround the target of women in underdeveloped countries where marketing regulations are relatively low or

such regulations are lacking altogether. Although there is not much literature written on the targeting of women in developing countries, Dumbili (2018:287), De-Bruijin (2011:2) and Murdeshwar et al. (2019:8) observed the way in which the alcohol industry has begun to target female audiences in such countries.

1.6.7 The role of females in alcohol advertising

Consulted literature suggested that in the past the presentation of women in alcohol advertising was in a way that reflected their traditional gender roles such as being domestic keepers. Atkinson et al. (2018:91) have found that in alcohol marketing, women are portrayed to a lesser degree than men.

1.6.8 Effects of gender relations and equity

Although not much literature was found in the South African context, research consulted which were done for some countries showed that concerns have been raised on the possibility of gender relations and equity to have a damaging effect towards women by creating an environment in which women are dehumanised and aggression condoned (Sirr, 2015:285).

1.7 RESEARCH METHODOLOGY

The research methodology presents how researchers systematically design studies to ensure reliable results that address the research aims and objectives (Jansen & Warren, 2020:1). The methodology of this study comprised of the research approach, research design, sampling method, data collection, and data analysis. The full research methodology is presented in Chapter 3.

The study adopted the qualitative research method which was defined as the method involving the collection and analysing of non-numerical data to understand concepts, opinions, and experiences (Bhandari, 2020:2). The semi-structured interviews were used for this case study and they are defined as a series of open-ended questions that are used by the researcher to solicit data from respondents (Bryman & Bell, 2015: 5883).

A sample of 12 women who consume alcohol every day of the weekend were randomly selected from a population of 138 individuals in the area of Spruitview, South Africa to form part of the interview participants. The sample size of 12 women falls within the range of 5 to 25 as suggested by Saunders et al, (2012:283).

The primary data collection method was used to achieve the objectives of this study. Primary data is defined as data collected from first-hand experience by the researcher (Kabir, 2016:201). A descriptive design was utilized for this study to allow a fact-finding process that led to an adequate interpretation of data. A qualitative descriptive design was utilised for this research study. Qualitative descriptive design is used when an uncomplicated description is desired that focuses on the details of an experience. Since the study is qualitative in nature, the Thematic Analysis (TA) method was followed to analyse the data with the aim of categorising themes and patterns arising from the data. Braun and Clarke (2013:6) define TA as a technique to categorize themes and patterns across a dataset about the research question.

1.8 TRUSTWORTHINESS

Guion (2011:33) related trustworthiness to the rigour of research findings that are sufficiently credible and objective to generate trust and confidence. In order to ensure trustworthiness, the following four critical aspects, as recommended by Korstjensa and Moserb (2018:120) was adhered to: credibility, transferability, dependability, and confirmability. The aforementioned aspects are fully discussed in detail in Chapter 3.

1.9 ETHICAL CONSIDERATIONS

The guidelines listed below, as suggested by Creswell (2013) were followed by the researcher to ensure that the study was scientific and ethical.

1.9.1 Informed consent: The participants were given a consent form to sign in order to verify that they were not forced to take part in the study but did so at their own free will.

1.9.2 Confidentiality and privacy: The researcher respected all the participants by guarding their rights to confidentiality and privacy by not disclosing their personal identification on the study report.

1.9.3 Data storage: The soft data collected will be kept safe and secure in a password-protected computer and only the primary researcher will have access to the password.

1.9.4 Feedback: Participants were informed and assured that all data collected will only be used for academic purposes and that the outcomes of the investigation will not be disseminated to any other person but to the stakeholders who took part in the study. The participants were also assured that all the information relating to the study will be made available to them should they need to view it.

1.10 LIMITATION OF THE STUDY

Since the study adopted interviews for collecting data, the Covid-19 pandemic limited the physical face-to-face interviews. Only virtual interviews were conducted meaning that, all the respondents picked to participate in the study had to have access to the internet and be in a position of smart devices.

1.11 ORGANISATION OF THE STUDY

In this thesis, the scope of the research followed the following chapter content:

Chapter 1- Introduction and background of the study: This chapter presented the overview of the study which entails the background, the research problem, the research question, research objectives, abbreviated literature review, and overview of the research methodology.

Chapter 2 - Literature review: This chapter entailed the reviewed literature which presented the global effects of alcohol advertising, discusses the theoretical framework of advertising, as well as the strategies used by marketers to entice potential customers.

Chapter 3 - Research methodology: The chapter discussed the research methodology used to conduct the study. The research design, sampling method, data collection method, and data analysis were discussed. The chapter further explained the trustworthiness of the data as well as the ethical consideration of the study.

Chapter 4 - Findings: This chapter presented the results of the collected data. The collected data was analysed in this chapter and the participants' views regarding alcohol advertising were be outlined in themes.

Chapter 5 - Recommendations and conclusion: This is the final chapter of the study and it presented the recommendations and conclusion based on the findings discussed in Chapter 4.

1.12 CONCLUSION

In chapter 1, the researcher briefly discussed the background and the aim of the study, the problem statement, and the objectives of the study. A brief discussion of the literature review, research methodology, ethical considerations, trustworthiness, and limitations of the study were explained. Furthermore, the researcher outlined the organisation of the study which provides the reader with a layout overview of the chapters included in the study.

Chapter 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviewed a variety of literature written by different authors seeking to explore the relationship between advertising and alcohol consumption. The literature review provides a comprehensive overview of literature related to a theme/theory/method and synthesizes prior studies to strengthen the foundation of knowledge (Paul & Criado, 2020:4). This chapter was organised under the following sub-headings; advertising theories, the concerns of alcohol advertising, the effects of alcohol advertising, alcohol advertising strategies, targeting of women in developing countries, the role of females in alcohol advertising, and the effects of gender relations and equity.

2.2 ADVERTISING DEFINITION

Advertising is defined as a means of communication with the users of a product or service (The Economic Times, 2021:1). In short, advertisements can be explained as messages paid for by companies sending them with the aim of informing or influencing the people who receive such messages. The aim of advertising is to establish a market presence, increase market share, and ultimately raise sales for the advertisers.

2.3 ADVERTISING THEORIES

Advertising theories illustrate the means and the reasons why advertising is effective in influencing the behaviour of the consumers and accomplishing its objectives (Bhashin, 2017:1).

2.3.1 Advertising impact theories

Advertising impact theories illustrate by what means advertising influences the behaviours of the customers.

2.3.1.1 Causal theory

Causal theory was made famous by Grice (1961). He believed that the causal theory embraces the transaction between the observer and the sender, and he further assumed that the world should be analysed primarily in terms of the causal relation underlying that transaction. This may mean that the observer sees an object only if the that object is a cause of the perceiver's seeing it. People who believe that advertising has a direct effect on the consumer's buying behaviour, such as a desire to purchase a product or service, believe in the causal theory.

However, one may ask whether this means that alcohol advertising is the only cause of alcohol risky consumption or not, or assume that in the absence of advertising, abuse of alcohol will not be present? Arsova (2018:5) in her study: A Minor Field Study in Cape Town, questions whether alcohol abuse cannot be caused by other factors in life, such as unemployment or psychological factors, and the problem would neither exist if alcohol advertising did not exist?

Helen Katz (2017:3) the author of *The Media Handbook: A complete guide to advertising media selection, planning, research, and buying* believes that media is complex. The author further stated that one person on a weekly basis is exposed to over 5000 advertisements (Katz, 2017:3). Therefore, it is evident that consumers are continually exposed to new advertisements daily and that it may become really hard to measure the effect a single advert has on the behaviour since one advert exists with other advertisements.

2.3.1.2 Mutual value theory

The mutual value theory is the current belief among many marketers. Rosengren et al. (2013:320) stated that the advertisement content in itself has a great value for the

receiver. What the authors suggested was that if advertising gives consumers a deeper meaning, then it could have an impact on their behaviour. Meanwhile, Ellis Cashmore (2005:410) in his book: Making sense of sports, writes that Nike's global success was built by having cooperation with the basketball player Michael Jordan and other sports stars. The author wrote:

“Nike chose the perfect intersection of narration and character. At a time when America was still horrified by its never-ending ethnic problems, it was uplifting to know that black individuals, however humble their origins could soar to the top. Jordan`s play could captivate audiences; and his convincing advertising could captivate markets”.

The author further suggested that Nike's success was put together by using factions that gave intelligence of forerunner ship and that Michael Jordan became a hero that the public could identify with and look up to (Cashmore, 2015:411). Therefore, by buying a pair of Air Jordan basketball shoes, the consumers got a sense of value because they wanted to be Michael Jordaan while Nike sales were boosted.

2.3.2 Advertising identity theories

Advertising identity theory offers sellers a rich source of perceptions on how consumers relate to brands and products as both expressions of their unique selves and their associations with others (Elgar, et al., 2019:2).

2.3.2.1 Consumer identity

Consumers take their identity from their possessions, and that creates social meaning, power of status, social membership, and social acceptance for them (O'Shaughnessy & O'Shaughnessy, 2012:524). The authors further point out that because people are living in a society where possessions are valued high, and people are classified by what they possess; brands easily influence the perception of humanity's identity. By buying certain brands, customers get a sense of belonging and becoming someone

who is behind a certain lifestyle. Advertising thereby strengthens the consumers' attitudes and appeals to their need to express the taste of individuality through consumption.

2.3.2.2 Celebrities and identity

Celebrity-based brand associations can help consumers achieve goals that are motivated by the self. For example, self-construction and self-enhancement goals (Macinnis, et al., 2015:2). The authors argue that celebrity endorsement effects are normally stronger when self-needs relevant to constructing one`s self-identity are high. What the authors imply is that customers identify themselves with who they consider as their idols. This element makes celebrity-based advertising to be effective. However, this may not be universal and more research in this regard can be useful.

2.4 ALCOHOL ADVERTISEMENT CONCERNS

The subject of alcohol advertising has been a matter of much debate for a long time around the globe. For example, Yoo (2010:18) reported that advertisement has the power to influence people's decisions unconsciously even after the time has elapsed since the advertisement was seen. These kinds of arguments have influenced much public policy debate about whether alcohol advertising is partially responsible for the continuous rising levels of alcohol consumption globally. Some studies have been able to demonstrate a correlation between advertising of alcoholic beverages and the increased alcohol consumption especially among women and individuals who were initially non-drinkers of alcohol (Adams, et al., 2011:492). In many countries, the general public is of the opinion that alcohol advertising contributes to alcohol consumption.

With these “headache” of assumptions, many governments around the world have effortlessly through anti-alcohol campaigns policymakers tried to curb the scourge of alcohol abuse, but a huge number of drinkers can still be traced in many countries including SA. The assumption, therefore, arises that there should be something that

is influencing the increase of alcohol consumption, so what it is? However, some studies suggest that alcohol consumption can be linked to some habits such as socialisation, fun, peer relaxation, and family conduct (De-Bruijn, 2011:1).

Notwithstanding the arguments, marketing criticism, and beliefs; the truth of the matter is that today many people rely heavily on the media to educate them, that includes alcohol advertising. Society is saturated with media products and the society encounters many media messages daily that depict the promotion of alcohol. It is rather inevitable to avoid alcohol advertisements.

2.4.1 Global alcohol advertising concerns

Alcohol advertising and high consumption is a topic of global concern, even though alcohol use is viewed globally as more dominant among men than women. However, the lessening of the gender gap has been reported recently (Slade, et al., 2016:11). The world leaders have via the United Nations (UN) signed an agreement of Seventeen Sustainable Development Goals to reach by 2030. These goals include the prevention of substance abuse such as harmful alcohol drinking, which may be augmented by advertising (United Nations, 2015:1).

Harmful alcohol consumption is considered to be an obstacle to overcoming sustainable development since it has a destructive effect on public health. The UN further reported that 3,3 million deaths every year are estimated to be alcohol-related, which makes up 5,9% of all deaths in the whole world. Some of the measures considered included banning or restricting alcohol advertising, putting on warning labels on the packages, raising taxation, information campaigns, and rehabilitation of addicts by each participant. However, the supporters of advertising argue that there are also some positive effects which alcohol advertising brings to humanity, such as the elimination of poverty. They argue that alcohol advertising and sales create employment within the beverages industry and contribute to economic growth.

Globally, in countries such as Malaysia and Thailand, alcohol advertising has been outlawed completely on traditional media like television, billboards, and radio (Cha, 2018:3). While in Sweden, alcohol advertising is banned from radio, television, and women magazines but, it is still legal in some print publications if the alcoholic beverage does not exceed 15% alcohol by volume and 20% of the advert's surface includes warning text about the harmful effects of alcohol (Ahsberger & Lindgren, 2019:4). In Finland, outdoor alcohol advertising is completely banned (Advertising Finland, 2021:1). However, rules imposed by global countries on alcohol advertising are generally ineffective to reduce alcohol consumption (De-Bruijin et al., 2018:2).

Yet, in China, the rise of social-media-driven marketing has seen an increasing demand for alcoholic drinks by women (Liang, 2020:6). Unlike traditional consumers, women nowadays seem to prefer alcohol drinks as they think it reflects greater sophistication and style when compared to non-alcohol drinks.

2.4.2 Alcohol advertising concerns in Africa

The continent of Africa has also implemented some form of control regarding alcohol advertising. Although the alcohol industry has used marketing campaigns and lobbied intensely to halt public health measures to limit alcohol availability, countries like Uganda for example have proposed a new alcohol bill to ban alcohol advertising (Uganda Communication Commission, 2018:2). The Ugandan government believes that women are exposed to plenty of messages from the alcoholic-beverage industry promoting the consumption of consumption. Also, the Ugandan government argues that most women are not getting messages that they should not drink while pregnant, and that propelled the government to take the steps to change that (Agiresaasi, 2018:2).

Although alcohol advertising is poorly regulated in Uganda, the proposed bill attempts to crack down on advertising alcohol to pregnant women (Uganda Communication Commission, 2018:1). The Liquor Act, Cap. 93 prohibits all forms of alcohol advertising, promotion, and sponsorship through means that are likely to create an erroneous impression about the characteristics, health effects, or hazards of alcohol.

The act requires that appropriate health warnings or messages must accompany all alcohol advertising (Busiku, 2020:13).

Meanwhile, (Brieger & Oshiname, 2012:585) believe that since most women were aware of alcohol advertisements, mass media may also play an important role in the social changes surrounding alcohol consumption. They also reported that alcohol consumption among women was associated with advertisements, especially among younger women. They noted that advertisements portray alcohol drinking as having greater sophistication and style.

2.4.3 South African alcohol advertising concerns

Regulation of advertising in South Africa is of a moderate standing. The Advertising Regulatory Board (ARB) administers the widely-accredited Code of Advertising Practice which regulates the content of South African advertising, while the Independent Communications Authority of South Africa (ICASA) is the official regulator of the South African communications, broadcasting, and postal services sectors (Department of Communications and Digital Technologies, 2019:2). An independent body established and paid for by the marketing communications industry is the Advertising Standards Authority of South Africa (ASASA), it aims at ensuring that its efficient system of self-regulation results in the best possible protection for both consumers and the industry.

In 2012, the South African government drafted the Control of Marketing of Alcoholic Beverages Bill. The Bill sought to restrict advertising, marketing, sponsorship, or promotion of alcoholic beverages except at the point of sale. It was drafted specifically to protect under-aged persons from alcohol advertising. This intervention is consistent with the World Health Organization (The Conversation, March 2021:2).

In SA, a new bill to ban daytime alcohol advertisements has been considered (Ndaba, 2016:12). Most South African women have access to television and social media which may be the reason enough to believe that alcohol advertisement contributes to a higher appetite for alcohol. A report released by Times LIVE analysed the drinking

patterns worldwide across all social classes. In that report, it is revealed that 41.2% of South African women were binge drinkers and that on average, SA women drank 60ml of alcohol a week (Ndaba, 2016:12).

Expenditure on advertisements is extremely high in SA. It is estimated at ZAR1.7 billion (USD130 million), and alcohol advertisements make up about 4.4% of all advertisements (Morojele, et al., 2019: 782-788). In previous years, the DoC reported that alcohol advertising expenditure had increased from around R550 million per year between 1997 and 2003 to more than R1.7 billion in 2011 and 2012. Based on data from January to September 2013, the total alcohol advertising expenditure is projected to have decreased by about 8% in 2013. The overall alcohol marketing spending is estimated to be 4.4% of collective advertising expenditure in SA in 2013. It has augmented from between 3% and 4% in 1997-2008 to a peak of 5.2% in 2010 and it reduced to 5.1% in 2011, and 5.0% in 2012 probably because of the adopted new bill of advertising (Department of Communications and Digital Technologies, 2019:3).

In terms of ranking, the heavy drinking level of women in SA is tied at the top with Zambia. Other African countries in the women's league top six are Burkina Faso (36.8%), Mozambique (32.8%), Nigeria (32.9%), and Zimbabwe (20.3%). However, national legislation to ban alcohol advertising has been stalled, and equivalent Western Cape provincial legislation restricting access was substantially weekend following aggressive opposition by the liquor and advertising industries (Ensor, 2018:12).

2.5 THE EFFECTS OF ALCOHOL ADVERTISING

While alcohol consumption is seen as acceptable to society, advertising alcohol may influence consumers in one way or another. The below discussions show different ways in which alcohol may influence consumers.

2.5.1 Alcohol advertising and consumer behaviour

In marketing, the decision process, and actions that consumers go through when making purchase decisions are regarded as consumer behaviour. One of the aims of alcohol advertising is to impact consumer behaviour. However, this impact is strengthened frequently through people's memories.

Research shows that memories about advertised alcohol brands are formed by associations that are related to alcohol brand names in consumer's minds (Khan, et al., 2012:114). Further studies reveal that these advertised brands continuously influence consideration, evaluation, and finally purchases (Romaniuk & Sharp, 2014:327). Most of the time, consumers' buying behaviour depends on the liking or disliking of the consumer towards the alcohol advertisement (Smith, et al., 2010:73).

2.5.2 The mere exposure effect (familiarity principle)

Hal Koss (2021:2) describes the mere exposure effect as a phenomenon causing people to like something more as a result of previous exposure to it, however brief and fleeting. While brief single exposure to an advertisement is enough to get someone to view it more favourably, studies reveal that repeated exposures are even more effective (Grimes & Kitchen, 2014:191). To be “merely exposed” to an object, a person has to at least perceive it. This phenomenon was made famous by the late Robert Zajonc (1968) explaining that the mere exposure effect refers to an increase in liking of a stimulus, such as a picture or a non-word, due to repeated exposure to it.

A meta-analysis, as well as other studies, has shown a stronger mere exposure effect when the stimulus is not consciously recognised suggesting that this effect might not be attributed to conscious recognition of the stimulus (Zerhouni, et al., 2015:422). Most of the mere exposure researches up to this point has been laboratory-based in which a stimulus such as a geometrical figure is presented to the participant on multiple occurrences. However, it has been shown that mere exposure to a false brand can generate increased self-reported liking toward this brand (Fang, et al., 2010:103).

Moreover, mere exposure to brands has been linked to increased perceptual and conceptual fluency (Shapiro, 2010:36). In a similar reasoning, recent studies showed that changing stimuli bolster processing fluency as they are more likely to elicit

attentional processing without requiring the participants to be aware of the changes (Shapiro & Nielsen, 2013:1202).

2.5.3 Advertising effectiveness examination

Advertising can be considered effective only if it leads to certain benefits to the marketer. Those kinds of benefits should have the capacity to influence customers towards a certain product (Batra & Ray, 2021). Examples of such benefits can be in the form of increased sales, brand exposure, market share expansion, etc. Based on a prior literature review, advertising effectiveness is measured in terms of sales generated and the influence on the customer (Naidu, 2017:42). Naidu (2017:51) further identifies three primary types of customer responses that indicate whether or not advertising is effective. Those three types are cognition effects, affective effects, and conation effects.

2.5.3.1 Cognition effects

Cognition or awareness is a term referring to the mental processes involved in gaining knowledge and comprehension and it happens when people are exposed to information (Naidu, 2017:44). These cognitive processes include thinking, knowing, remembering, judging, and problem-solving (Cherry, 2020:2). Cognitive advertising relies on techniques that focus more on the emotional and behavioural aspects of consumer decisions to improve advertising effectiveness (Hughes, 2018:4). Most alcoholic products are popular amongst the people hence Vakratsas and Ambler (2017:26) found that awareness, recall, perceived quality, changes in customer's price sensitivity as measures of the cognitive impact of advertising. Therefore, it can be concluded that advertising effectiveness contributes to the familiarity of alcohol.

2.5.3.2 Affective effects

Affective or fruitful effects or responses may be termed as moods and feelings evoked by an advertisement, which are distinct from evaluative and cognitive responses (Batra & Ray, 2021:234). They are not evaluative responses to an advertisement but

represent the moods and feelings evoked by the advertisement. Furthermore, Batra and Ray (2021:240) reported that affective responses on exposure to the advertisement predict attitude towards the advertisement, brand attitude, and influence.

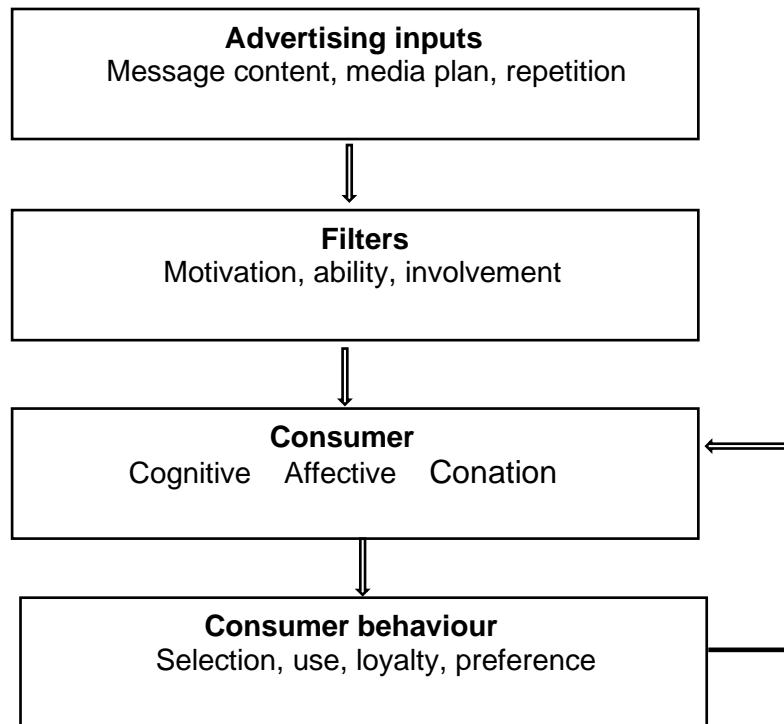
Aaker et al., (2016:365) explain the importance of affect as an effect of advertisement by reporting that studies have demonstrated the relationship between cognition and affect, and that even mild affective responses can influence cognitive processing. The authors confirmed that warmth as emotional arousal was significantly related to advertisement liking and the likelihood of purchase. Previous literature believes that attitudes are a major component of affects, however, conflicting views on the conceptualization of affects and emotion do exist (Naidu, 2017:42).

2.5.3.3 Conation (behavioural intention) effects

Conation includes behavioural intentions or willingness to act that is motivated by advertising (Vakratsas & Ambler, 2017:39). Bagozzi (2010:535) stated that the conation element is said to portray the action tendencies that one has to approach, avoid, or perform some response.

Recapping from the first two effects, for instance, after viewing an advert, a customer primarily becomes cognitively loyal based on beliefs about the brand characteristics only, then the customer may become affectively loyal with pleasurable fulfilment based on brand performance. Afterwards the customer may become conatively loyal, exhibiting a brand-specific commitment. The figure below is the conceptual framework for studying the effects of advertising.

FIGURE 2.1 THE CONCEPTUAL FRAMEWORK IN STUDYING THE EFFECTS OF ADVERTISING.



Source: Vakratsas and Ambler (1999)

2.6 ALCOHOL ADVERTISING STRATEGIES

Marketers use different strategies to market products depending on the target audience. Below are some of the strategies identified in different literature.

2.6.1 Alcohol advertisement through product development

New products such as ciders, speciality beers, premixed spirits, and spirits with sweet and fruity flavours have been developed to target women (deVissir & McDowell, 2012:618). Packaging of alcoholic beverages have also become increasingly gendered, for example, slim beer cans (De-Bruijn, 2011:1), colourful drinks and colourful packages have emerged to appeal to female market (Purves, et al., 2014:3). De-Bruijn et al., (2018:2) discussed how the ‘elegant’ and ‘trendy’ Heineken Slim cans were developed to target women in The Netherlands and suggested that products such as this have been successful in increasing consumption of beer among women.

The recent development of alcohol-free beer and alcohol with lower alcohol volumes have been discussed as a tactics to target a range of groups including women (De-Bruijn, et al., 2018:2). The authors further argue that, whilst the development of such products is noted as positive by providing alcohol-free alternatives, it has been argued that they allow brands to market their original alcoholic products to groups that they are prohibited from reaching, such as younger audiences and pregnant women.

Moreover, light alcohol drinks, low calorie alcohol drinks, and low carbohydrate alcohol drinks have been developed as a means of targeting women. Health claims such as weight control associated with such products were described as a deliberate attempt to target women (De-Bruijn, et al., 2018:3). For example, in the UK, the low calorie 'Skinny Original' Lambrini was marketed as a product ideal "for those shaping up for summer". These gendered connotations of weight and appearance draw on women's insecurities and anxieties over body image to present low calorie alcohol as a solution to weight concerns (Mackiewicz, 2012:13).

2.6.2 Lifestyle messages in alcohol advertising

There is a variety of lifestyle messages surrounding the new development of alcohol products. For instance, the use of lifestyle communications such as linking alcohol consumption to different social events have increased. Such events could be "women's night out". An analysis of alcohol advertising published in the USA revealed that although the content of marketing messages was the same for men and women, it differed in terms of presentation (Jung & Hovland, 2016:221). Another example is the importance of having wine in social gatherings for both men and women. However, consumption in business settings is still marketed to men only.

Moreover, De-Bruijin (2011:3) and McEwan et al (2013:155) indicated that several gendered messages have been considered as being used to persuade women to purchase and consume specific alcoholic beverages. The authors believe that one

commonly used tactic is sponsoring culturally oriented events such as Mothers' Day because of its popularity among women. Moreover, Hall and Kappel (2018:571) believe that themes such as sophistication, fun, partying, all-female drinking, and 'girls' nights out' are strategies used to appeal to women. Content analysis from the USA and the UK have also revealed that, in addition to other methods, women are targeted through connotations of wealth, beauty, and sensuality (Atkinson, et al., 2015:102).

Meanwhile advertising policies differ from country to country, literature reveal that in some countries like France, the use of lifestyle messages extend to the marketing of alcohol beverages on social media platforms using brands that are popular to women (Atkinson, et al., 2015:102). For example, analysis of alcohol marketing on Face Book found that the platform was used to target females through gender-specific messages in Australia (Carah, 2014:11).

2.6.3 Advertising as a face of Empowerment

Another factor that contributes to gendered alcohol marketing is the changes in the social positioning of women. These social changes include the public consumption of alcohol by women in particular (Torronen, 2014:640). Moreover, advances in gender equality, gender roles, and the changing nature of gender norms have dictated that alcohol products, their marketing, and drinking spaces needed to appear more female-friendly than before (Atkinson, et al., 2019:102).

Several authors highlighted the ways in which more contemporary alcohol marketing aimed at women draws on postfeminist discourses of sexual assertiveness, empowerment, and independence (Bailey & Griffin, 2017:2; Griffin et al., 2013:9; Mickiewicz, 2012:21). However, some authors suggested that alcohol marketing also draws on the portrayals of women as liberated, active, and desiring sexual subjects to encourage them to drink as an expression of empowerment (Mackiewicz, 2012:21). Meanwhile, Torrenen (2014:1138) suggests that empowerment co-exist alongside gender stereotypes, traditional philosophies of femininity, and the sexualisation of women to target the male market.

2.7 TARGETING WOMEN IN DEVELOPING COUNTRIES.

Although there is not much literature written on the targeting of women in developing countries, Dumbili (2018:287), De-Bruijin (2011:2) and Murdeshwar et al. (2019:8) mentioned that the alcohol industry has begun to target female audiences in such countries. In developing countries, marketing is less regulated. For example, Esser and Jernigan (2015:2220) describe how the alcohol producer Diageo is increasingly targeting young women in India for growth opportunities. Furthermore, the authors suggested that corporate social responsibility initiatives such as funding women's education and offer work skills in an attempt to empower women through economic independence, are a way of alcohol beverage companies to create loyal new alcohol consumers. This is because when these women start formal employment, they are already hooked to support the companies which sponsored them.

The European Centre for Monitoring Alcohol Marketing (EUCAM) confirmed that the gendered nature of alcohol advertising in the Low Medium Income Countries (LMIC) is starting to grow. This was done through the analysis of alcohol marketing activities in African countries such as Ghana, Nigeria, Kenya, Malawi, and Uganda. EUCAM found that sponsoring events like Miss South Africa competition by alcohol producing companies were offered in return for targeting women as potential future alcohol consumers (De-Bruijn, 2011:2).

Because of the lack of proper marketing regulations in the LMICs, myth and false health claims are still prevalent despite being banned in other developed markets. This was confirmed by Dumbili (2018:287) when analysing the annual beer symposium in Nigeria which is sponsored by Heineken Nigerian Breweries. The author found evidence of beer marketing communications associated with health and nutrition utilizing experts such as medical doctors and nutritionists to recruit and promote such messages. Moreover, in SA, the easy access to alcohol and exposure to alcohol advertisements among women have proven to be positively associated with adverse health and social ills (Amanuel, et al., 2018:302). For example, in the rural Western Cape province, poverty, alcohol use and exposure to advertising are often indicative of domestic and sexual violence.

2.8 THE ROLE OF FEMALES IN ALCOHOL ADVERTISING

Widely, most alcohol advertisements are primarily targeted at males while women portrayed in such advertisements are generally showed within the limiting stereotypes of a party girl, girl status, decorating symbol, and some form of trophies for their male counterparts. However, Rolando (2017) believes that this differs by alcohol brand. Women are portrayed less in male-targeted alcohol advertisements products such as beer (Atkinson et al. 2018:91). However, researchers like Beccaria et al., (2018:1012); Torrenen (2014:640); Torrenen and Rolando, (2017:794); suggested that increase in female representation in beer advertisements was noticed. It is now evident through some changes in women's portrayal on beer advertisement. The increase means that there has been a change in the way women's role is presented on alcohol advertisements which were initially meant for men.

Seemingly there is an agreement between different kinds of literature which analysed alcohol-related advertisements. For example, in Finnish, Italian, and Swedish women's magazines between 1960s and 2000s it was discovered that the gender roles attributed differently before, have developed in similar ways across countries (Beccaria et al., 2018:1012; Torrenen & Simonen, 2015:1138; Torrenen & Rolando, 2017:794). These researchers discovered that in the olden days, women in many countries were traditionally presented as being responsible homemakers but nowadays they are alcohol promoters. This has emerged over time as new characters in alcohol advertisements were introduced, in which females' own time and preferences independent of men and the family.

The gender standards introduced in alcohol advertising have not collapsed or been substituted by identical gender norms but as an alternative (Jung & Hovland, 2016). For example, the use of women's bodies, sexualities, and stereotypical feminine beauty has long formed part of the liquor business's marketing (SHAAP & IAS, 2017:3). Topical examples debated involve liquor advertising manipulating masculine sexual imaginations (Noel, et al., 2017a:28).

The use of images that portrays and sexualises females have been described in investigations of advertising on a range of marketing platforms, including magazines, music videos, social media, and television (Katherine C. Smith, 2014:1901). Hall and Kappel (2018:571) analysed the representation of men and women in alcohol television advertisements in USA and discovered that, although the portrayals of women in alcohol advertising are more today than in the past, they are hypersexualised, contained by thin description of beauty, presented as objects for male pleasure and undermining men's liberty to appreciate stimulating preferences and bond with other men.

Research analysing alcohol advertising content in music videos and lyrics described a high level of sexual objectification of women (Lindsay & Lyons, 2018). It was discovered that women in alcohol advertisements are being portrayed as supplies that operate to fulfil men's sexual yearnings and represent male power (Lindsay & Lyons, 2018:624). For example, such videos displayed woman's behinds being touched by men holding alcohol products and lyrics that are reported as excusing sexual provocation. Alcohol marketers have also been accused of endorsing some forms of masculinity and gender relations that have adverse repercussions on how women are recognised and treated in society (Adams, et al., 2011). A change from the sexualisation of women has also been mentioned, due to the concerns of alcohol industry that such content may push away women as prospective alcohol purchasers.

2.9 EFFECTS OF GENDER RELATIONS AND EQUITY

There is not much research on this subtopic explored in SA which explains the effects of sexualised images of women in alcohol advertising. Concerns have however been raised over the possibility for such content to have a damaging effect through creating an environment in which women are dehumanised and aggression towards them condoned (Sirr, 2015:285). Parker et al. (2013:40) in their book *Sexual Violence, Alcohol and Advertising* discovered the influence of the existence of sexual alcohol advertisements targeted towards Latino people in alcohol stores. Their observations found a higher presence of sexual marketing in some areas outside SA, and also that

alcohol advertisements associated sexual conduct and sexual availability with alcohol use.

After the researchers monitored such confusing issues, research found that there was a high level of sexual content observed in some areas, and the level of sexual violence perpetrated towards women with a more solid impact detected for Latino young women (Parker, et al., 2013:40).

2.10 CONCLUSION

The literature review chapter discussed different theories related to alcohol advertisement. More literature covered the concerns regarding alcohol advertising and its effects on the rising consumption of alcohol by women. Different strategies used in alcohol advertising such as new product development, lifestyle messages, etc., were discussed. Literature on the targeting of women in developing countries, the roles of female in alcohol advertising as well the effects of gender relations were reviewed. Chapter 3 follows with research methodology.

Chapter 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter consists of the method used to collect and analyse data for this study. The method chosen was crucial for this study because it ensured that the results obtained from the respondents were trustworthy and also valid. The chapter is organised under the following sub-headings: research approach, research design, research sampling method, data collection method, data analysis method, research limitations, trustworthiness, ethical considerations, and conclusion.

3.2 RESEARCH APPROACH

A qualitative research method was chosen for the purpose of this study. The qualitative research method is a systematized approach of portraying people's experiences and internal feelings. It can be said that qualitative research provides a thorough and deep overview of a phenomenon through data collection and presents a rich description using a flexible method of research (Naderifar, et al., 2017:67). In this method, qualitative information which was gathered in the form of non-numerical information was produced.

The benefits of the data collected in qualitative research deliver to the researcher not only the information about the cultural traits analysed but the degree of cooperation offered by the participants (Cardano, 2020:120). Also, the qualitative research method was chosen because it was suitable for examining the attitudes of the respondents which requires a rich description to understand their reality.

By using the qualitative research method, the soft data that would be rather difficult to detect and collect, such as feelings and decisions, and getting insight into social relations among individuals that share the environment become easy for the

researcher to access (Bhandari, 2020:2). This kind of interview method was suitable for examining the attitudes of the public participants. For this study specifically, the qualitative research approach assisted in giving the researcher deeper knowledge of the society in question and its relationship with alcohol advertising.

3.3 RESEARCH DESIGN

The research design refers to the overall strategy that the researcher chooses to incorporate the different components of the study in an intelligible and rational way thereby, ensuring the researcher that the research problem will be effectively addressed. It constitutes the blueprint for the collection, measurement, and analysis of data. The function of a research design is to ensure that the evidence obtained enables the researcher to effectively address the research problem as unambiguously as possible (Kirshenblatt-Gimblett, 2016:2).

A descriptive design was used for this study to allow a fact-finding process that led to adequate interpretation. In research, a qualitative descriptive design is used when an uncomplicated description is desired that focuses on the details of an experience (Winston-Salem State University, 2018:1). This research project was designed to provide systematic information about the relationship between alcohol advertising and women in Spruitview. The analysis and synthesis of the data provided the test of the hypothesis. Systematic collection of information requires careful selection of the units studied and careful measurement of each variable.

In the case of study settings, an inquiry is examined in its real-life setting and not its artificial domain, especially when the phenomena and context are not apparent or clear (Mouton & Babbie, 2015:54). Furthermore, case studies put more focus on the depth of study and not the breadth of study where it is possible to obtain a lot of detailed information (Leedy & Ormrod, 2013:156). In addition, case studies allow a holistic approach to the inquiry, concentrating on the complexity, interrelatedness, and interconnectedness of the variables under study. It is predicted that through this study,

the relationship between women and alcohol advertising would be observed in the participants.

3.4 RESEARCH SAMPLING METHOD

A population is the pool of individuals from which a statistical sample is drawn for a study (De Vos & Strydom, 2011b:478) while sampling is the selection of a subset of the population of interest in a research study (Turner, 2020:8). In the vast majority of research activities, the participation of the targeted population is not possible, so a smaller group is relied upon for data collection.

According to Saunders et al. (2012:283), a sample size for a qualitative study must have 5-25 participants. Therefore, a sample of 12 randomly selected women who consume alcohol is deemed sufficient for the qualitative analysis of this study and was drawn from a population of 138 women who consume alcohol in the area of Spruitview. A random sampling technique was used to sample the population for this study. Turner (2020:8) believes that when simple random sampling is used, all elements have an equal probability of being selected. A sample chosen randomly is meant to be an unbiased representation of the total population. In addition to the random selection, a snowball selection technique was used. A snowball selection technique is a non-randomised selection which means that the randomly selected participant was requested to recommend another participant with similar characteristics and thereby the snowball continued to roll.

A carefully selected sample can provide data representative of the population from which it is drawn and ultimately help the researcher to averagely cover the community the study is based on. Sampling from the population is often practical and allows data to be collected faster and at a lower cost than attempting to reach every member of the population. The table below gives a clearer picture of the sample size.

Table 3.1 Sample Size

Area Sections	Age	Sample Method	Population	Sample Size
Spruitview	25-40	Random sampling	138	12
Total				12

3.5 DATA COLLECTION METHOD

Data collection is one of the major elements and basis of research. There are two types of data collection methods, namely primary and secondary methods. For the purpose of this study, the primary data collection method was utilised.

Primary data is defined as data that has been collected from first-hand experience (Kabir, 2016:201). The author suggests that this type of data has not been published yet and is more reliable, authentic, and objective. Primary data has not been changed or altered by human beings; therefore, its validity is greater than secondary data.

The benefit of using primary data in this study was that the researcher collected evidence for the specific purposes of the researcher's study. In essence, the questions that the researcher asked were tailored to produce the data that was useful for the study at hand. In the primary data collection method, the researcher collects the data themselves, using either surveys, interviews, or direct observations (Institute for Work and Health, 2015:2), but for the purpose of this study, only interviews were conducted.

According to Kabir (2016:201), advantages such as accuracy, specificity, ownership, and up-to-date information can be attached to primary data collection. In the case of

this study, this meant that accurate information would be received from the source (those who may be influenced by advertising to drink), and the researcher would be in direct ownership of the information instead of buying secondary data.

3.6 DATA ANALYSIS METHOD

Thematic Analysis (TA) is widely used in qualitative research and was employed as an analysis method for this study to analyse the data collected from the respondents. Braun and Clarke (2013:6) define TA as a technique to categorize themes and patterns across a dataset about the research question. TA is flexible, allowing the researcher to analyse the research answers with ease and it uses a bottom-up approach to identify themes.

The recorded audios from the interviews acted as a soft record of the interview process and was analysed by the researcher to authorize developed themes. During the audio analysis period, the researcher wrote notes that served as hard copies records. This was refined and explained in a narrative form in the study context.

3.7 TRUSTWORTHINESS

Trustworthiness of the study refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of the study (Connelly, 2016:435). Trustworthiness constructs, as opposed to reliability constructs, are used in qualitative research to make sure results are credible, transferable, dependable, and confirmable (Zhu, et al., 2014:267).

Below descriptions explains how the researcher adhered to trustworthiness criteria as suggested by Korstjensa and Moserb, (2018:121):

3.7.1 Credibility

In order to improve the credibility of the study, the researcher used interviews. The researcher recorded the interviews processions on an audio device. Cook (2017:1) believes that recording is a more accurate, effective, and transparent method of capturing information than traditional methods of physically writing or typing. This is because audio recording qualitative interviews can be useful during the interview itself and afterward. When recording the interview, the researcher only focused on listening, probing, and following up.

3.7.2 Transferability

This was achieved by providing thick descriptions. Thick descriptions assisted the researcher to attain analytical generalisability, which meant generalising the results to theoretical propositions (Yin, 2014:237). Analytical generalisation is the logic whereby findings can extend to situations outside the original study, based on the relevance of comparable theoretical concepts or principles (Yin, 2014:237).

3.7.3 Dependability

The researcher explained the research methodology in detail so that other researchers who intend to replicate this study would be able to achieve the same results. Furthermore, all records of conducted in this study will be kept for five years and stored on a compact disc in a safe place.

3.7.4 Confirmability

This criterion was achieved by being objective when reporting the study results. The supervisor was given the transcripts to ensure that the researcher was objective when writing this report. The responses of the participants were made available to the study supervisor for verification purposes.

The table below provides some specific examples of how the researcher implemented the trustworthiness strategies to ensure rigour in this study as suggested by Korstjensa and Moserb (2018).

Table 3.2: Strategies for enhancing the trustworthiness of qualitative research.

Criterion	Strategy	Implementation
Credibility	<ul style="list-style-type: none"> Recording of responses on a recording device Persistent observation 	<ul style="list-style-type: none"> Recorded interview responses to be revisited to check emerging themes and remain true to the respondents. The researcher identified characteristics and elements that were most relevant to the problem of the study.
Transferability	<ul style="list-style-type: none"> Thick description 	<ul style="list-style-type: none"> Describing not just the behaviour and experiences, but their context as well, so that the behaviour and experiences become meaningful to the outsider.
Dependability	<ul style="list-style-type: none"> Audit trail 	<ul style="list-style-type: none"> Transparency describing the research steps taken from the start of the research project to the development and reporting of the findings.
Confirmable	<ul style="list-style-type: none"> Audit trail 	<ul style="list-style-type: none"> The records of the research path are were kept throughout the study project so that future researchers can establish that data and interpretations of the findings were not figments of the inquirer's imagination but clearly derived from the data.

Source: Korstjensa and Moserb (2018).

3.8 ETHICAL CONSIDERATIONS

The following guidelines was followed to ensure that the study remains ethical and scientific, as suggested by Creswell (2013):

3.8.1 Informed consent: To verify that the participants were not forced to take part in the study but did so in their own free will, the participants were required to sign the consent letter.

3.8.2 Confidentiality and privacy: The researcher respected all the participants by guarding their rights to confidentiality and privacy. No personal details of the participants are disclosed in the study report. The transcribed scripts were referenced with a unique identifier representing the participant's identity to make sure confidentiality was observed. All findings were structured in a manner that no single respondent was attributed to the findings.

3.8.3 Data storage: Once all the data had been gathered, the researcher made sure that the written transcribed data was kept safe and secure in a lockable safe that only the researcher have the access to.

3.8.4 Feedback: Participants were informed and assured that all data collected will only be used for academic purposes and that the outcomes of the investigation will not be distributed to others except to the stakeholders that took part in the study. The participants were assured that all the information relating to the study will be made available to them should they need to view it. The research process only resumed after the UNISA SBL granted the approved ethical clearance certificate.

3.9 RESEARCH LIMITATIONS

Since the study employed interviews for data collection, the Covid 19 pandemic conditions limited the opportunity to conduct physical face-to-face interviews. Only virtual interviews were conducted.

The participants identified for interviews had to have a smartphone or computer with access to the internet connection. Connectivity interruptions could not be excluded which would make the communication process difficult. Poor network coverage may have caused the sound to be of low quality making it problematic for the researcher and the respondent to hear and communicate with each other properly.

3.10 CONCLUSION

The chapter highlighted the research approach, research design, the research sampling method, the data collection method, and the data analysis method adopted for this study. All of these methods were explained and justified as appropriate to reach the objective of this research study. The trustworthiness of the study and the ethical considerations of the research, as well as the limitations of the study, were explained.

Chapter 4

RESEARCH RESULTS

4.1 Introduction

The aim of this chapter is to report on the study findings derived from the participants. The study findings were obtained from the semi-structured interviews held with 12 participants who were recruited randomly. The participants' demographics and the data collection process pursued are reported. The findings from the collected data are presented, discussed, and analysed according to the research objectives.

The primary research objective of the study was to investigate the perceptions of women in Spruitview towards alcohol advertising. The primary objective of the study was realised through the secondary objectives which were as follows:

- To examine the relationship between alcohol advertising and alcohol consumption behaviours by women in Spruitview, South Africa.
- To determine whether alcohol advertisement increases risky alcohol consumption amongst women in Spruitview, South Africa.

Based on the results from the data, new knowledge was generated regarding the relationship between alcohol advertising and drinking behaviour of women in Spruitview. Through the initial thought and comparison of data, a coding framework was developed from which themes emerged.

4.2 Respondents' demographics

Table 4.1 below outlays the summary of the respondents.

Table 4.1 Summary of the respondent's demographics

Definition of respondents	Age category	Place of residence
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Women who consume alcohol every day of the weekend, meaning those who drink from Friday to Sunday.	25 - 40 years	All the respondents reside in Spruitview, South Africa.
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4.3 Data collection process

The interviews conducted were done guided by the interview guide with open ended questions to permit the participants to provide detailed answers. Due to the Covid-19 pandemic, all interviews were conducted using online platform and the participants' answers were recorded on audio device.

The process observed the ethical considerations by allowing each participant to sign the informed consent form. The personal information of the respondents such as names were not used to allow confidentiality. Alphanumeric codes were used as identifiers of each participant, that is P1, P2, P3, P4, P5, P6, P7, P8, P9, P10, P11, P12.

4.4 Themes that emerged from the data

Two advertising theories were discussed in Chapter 2. Those theories are advertising impact theory and advertising identity theory. Advertising impact theory illustrate how advertising influences the behaviour of the customers while advertising identity theory illustrate how customers express their associations by relating to a particular product (Cashmore, 2015:411). The initial framework that emerged from the data as per the two theories is presented in Table 4.2 below.

Table 4.2 Initial Coding Framework

Impact themes	Identity themes
Awareness	Masculinity versus feminism
Appeal	
Persuasive	
Attention	
Reaction	

4.4.1 Impact themes

The impact theory themes discussed below are awareness, attention, persuasive and entice.

4.4.1.1 Awareness

Advertising awareness is a marketing strategy designed in a way to enhance the consumers' awareness (MBA Skool, 2020:3). To understand the degree of alcohol advertisements awareness, the participants' opinions of the type of alcohol advertisements they recall being exposed to was investigated. From the data collected, alcohol advertising awareness indicated the connection between the participant's attentiveness of alcohol advertising and their remembrance of particular advertisements. The results showed that, the participants' level of alcohol advertising awareness differs. The findings are outlined in Table 4.3 below.

Table 4.3 Participants' awareness of alcohol advertisement

Interview question: What type of alcohol advertisement do you recall being exposed to?		
Participants	Verbatim quotes	Coding

P1	<i>"Because I like to get together with friends, I recall the ones that shows people partying and clubbing".</i>	Fully aware
P2	<i>"Most of alcohol advertisement I recall being exposed to are those which popup on social media".</i>	Fully aware
P3	<i>"I find it difficult to be specific on which type I recall being exposed to, but I think I have been exposed."</i>	Partially aware
P4	<i>"I recall the posters that are posted at liquor stores."</i>	Fully aware
P5	<i>"I don't recall specific type of alcohol advertisement, but I know I have seen it."</i>	Partially aware
P6	<i>"The type I recall are those with kwaito music".</i>	Fully aware
P7	<i>"I like going for holidays, I recall advertisements which portrays people drinking along the sea."</i>	Fully aware
P8	<i>"There are a lot of advertisements I am exposed to, especially on billboards on the roads."</i>	Fully aware
P9	<i>".... I am not aware of alcohol advertisement."</i>	Not aware
P10	<i>"I recall seeing different alcohol advertisements on different media platforms."</i>	Fully aware
P11	<i>"Because I like watching movies and many advertisements are shown during that time, I think I've been exposed to different alcohol advertisements from television and social media shown during movie time."</i>	Fully aware
P12	<i>"I do recall seeing alcohol advertisement, I cannot recall the type."</i>	Partially aware

The data in Table 4.2 above showed that the majority of the participants are aware of alcohol advertisement and can recall being exposed to alcohol advertisement. 8 out of the 12 respondents (P1, P2, P4, P6, P7, P8, P10 and P11), which is 80% of the respondents, indicated that they fully recall being exposed to alcohol advertising.

However, P3, P5 and P12, who makes up 15% of the respondents, partially recall being exposed to alcohol advertisement while 5% are not aware of any alcohol advertisement.

4.4.1.2 Appeal

Advertising appeals refers to the approach used to attract the attention of customers or to influence their feelings towards a brand, product, or service. It is the central idea of an advertisement and speak to an individual’s need, wants or interest and entice them to take the desired action which generally is “Buy me” (Saurav, 2020:2).

Following on the themes identified and guided by constructs outlined in the theories in which the study is grounded on, the participants’ opinions of the lifestyle they perceive alcohol advertising promotes was investigated. The findings are outlined in Table 4.4 below.

Table 4.4 Participants’ opinions of the lifestyle they perceive alcohol advertising promotes

Interview question: Describe the type of lifestyle that you perceive alcohol advertising promotes. Does this lifestyle appeal to you? Motivate your answer.		
Participants	Verbatim quotes	Coding
P1	<i>“Alcohol advertising shows the life of celebration, people are always shouting and dancing when drinking alcohol, that lifestyle does not appeal to me because I like to drink where people are just relaxing.”</i>	Not appealing
P2	<i>“Partying. That’s what I can say. I like parties and dancing to loud music so I can say that lifestyle appeal to me a lot.”</i>	Appealing
P3	<i>“The type of lifestyle alcohol advertising promote is a lifestyle of outings, you can hardly see people drinking</i>	Appealing

	<i>at home. That lifestyle appeal to me, I like to be out most of the time."</i>	
P4	<i>"Promotes spending. It makes people buy alcohol even if they don't have money. No, it does not appeal to me. I am don't like spending my money."</i>	Not appealing
P5	<i>"Alcohol advertising promotes life of clubbing. It shows a lot of people in clubs' especially young people. Clubbing is not my thing so I can say it is not appealing to me."</i>	Not appealing
P6	<i>"It promotes friendship. It appeals to me, I get together with my friends, have fun while having some drinks together."</i>	Appealing
P7	<i>"A life of success, many people featured in alcohol advertisements displays successful lifestyle. Appeal.... yes, we all want to be successful."</i>	Appealing
P8	<i>"It promotes lifestyle fun and happiness, getting together and enjoying drinks. We all want to be happy."</i>	Appealing
P9	<i>"Lifestyle of beauty, all the women I see on alcohol advertisement are beautiful. Yes, the lifestyle appeal to me. I like beauty."</i>	Appealing
P10	<i>"Alcohol advertising promotes the life of joy. People featured on adverts are always happy. I have never seen a boring lifestyle on alcohol advertising. Yes, the life of joy appeal to me."</i>	Appealing
P11	<i>"Gatherings and drinking together. Yes, it appeals to me. I like to be around other people."</i>	Appealing
P12	<i>"Alcohol advertising promotes dancing and partying. No, it doesn't appeal to me, I am a reserved person."</i>	Not appealing

Most of the respondents, about 60% of them are of the view that alcohol advertising promotes the lifestyle that is appealing to them. That was P2, P3, P6, P7, P8, P9, P10, and P11. The summary of the lifestyle they believe alcohol advertising promotes is

getting together, have drinks and be happy. P1 however, said that although alcohol advertising promotes the lifestyle of celebration, it does not appeal to her.

P4, P5, and P12, who makes 30% of the total respondents said the type of lifestyle that is promoted by alcohol advertising is not appealing to them. They gave different reasons to their views, which is mainly relate to their personality.

4.4.1.3 Persuasive

Persuasive advertising is a method of marketing that attempts to convince a buyer to purchase a product (Nichifor, 2014:180-188). Advertising is persuasive in nature and the goal of those using advertising is to persuade the public to adopt a product. This was supported by the opinions of the respondents. The opinions of the participants on the ability of alcohol advertising to persuade customers was investigated. The findings are outlined below in Table 4.5.

Table 4.5 Views of the participants on the persuasive ability of alcohol advertising

Interview question: In your opinion, detail how you think alcohol advertising motivates you to buy and consume alcohol?		
Participants	Verbatim quotes	Coding
P1	<i>"It shows me what I like the most."</i>	Strongly persuasive
P2	<i>"I drink alcohol because I like it, not because advertising pushes me to buy and drink."</i>	Slightly persuasive
P3	<i>"Alcohol advertising shows me happy people, and sometimes think that if I buy and drink, I may be happy."</i>	Moderately persuasive
P4	<i>"Normally alcohol advertising promises me a better life, like happiness or fulfilment. It motivates me to buy and drink because I want a better life, I really wishes to be fulfilled in life."</i>	Strongly persuasive

P5	<i>"It promises me acceptance from my peers because if I buy and drink with them, we become happy together and they tend to like me."</i>	Strongly persuasive
P6	<i>"Is not that alcohol advertising pushes me to buy, we as people just like to drink."</i>	Slightly persuasive
P7	<i>"Alcohol advertising shows people who are successful, then I become convinced that if I buy and drink, probably I may be a successful individual one day."</i>	Moderately persuasive
P8	<i>"By displaying status. I like class."</i>	Strongly persuasive
P9	<i>"I prefer to be categorised as a beautiful lady so, when I see beautiful ladies drinking on the advertisement, I am persuaded to buy and drink more."</i>	Strongly persuasive
P10	<i>"High financial status is thee thing in alcohol advertisements. I think when I see rich and respected people drink, I am convinced that to be a high-class person, I need to buy and drink."</i>	Strongly persuasive
P11	<i>"Alcohol advertising displays fame, therefore, I become convinced that I may rub shoulders with the famous if I can get myself a drink."</i>	Strongly persuasive
P12	<i>"Because I am stressed by life issues, I think maybe if I can buy a drink, probably I may be like those people I see on alcohol advertisement, they are shown to be happy."</i>	Moderately persuasive

When the respondents were asked to detail how they believe alcohol advertising motivate them to buy alcohol, most of the respondents said that alcohol advertising does motivate them to buy alcohol and drink. The code attributed to their answers was 'strongly persuasive'. 65% of them agreed that alcohol advertising does motivates them to buy alcohol. 25% of them were of the view that it is not that much persuasive, with the code 'moderately persuasive', and 10% indicated that alcohol advertising it not persuasive at all.

4.4.1.5 Attention

For advertising to work, it must attract attention before it does anything else (Teixeira, 2014:14). Attention in advertising refers to the qualitative measure of an advertisement's effectiveness in arousing interest from viewers. To determine the effectiveness of alcohol advertising in eliciting attention from the target market, participants were asked to describe the type of images that they think alcohol advertising portrays to hold their interest to the message exposed. The findings are outlined in Table 4.6 below.

Table 4.6 Views of participants of alcohol advertising images

Interview question: Describe the type of images that you think alcohol advertising portrays to hold interest to the message exposed.		
Participants	Verbatim quotes	Coding
P1	<i>"I can say alcohol advertising portrays attractive images, like something that makes me attracted to keep looking."</i>	Attractive
P2	<i>"I am convinced that images in alcohol adverts are descriptive in nature. I just look at the image and understand the message."</i>	Descriptive
P3	<i>"Explanatory. That is what I can say. The images are just straightforward. I don't need to hear people talk, I look and get the message."</i>	Descriptive
P4	<i>"Beautiful, colourful, and attractive."</i>	Attractive
P5	<i>"The images are dramatic hey, at one point you see you see a person who is unenergetic, the next moment the same person is active and dancing, it's just drama."</i>	Attractive
P6	<i>"I can say the images in alcohol advertising are very positive, people are happy, laughing, they just have life."</i>	Motivating
P7	<i>"Celebrity images, especially the famous and envied celebrities."</i>	Attractive

P8	<i>“Alcohol advertisement images provokes curiosity; they make me want to see more. The ones I see on the billboards makes me notice the headlines.”</i>	Attractive
P9	<i>“Women images, I mean the real beautiful women. Especially when the advert shows drinks that are favoured by women.”</i>	Attractive
P10	<i>“What I notice the most in alcohol advertising images is men who have it all in life, life is just happening for them. They are so attractive for us women, they look successful”</i>	Attractive
P11	<i>“Ahh those images are funny, really funny they make me laugh.”</i>	Motivating
P12	<i>The images.....I think they are self-explanatory. They tell me to go out and get some drinks.”</i>	Descriptive

The description of the images that the respondents think alcohol advertising portrays to hold their interest to the message exposed was either descriptive, motivating, or attractive. P1, P4, P5, P7, P8, P9, and P10 believe that alcohol advertising images were attractive. P2, P3, and P12 said that the images were descriptive, while P6 and P11 indicated that the images were motivating. The percentages of the participants' responses were 65%, 25%, and 10% respectively.

4.4.1.6 Reaction

The aim of advertising is to get people to respond to the message exposed. Reaction to advertising is a call to action, or a call to respond in a particular way. The participants' opinions on whether or not they believe alcohol advertising can trigger certain reactions from consumers was investigated. The findings from the investigation are presented in Table 4.7 below.

Table 4.7 Participants opinions on whether alcohol advertisement can trigger certain behaviours

Interview question: In your opinion, do you believe that alcohol advertising can trigger certain behaviours from consumers?		
Participants	Verbatim quotes	Coding
P1	<i>“Because alcohol advertisements portray famous people, I think it make us consumers to want to be like those celebrities, we may start to behave like those celebrities portrayed in the adverts.”</i>	Yes
P2	<i>“Yes, it can, in a long-term, consumers who are continually exposed to alcohol advertisements, turn to like to drink more that those who are less exposed.”</i>	Yes
P3	<i>“Yes, seeing alcohol advertisements can make or can influence binge drinking behaviour.”</i>	Yes
P4	<i>“I believe it can, sometimes after seeing alcohol adverts, I personally find myself imitating what I saw, and when that happen, I want to drink more.”</i>	Yes
P5	<i>“Absolutely yes, after viewing alcohol advertisement, consumers want to drink, then they spend more money on alcohol as they continue seeing alcohol advertisements.”</i>	Yes
P6	<i>“I believe that it is two-sided, alcohol advertisements with warnings generate positive affect, and may increase alcohol approach bias.”</i>	Yes
P7	<i>“The positive part of alcohol advertising is that alcohol-warning advertising generates displeasure and eventually reduces alcohol consumption.”</i>	Yes
P8	<i>“I believe that alcohol advertising increases binge drinking, especially the adverts that are placed where we buy alcohol, they are so enticing.”</i>	Yes
P9	<i>“As a woman, I think that alcohol advertising produces more irresponsible mothers. It encourages us to go drink</i>	Yes

	<i>and neglect our children, I am convinced that this is not good.”</i>	
P10	<i>“Although I am drinker; I believe that sometimes alcohol advertisement can be blamed for triggering some behaviours in most of us, because we sometimes have personal problems, alcohol advertisement offers temporary solutions happiness by showing us happy people then we go buy and drink and neglect our responsibilities.”</i>	Yes
P11	<i>“I am a working woman, but as soon as I see alcohol being advertised, I choose not to go to work but stay home so that I can go drink, so I become a bad employee.”</i>	Yes
P12	<i>“No. Myself I know that alcohol advertising is money making scheme for alcohol producing companies, I choose not to let it influence me in drinking more, it will trigger any behaviour on me, it does nothing to me, I refuse.... I behave the way I want to.”</i>	No

From the respondents’ answers, it can be concluded that alcohol advertising can trigger certain behaviours from consumers of alcohol. 91% of the respondents are convinced that there is a particular reaction that will always follow the exposure to alcohol advertising. Those behaviours differ from person to person, from immediate buying, absconding from work due reacting to the exposed alcohol advertising message, spending unnecessarily, to irresponsible mothers. Only one respondent, P12 is not convinced that alcohol advertising can trigger certain behaviours.

4.4.2 Identity themes

4.4.2.1 Masculinity versus feminism

Gendered signals like ‘blue means boy and pink means girl’ begin from the time a child is born and continue through the course of people’s lives. Marketers use gendered

stereotypes to convince the targeted audience to buy their products (Murray, 2020). Many cultures including South Africa, exhibit drinking and the use of alcohol as having strong links to the structure of maleness and masculine independence while universal ideal of femaleness discouraged alcohol consumption drinking.

With the subject of gender in mind, it was important to interrogate the participants on the issue of whether or not they believe alcohol advertising is gendered. This assisted the researcher to understand the opinions of the respondents on this matter. The participants were asked whether or not they believed that men and women are portrayed differently in alcohol advertising? The findings from that question are presented in Table 4.8 below.

Table 4.8 Participants’ opinion on gendered advertising

Interview question: In your opinion, do you believe that men and women are portrayed differently in alcohol advertising?		
Participants	Verbatim quotes	Coding
P1	<i>“Yes, most of the time they are shown to be different, men are showed to be successful wearing executive suits while women are shown like trophies to men, making the men happy while drinking.”</i>	Gendered
P2	<i>“Not really, both are equal in everything these days. Men and women are shown the same, they both seem to be enjoying the drinks.”</i>	Not gendered
P3	<i>“Yes, women are portrayed as sex objects, half naked. While men in most of the adverts are always wearing suits coming from work.”</i>	Gendered
P4	<i>“I cannot say they are portrayed differently because they are shown both as successful and, in most cases, they are equal in number.”</i>	Not gendered

P5	<i>"I don't see it like that, I think men and women have different roles. Men are portrayed to be businesspeople while women are portrayed to be beautiful, so their roles are not the same."</i>	Not gendered
P6	<i>"Absolutely different, alcohols advertising most of the time follow the idea that women should be shown as drinking less than men, sometimes they are just accompanying men to the drinking place, and themselves are not drinking."</i>	Gendered
P7	<i>"Although women seem to be appearing a lot on alcohol advertisements, they play different roles from men. They are there just to beautify the advertisement, not necessarily as active participants."</i>	Gendered
P8	<i>"I believe they are portrayed differently; men are portrayed with respect in alcohol advertisements while women are portrayed as loose without dignity."</i>	Gendered
P9	<i>"Yhaa, it seems men are portrayed as people who are expected to drink while women are portrayed as those who must be serving the men with alcohol. Women are serving in many alcohol advertisements where they appear with men while men are enjoying, he drinks."</i>	Gendered
P10	<i>"I am not really sure, but I think they are portrayed differently in most alcohol advertisements. Many of the advertisements that I have seen, where women appear with men, they are there to entertain the men while the men are drinking."</i>	Gendered
P11	<i>"I see nowadays that, women are mostly portrayed in 'only women' advertisements, while men are also shown in adverts where they are only alone as men, like when they are watching soccer games."</i>	Gendered
P12	<i>"Yes, portrayals of women in alcohol advertisements are drastically different than the portrayals of men, this</i>	Gendered

	<i>can be seen by their lack of presence in many advertisements.”</i>	
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Most of the participants believe that alcohol advertising is highly gendered. 9 out of 12 participants said that men and women are not portrayed the same in alcohol advertisements. That means 75% of the respondents are convinced that women and men don't play similar roles in alcohol advertising, while only 25% are not convinced.

4.4.3 Additions from the Respondents

The respondents were asked to provide the researcher with anything that they thought could add knowledge in understanding the influence of alcohol advertising on the drinking practices of women in Spruitview. Table 4.8 below outlays the respondents' contributions to the study.

Table 4.9 Participants' additions to the study

Interview question: Is there anything regarding this topic that you would like to add that could help add knowledge in understanding the influence of alcohol advertising on the drinking practices of women in Spruitview?	
Participants	Verbatim quotes
P1	<i>“Yes, we as women should learn more about alcohol advertising and its effects.”</i>
P2	<i>“I think I can add that, the government should add more restrictions to alcohol advertising.”</i>
P3	<i>“We need to be aware that, especially as women, some of us are parents and we are modelling some kind of a lifestyle to our children, we should stop believing what advertisers are saying and focus on our families.”</i>
P4	<i>“Media literacy intervention, that is all I can add.”</i>

P5	<i>"I think we should learn to resist social influence, the way we do things is not right."</i>
P6	<i>"The government should provide alcohol-specific media literacy education especially to the younger generation."</i>
P7	<i>"My observation is that, since social is on the rise, most young women are being influenced by advertisements they see on their gadgets, so limiting or banning alcohol advertising on social media may help."</i>
P8	<i>"Alcohol beverage manufactures should be forced to provide support to the community through social responsibility. I say this because those companies are just selling to us through the exposure of alcohol advertising but, do not take responsibility to rehabilitate us to our pre-alcohol exposure life."</i>
P9	<i>"There is nothing much I can say except that, whether we are exposed to alcohol advertising or not, we must resist the urge to act as per the conviction of advertising."</i>
P10	<i>"I am convinced that alcohol advertising is influential, limiting it can reduce and improve the drinking practices of women in this area."</i>
P11	<i>"Sometimes it is because many people are not working in this area; they watch television a lot and become hooked to advertising messages which lead them to drinking a lot. The creation of employment activities can somehow reduce the time people are exposed to alcohol communication."</i>
P12	<i>"People should learn not to be convinced by alcohol advertising, as I said, it is simply a money-making scheme. We must not be lured by it."</i>

The participants highlighted their different views with regard to the influence of alcohol advertising in Spruitview. What can be concluded from the views of 5 respondents is that alcohol advertising learning is required. 3 of the respondents felt that people should learn to resist the urge to be influenced by alcohol advertising, and 3 others felt that the government or law makers should impose more rules to regulate the alcohol advertising industry. However, 1 respondent is of the view that, the government should

intervene with combating the unemployment social issue that most people in Spruitview find themselves in.

4.5 Conclusion

The chapter discussed the findings of the research results collected from a total of 12 respondents. The impact themes which were awareness, appeal, persuasive, attention, and reaction were presented. Furthermore, one identity theme which was masculinity versus feminism was also discussed. In addition, the views of the respondents regarding alcohol advertising were outlined. The next chapter presents conclusions, recommendations, as well as the limitations of the study.

Chapter 5

CONCLUSIONS, STUDY LIMITATIONS, RECOMMENDATIONS

5.1 Introduction

This chapter presents conclusions originating from the main findings presented in chapter 4. The conclusions indicate that, the objectives set in chapter 1 have been achieved. The primary objective of this study was to investigate the perceptions of women in Spruitview towards alcohol advertising, to examine the relationship between alcohol advertising and alcohol consumption behaviours by women in Spruitview, and to determine whether alcohol advertising increases risky drinking among women in Spruitview. This chapter also presents the identified limitations of the study, and those limitations form a basis for the recommendations for future research. Conclusion of the chapter is presented at the end.

5.2 Discussion of conclusions

5.2.1 Conclusions based on impact themes

This section discusses the conclusions derived from the impact themes which are, awareness, appeal, persuasive, and attention.

5.2.1.1 Awareness

The results of the study indicated that, alcohol advertising awareness has significant positive effects on women's' alcohol consumption. From the data collected, it was evident that there was a connection between the participants' attentiveness of alcohol advertising which contributed to their intention to want to try what they were aware of. From the study results in chapter 4, 80% of the respondents' fall within the category of those who could recall being exposed to alcohol advertising and were fully aware of the alcohol advertisements they normally saw.

5.2.1.2 Appeal

From the view of the respondents, alcohol advertising promotes the lifestyle that is appealing to them. The appeal of an advertisement to the consumer is strongly associated with positive attitudes towards a product and purchase intentions (Petrescu, et al., 2015:384-405). According to respondents, the appeal of alcohol advertising is determined by the content of advertising. Therefore, it can be concluded that, because of the power of alcohol advertisement to appeal to many of the respondents, alcohol advertising has the ability to attract the attention of alcohol consumers which lead to purchasing and consumption.

5.2.1.3 Persuasive

When the participants were asked to detail how they believe alcohol advertising motivated them to buy and consume alcohol, the view of the majority of the respondents was that alcohol advertising is persuasive and can motivate one to buy and consume alcohol. The participants' believed that, alcohol advertising focuses on showing them what they like the most in an attempt to make them believe it can satisfy their needs. Furthermore, the participants were of the view that, alcohol advertising often create appeals that provide personal benefits in an attempt to persuade them to buy and consume alcohol.

Therefore, based on the participants' responses, it can be concluded that, alcohol advertising is persuasive, and can lure people to buy and consume alcohol.

5.2.1.4 Attention

From the study results, attention was another highly used method to hold the interest of the respondents to the alcohol advertisement message exposed. The participants indicated that, alcohol advertising images were highly used as attention seeking tactic to hold their interest. The respondents indicated that, the images used in alcohol advertising were either descriptive, attractive, or motivating in an attempt to keep them remembering the products advertised. They also indicated that, such images demanded attention from them, meaning they were difficult to ignore. Therefore, they

were enticed towards alcohol consumption through the remembrance of the images placed on the advertisements.

5.2.2 Conclusions based on identity theme

Only one identity theme arose from the findings, that is masculinity versus feminism.

5.2.2.1 Masculinity versus feminism

Recently, alcohol advertising has shifted towards other representations of masculinity and femininity as compared to the previous decades (Rome & O'Donohoe, 2020:546-562). The question posed to the respondents was, "in your opinion, do you believe that men and women are portrayed differently in alcohol advertising?." 9 out of 12 respondents were of the view that, alcohol advertising is gendered. This was despite the significant advancement lifting gender equality as well as women empowerment. The respondents believed that women are undermined in alcohol advertisements while attention is given to men.

5.2.3 Conclusions based on participants' contribution to the study

The main contribution by the respondents emanated from the fact that the majority of the respondents saw the need for alcohol advertising education. They were convinced that, the lack of alcohol advertising literacy is a major contributor to their risky alcohol consuming behaviour.

5.3 Limitations of the study

The research study was limited to respondents from Spruitview only. In addition, the respondents were only women aged 25-40 years. Furthermore, the research study was limited to the personal views of the respondents who participated in the study. Although the respondents were used as a representative for the population of Spruitview, general other people in the same area may have different views and opinions about the topic.

At an earlier stage, the research study did not account for other factors that may be contributors to the drinking behaviour of women in Spruitview except for alcohol advertising. Some factors such as unemployment and lack of information relating to risky alcohol consumption were only discovered when the respondents were contributing their own views to the study.

The data collection method was limited to online interviews only due to the COVID-19 pandemic.

5.4 Recommendations

5.4.1 To the law-makers in South Africa

- Currently, alcohol advertising in South Africa is self-regulated through a code called 'Code of Commercial Communication' which has since proven to be ineffective. This code is continuously violated by the alcohol beverage industry. It is therefore recommended that the code be improved to include content that cannot be violated. Also, the code should be reviewed occasionally and updated if found to fail to reduce the number of breaches made by alcohol beverage advertisers.
- The law-makers should introduce a policy that will force alcohol beverage marketers to inform and educate the consumers about the dangers of binge drinking and the long term effect on their health.
- Setting of regulatory frame works with a legislative basis for alcohol advertising by regulating content and the volume of marketing and regulate new forms of alcohol advertising techniques such as social media.
- Moreover, the alcohol advertising policies should make it mandatory for alcohol beverage sellers to contribute to the communities as a means of social

responsibility to empower communities with information relating to dangers of going over the limit when it comes to alcohol consumption.

- While consumption of alcohol is perfectly acceptable to adults 18 years and older, irresponsible consumption of alcohol continues to lead to numerous social ills amongst our communities. An increase in alcohol consumption amongst women contributes to this unpleasant way of living and should be prevented by all means through enforcing the code.

5.4.2 To future researchers

- In view of the fact that this research study did not consider other factors that contributes to drinking behaviour of women in Spruitview, future research should focus on including other social factors such as unemployment and peer pressure. Additionally, future studies on the effects of alcohol advertising should expand the participants to include men and general consumers.
- In addition to the effects of alcohol advertising, other factors to be considered for future studies could be the impact of brand loyalty, the effects of gendered product categories as well as the easy availability of alcohol in South Africa. These factors are to be researched and addressed to determine their contribution to influencing risky alcohol consumption by women.
- Instead of the general effects of alcohol advertising, future research should specifically explore the influence of female targeted alcohol advertising on the consumption of alcohol by women. This will add knowledge to the understanding of gender equity and feminist themes in alcohol advertising and it will also help with preventing the spread of irresponsible drinking messages in South Africa.
- Because this research only focused on women in Spruitview, future research is needed to explore the extent, nature, and effects of alcohol marketing in LMICs,

including marketing that relies on myths, false health claims, and gendered connotations to inform regulatory approaches.

5.4.3 To the women in Spruitview

- As has been noted that that individual approaches in reducing the effects of alcohol advertising will not be effective in isolation, therefore teamwork amongst women themselves should be motivated. One example of such team work could be forming organisations that will not only educate women in communities on the dangers of irresponsible drinking, but also confronts alcohol manufacturers to take more seriously the issue of educating communities on alcohol abuse as well as coming up with ways to formulate their advertising messages to not only sell alcohol as a way to happiness but also incorporate messages on dangers of over consumption of alcohol.
- It was also noted that many respondents in their additions made in chapter 4 recommended the need for advertising literacy. It is therefore recommended that, approaches that aim at educating women about alcohol advertising strategies used by alcohol beverage sellers to target them be circulated amongst themselves and be highly considered, this will lead to their informed decisions when making alcohol purchases and consumption.

5.5 Conclusion

This chapter presented the conclusions emanated from the findings presented in chapter 4. Also, this chapter presented the identified limitations of the study which formed a basis for the recommendations to the law-makers, future researchers as well as to the women of Spruitview.

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Annexure A: ETHICAL CLEARANCE CERTIFICATE

Graduate School of Business Leadership, University of South Africa, PO Box 392, Unisa, 0003, South Africa
Cnr Janadel and Alexandra Avenues, Midrand, 1685. Tel: +27 11 652 0000, Fax: +27 11 652 0299
E-mail: sbl@unisa.ac.za Website: www.unisa.ac.za/sbl

SCHOOL OF BUSINESS LEADERSHIP RESEARCH ETHICS REVIEW COMMITTEE (GSBL CRERC)

15 November 2021

Ref #: 2021_SBL_MBA_025_FA

Name of applicant: Ms LR Dilebo

Student #: 38569310

Dear Ms Dilebo

Decision: Ethics Approval

Student: Ms LR Dilebo, (Katilubisi123@gmail.com , 076 636 1020)

Supervisor: Mr M Mpopu, (mthoekampofu@gmail.com , 078 576 1647)

Project Title: The effects of advertising on alcohol consumption: a case of perceptions of women in Spruitview – Gauteng.

Qualification: Master in Business Administration (MBA)

Expiry Date: December 2022

Thank you for applying for research ethics clearance, SBL Research Ethics Review Committee reviewed your application in compliance with the Unisa Policy on Research Ethics.

Outcome of the SBL Research Committee: Approval is granted for the duration of the Project

The application was reviewed in compliance with the Unisa Policy on Research Ethics by the SBL Research Ethics Review Committee on the 12/11/2021.

The proposed research may now commence with the proviso that:

- 1) The researcher will ensure that the research project adheres to the relevant guidelines set out in the Unisa Covid-19 position statement on research ethics attached
- 2) The researcher/s will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.
- 3) Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study, as well as changes in the methodology, should be communicated in writing to the SBL Research Ethics Review Committee.
- 4) An amended application could be requested if there are substantial changes from the existing proposal, especially if those changes affect any of the study-related risks for the research participants.
- 5) The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study.

45 years Building leaders who go beyond



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E-mail: sbl@unisa.ac.za Website: www.unisa.ac.za/sbl

Kind regards,

NBWMLitwa

Prof N Mlitwa

Chairperson: SBL Research Ethics Committee

011 - 652 0000/ wiltonb@unisa.ac.za

P. Msweli

Prof P Msweli

Executive Dean: Graduate School of Business Leadership

011- 652 0256/mswelp@unisa.ac.za

ANNEXURE B: SIGNED LETTER OF CONSENT BY THE SUPERVISOR

The Programme Administrator: MBL 3
Graduate School of Business Leadership
P O Box 392
UNISA
0003

CONSENT TO SUBMIT RESEARCH REPORT 2021

Consent is hereby given to:

Student name _____ Dilebo L.R. _____

Student number ____ 38569310 _____ to submit his/her research report in its final form.

Study Leader.....Dr Mthoe Mpofu..... Date: _____ 14/12/21 _____

Supervisor signature _____ *Mthoe!!* _____

The student acknowledges that sufficient feedback was provided by the study leader and that s/he took the responsibility to attend to the feedback in a way that satisfies the requirements for a research dissertation on the MBL level.

Student signature..... *Dilebo* Date: 14/1/2021 _____

Students must obtain consent from their Study Leaders before submission of a final report.
Research reports should be submitted on the EDS as required.

Mr John Mouton.

Unisa SBL

ROOM 02-18, MIDRAND, 1685.

tmoutoj@unisa.ac.za

011 652 0206

ANNEXURE C: INTERVIEW GUIDE

GRADUATE SCHOOL OF BUSINESS LEADERSHIP (SBL)



The effects of advertising on alcohol consumption: a case of perceptions of women in Spruitview, Gauteng

INTERVIEW GUIDE

Introduction

The purpose of this interview is to examine the relationship between advertising and the drinking behaviour of women in Spruitview. This research is conducted as a requirement for the completion of the researcher's Master's degree in Business Administration at the University of South Africa. The interview will last for a maximum of approximately 30minutes. To ensure confidentiality, your personal details will not be on the report findings and will be replaced by a reference number. Is there anything else you would like to know before we start?

Questions

- What do you understand about alcohol advertising?
- In your experience, what type of alcohol advertisements do you recall being exposed to?
- In your opinion, explain how you think alcohol advertising motivates you to buy and consume alcohol?
- In your opinion, would you buy less alcohol if alcohol advertising was banned? Motivate your answer.
- Describe the type or kind of lifestyle that you perceive alcohol advertising promotes. Does this lifestyle appeal to you? Motivate your answer.
- Describe the type of images that you think alcohol advertising portrays to motivate women's perception of alcohol?

- In your opinion, do you believe that alcohol advertising can trigger BUSINESS LEADERSHIP certain behaviours from the consumers?
- In your opinion, do you believe that men and women are portrayed differently in alcohol advertising? Clarify your answer.
- Is there anything regarding this topic that you would like to add or express that could help or add to knowledge in understanding the influence of alcohol advertising on the drinking practices of women in the area of Spruitview?

Thank you for taking time to participate in the study.

Annexure D: AUTHORITIES PERMISSION TO COLLECT DATA



Vosloorus Civic Centre
21734 Bierman Rd, Vosloorus, 1486,
South Africa, Gauteng.
Tel 011 999 5487 Website: www.ekurhuleni.gov.za

Date: 8 October 2021

GRANTING OF PERMISSION TO RECRUIT COMMUNITY MEMBERS IN SPRUITVIEW AND COLLECT DATA FOR RESEARCH

Dear LOVENESS REITUMETSE DILEBO

I, Mr. C. Mohlala, councillor in the area of Spruitview - City of Ekurhuleni, grant permission to recruit members of the community of Spruitview and collect data in the area of Spruitview for your research project titled THE EFFECTS OF ADVERTISING ON ALCOHOL CONSUMPTION: A CASE OF WOMEN PERCEPTIONS IN SPRUITVIEW-GAUTENG.

I grant this permission as the authorized councillor representing the area of Spruitview and I am aware of the following:

1. The study is conducted by you as a UNISA researcher and remains the property of UNISA
2. You cannot use my name in your research project
3. All data and information collected will be solely used for academic purposes only and that you will ensure the confidentiality of the participants
4. I have the right to require feedback of the research
5. The research may be published in the public domain under the supervision of the supervisor.

I wish you all the best and success in this research

Signature Mohlala

Name: Mr. C. Mohlala

Full contact details: 011 999 5487 Email: collen.mohlala@ekurhuleni.gov.za

Annexure E: Turnitin Report

The screenshot shows a Turnitin Originality Report in a web browser. The report details the document 'Dilebo December 2021 Final.pdf' by LOVENESS REITUMETSE DILEBO, processed on 15-Dec-2021. The similarity index is 35%. A table breaks down the similarity by source: Internet Sources (29%), Publications (12%), and Student Papers (23%). Below the summary, a list of matches is provided, including a 5% match from a literature review and several 1% matches from student papers and internet sources.

Turnitin Originality Report

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Mare Atkinson, Amanda Sumnall, Harry Begley, Emma Jones, Lisa. "A rapid narrative review of literature on gendered alcohol marketing and its effects: exploring the targeting and representation of women.", Public Health Institute, Liverpool John Moores University, Institute of Alcohol Studies, 2019
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Submitted to University of South Africa on 2019-11-29
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<https://blog.brandbastion.com/advertising-alcohol-on-social-media-the-marketers-cheat-sheet>
- <1% match (Internet from 18-Nov-2021)
https://www.drugsandalcohol.ie/32984/1/Men_and_Alcohol-Key_Issues.pdf
- <1% match ()
de Bruijn, Avalon, van den Wildenberg, Esther, van den Broeck, Anouk. "Commercial promotion of drinking in Europe. Key findings of independent monitoring of alcohol marketing in five European countries.", European Centre for Monitoring Alcohol Marketing, 2012
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Submitted to University of South Africa on 2019-11-29
- <1% match (student papers from 22-Nov-2019)