

**THE INFLUENCE OF TELEVISION ADVERTISEMENTS ON ALCOHOL
CONSUMPTION AMONG YOUTH IN SECONDARY SCHOOLS IN KWALE
COUNTY: A CASE OF KASEMENI LOCATION.**

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DECLARATION

This research project is my original work and has not been presented in any other university or college for the award of any degree or diploma.

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This research project has been submitted for examination with my approval as the university supervisor.

Signature _____

Date _____

Dr. NDETI NDATI

DEDICATION

To my late parents Albert and Leah Anyange for instilling in me the importance of education at a very tender age and also to my wife Judith and our children Joshua, Leah and Yitzhak.

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LIST OF ABBREVIATIONS AND ACRONYMS

Ads	Adverts
CSOs	Civil society organizations
CAMY	Center for alcohol marketing and youth
FTC	Federal Trade Commission
NACADA	National Authority for the Campaign against Alcohol and Drug Abuse
NCDs	Non communicable diseases
HIV/AIDS	Human infectious virus/Acquired immune deficiency syndrome
UN	United Nations
WHO	World health organization

ABSTRACT

The overall objective of this study was to investigate the influence of television advertisements on alcohol consumption among the youth in secondary schools. The specific objectives of the study were: To find out the level of information about alcohol among the youth, to determine the factors that influence the youth to drink and lastly to determine the role of advertisements on alcohol consumption among the youth. The study was guided by Social learning theory, Cognitive dissonance theory and Social judgement theory.

This study was conducted among secondary students in Kwale county, Kasemeni location. These schools were: Mwamdudu which is mixed, Mazeras boys, Mazeras girls and Mnyenzeni which is also a mixed school. A sample size of 320 respondents drawn from the four secondary schools in the location filled a self-administered questionnaire. Respondents for the survey were selected using multiple-stage sampling technique. Descriptive and inferential statistics were used to interpret the quantitative data obtained.

The major findings of the study were; first, students have the knowledge about alcohol drinking and the side effects of alcohol. Second, despite the knowledge and awareness a significant number of students still drink alcohol. Third, majority of the students indicated that they have drunk alcohol in their life time. Fourth, there is gender disparity when it comes to drinking among the students. Fifth students highlighted peer pressure and alcohol advertisements as the key cause of youth drinking. Finally a significant number indicated to have come across alcohol advertisements through television.

On the basis of the findings, the following conclusions were drawn; peer pressure and alcohol advertisements are the key cause of youth drinking and that youth drinking is also a personal decision. A recommendation with policy implications arising from this study is that in as much as alcohol advertisements are there to stay there is need to regulate the media in the area of alcohol advertising and also regulate the alcohol advertisements in such a way that they don't provoke the youth to think about alcohol drinking.

For further research, this study recommends the following areas: research to establish how the degree of exposure of alcohol advertisements influence students drinking; research in other counties for the purpose of a comparative study since this study was limited to Kwale County.

CHAPTER ONE

INTRODUCTION

1.0 Background of the study

Studies have determined that exposure to alcohol advertising and marketing increases the likelihood that young people will start drinking or they will continue with the habit if they were already consuming the product (Kunkel, 2001). A growing body of longitudinal studies, almost entirely from well-resourced countries, points to advertising and marketing's role in recruiting new and particularly young drinkers. These studies have found young people's exposure to alcohol advertising and marketing in various forms associated with earlier initiation and greater likelihood of suffering adverse alcohol consequences (Grenard, et al.2013).While many factors may influence an underage person's drinking decisions, there is a reason to believe that advertising also plays a role (Federal Trade Commission, 1999).

1.1.1 Relationship between alcohol exposure and alcohol consumption

Federal Trade Commission (1999) study concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth. Specifically, for each additional ad a young person saw, he or she drank 1% more. Another study found that, among a group of 2,250 middle-school students, those who viewed more television programs containing alcohol commercials while in the seventh grade were likely in the eighth grade to drink beer, wine/liquor, or to drink three or more drinks on at least one occasion during the month prior to the follow-up survey (Stacy, et al. 2004).

Researchers followed 3,111 students from seventh to ninth grade, and found that exposure to in-store beer displays in grade 7 predicted onset of drinking by grade 9, and exposure to magazine advertising for alcohol and to beer concessions at sports or music events predicted frequency in grade 9 (Ellickson, et al, 2005). Researchers followed more than 5000 students age 10 to 14 from 13 to 26 months, and found that those with higher exposure to movie alcohol use at the initial assessment were more likely to have started drinking at time of follow-up (Sargent, et al. 2006).

Monica, et al. (2013) did a study to determine the associations between alcohol use exposures, marketing, education, and problem drinking and drunkenness among youth in the slums of Kampala. Among participants 30.2 % reported problem drinking and 32.8 % reported drunkenness. In addition, 62.1 % of the youth reported alcohol marketing exposure, 26.0 % had received an item with an alcohol marketing brand logo, and 27.0 % were ever offered a free drink by an alcohol company representative. Moreover 89.2 % of the youth also reported being taught the danger of alcohol use and 74.9 % was taught to tell someone that they did not want to drink alcohol. Alcohol education measures were not significantly associated with either problem drinking or drunkenness in multivariate analyses. There are significant associations between alcohol marketing, alcohol exposures and drinking problem among the youth.

1.1.2 Youth and alcohol abuse

Alcohol abuse among young people in education institutions has risen to 71% while children some as young as 10 years report using alcohol and make up an astonishing 8% of those who

have abused alcohol. The report shows Central province with the most disturbing numbers 43% of youth abusing alcohol, leading to drastic social changes that include decreasing population, drop in school attendance and rising crime. The report shows that weak regulatory mechanism, advertising and promotion and peer pressure add to the list of contributors to growing alcohol abuse. According to the report, at least 39% of Kenyans between 15-65 years have abused alcohol and the number rise when it comes to abuse among young people in educational institutions. The report says that alcohol abuse among persons in learning institutions went up to 71% over the period 2003-2007. The worst hit is universities and other tertiary institutions (NACADA, 2007).

Another analysis of alcohol consumption among high school students was carried out in 28 schools within Nairobi and Kiambu districts. Students 1,470 aged between 14-18 years participated in the survey. An analysis of the data collected revealed the following. First, majority 26.5% of the current alcohol users had their first alcoholic drink between the ages of 14-16 years while 23.2% of current users took their first drink aged below 12 years. Second, the key influencing factors of alcohol abuse are peer pressure (desire to fit in), family problems, availability and ease of access, challenges associated with the transition to manhood or womanhood, enabling social environment (birthday parties, weddings, e.t.c), and a general culture of acceptance of alcohol as portrayed in the media, especially advertisements (Moses, et al. 2011)

1.1.3 Alcoholic Drinks Act 2010

A study by National authority for the campaign against alcohol and drug abuse (NACADA) in 2007 revealed that; first, nationally 13 % of the population currently consumes alcohol and that illicit brews and second generation alcohol including chang'aa by over 15 % of 15-64 years old. Second, alcohol abuse is responsible for a wide variety of harmful effects that Kenyans are to ranging from failing health to diminished productivity, social disharmony, exposure to HIV/STIs infection and traffic accidents, among others. Third, increase in the number of alcoholic drinks selling point especially in urban residential areas, in or near learning institutions, in supermarkets and convenience stores, and in rural villages.

Fourth, easy accessibility to and excessive consumption of alcohol even in persons under 18 years. Fifth, increase in adulterated alcohol drinks and illicit brews leading to deaths and injuries. Finally, aggressive marketing, promotion of alcoholic drinks especially with messages targeting young people and sponsorship of events for persons between the age of 18 years by the alcoholic industry. The above findings contributed to the enactment of the Alcoholic Drinks Act 2010(Alcoholic Drinks Act 2010).

1.1.4 Alcohol Advertisements

Alcohol industry maintains that its advertising aims only to increase market share and not to encourage underage persons to drink but research suggest otherwise. Alcohol advertisements connect consumption of alcohol with attributes particularly important to youth such as friendship, prestige, sex appeal and fun (Grube & Wallack, 1994).

A study on the responses of young people to alcohol advertising found that underage youth are drawn to music, animal and people characters, story and humor in alcohol advertising. Ads that were liked by youth in the study were likely to elicit responses from youth saying that they wanted to purchase the brand and products advertised (Chen, et al. 2005).

A review of the neuroscience, psychology and marketing literatures concluded that adolescents because of how the human brain develops may be particularly attracted to brand products such as alcohol that are associated with risky behavior and that provide, in their view, immediate gratification, thrills and social status (Pechmann, et al. 2005).

Exposure to alcohol advertising shapes attitudes and perceptions about alcohol use among both young people and young adults. However, these attitudes and perceptions predict young people's positive expectancies and intentions to drink (Fleming, et al. 2004).

1.1.5 Health Campaigns

Health campaigns attempts to promote public health by making health interventions available. Health campaigns offer great potential to raise awareness and understanding about health issues and mobilize support for action from the local community to the national stage. The concern about alcohol marketing and underage drinking has been heightened by the findings which have establish that alcohol advertising exposure influences a young person's beliefs about alcohol and his/her intention to drink. The World Health Organization has specified that the advertising and promotion of alcohol needs to be controlled (Novello, 2007).

The alcohol industry has a public responsibility relating to the marketing of its products. That responsibility can be fulfilled through product and advertising design and placement that meet these criteria; first, the message adolescents receive through the billions of dollars spent on industry and responsibility campaigns does not portray alcohol as an appropriate rite of passage from childhood to adulthood or an essential element in achieving popularity, social success, or fulfilling life.

Second, the placement of alcohol advertising, promotions and other means of marketing do not disproportionately expose youth to messages about alcohol. Third, no alcohol product is designed or advertised to disproportionately appeal to youth or to influence youth by sending the message that its consumption is an appropriate way for minors to learn to drink or that any form of alcohol is acceptable below the legal age. Finally, the content and design of industry websites and internet alcohol advertising do not especially attract or appeal to adolescents or others under the legal drinking age (Novello, 2007).

The entertainment and media industries because of their reach and potential impact have a responsibility to the public in the way they choose to depict alcohol use, especially by those below the legal drinking age, in motion pictures, television programming, music, and video games. That responsibility can be fulfilled by creating and distributing entertainment that; first, does not glamorize underage alcohol use. Second, does not present any form of underage drinking in a favorable light, especially when entertainments products are targeted towards underage audience or likely to be viewed or heard by them. Third, seeks to present a

balanced portrayal of alcohol use including its attendant risks. Finally, avoids gratuitous portrayals of alcohol use in motion pictures and televisions that target children as a major audience. This is important because children's expectations toward alcohol and its use are in part based on what they see on the screen (ibid).

Given the prevalence of underage drinking on college campuses, institutions of higher learning education should examine their policies and practices on alcohol use by their students and the extent to which they may directly or indirectly encourage, support, or facilitate underage alcohol use. Colleges and universities can change a campus culture that contributes to underage alcohol use. Some measures to consider are; first, to eliminate alcohol sponsorship of sports events and other social activities. Second, to eliminate alcohol advertising in college publications (ibid).

A number of strategies can contribute to a culture that discourages adults from providing alcohol to minors and that supports an adolescent's decision not to drink. Communities can; first, work with sponsors of community or holiday events to ensure that such events do not promote a culture in which underage drinking is acceptable. Second, urge the alcohol industry to voluntarily reduce outdoor alcohol advertising.

The government, public health agencies, policymakers, and the general public need complete and timely information on patterns and trends in youth alcohol consumption in order to develop and evaluate prevention strategies by; first, conducting ongoing public health surveillance on the type (s) of alcohol and the quantity and frequency with which they are

used by age. Second, conduct ongoing, independent monitoring of alcohol marketing to the youth to ensure compliance with advertising standards (Novello, 2007).

1.2 Statement of the problem

The most dangerous proposed threats regarding advertising relates to the younger audience, as they are unaware of the manipulative powers of advertisements and in the process of adopting habits that they may pursue for the rest of their lives. Advertisers use persuasive themes like product quality, humor, sex appeal, romance/relationships, good looks, personal/professional acceptance, youthful vigor, good health and hanging out/partying to sell their products. The positive depictions of advertisers' products positively impress the youth. Youth have been victims to advertisers' manipulation given their susceptibility to emotional appeals of advertising (Standard & Poor's Industry Trends, 2007).

Despite the enactment of relevant legislation and campaigns against alcohol abuse there is continued abuse/consumption of alcohol among the youth. This study sought to look at how advertisements influence alcohol consumption among the youth in secondary schools in Kasemeni location, Kwale County.

1.3 Objectives of the study

1.3.1 General objective

The general objective of this study was to examine the influence of advertisements on alcohol consumption among the youth in secondary schools.

1.3.2 Specific objectives

The specific objectives were:

- i) To find out the level of information about alcohol among the secondary students in Kasemeni location.
- ii) To determine the factors that influences the secondary students to take alcohol in Kasemeni location
- iii) To determine the role of advertisements on alcohol consumption among the students in secondary schools in Kasemeni location.

1.4 Research questions

The study was guided by the following research questions:

- i) What is the level of information about alcohol use among the students in secondary schools in Kasemeni location?
- ii) What are the factors that influence the students in secondary schools to take alcohol in Kasemeni location?
- iii) What is the role of advertisements on alcohol consumption among students in secondary schools in Kasemeni location?

1.5 Justification of the study

Studies have determined the associations between youth alcohol exposures, marketing and youth alcohol consumption. Most of these studies have been conducted in the West. This warrants studies to be carried from other context for the purpose of comparison. This study

sought to look at the influence of advertisements on alcohol consumption among the youth in Kasemeni location. The findings of this study can be useful to the following stakeholders:

Policy makers

Policy makers have a duty to review existing legislation and identify weak areas of the Act and strengthen them to avoid loop holes. Policy makers and brewers should reconsider their economic interests and arise to the global call for action against the rising alcohol-related problems (Novello, 2007).

Civil Society Organizations

The Civil Society Organizations (CSOs) represent the voice of the very communities' alcohol policies are intended to target. They are the driving force to lobby and monitor the implementation of the policies and legislations regarding alcohol because they are the public watchdog (Novello, 2007).

Society

Alcohol abuse is not only an individual problem but it is also a societal problem. To fight this scourge the society cannot not stay aloof in curbing this problem. It is important to acknowledge that certain groups such as families, educators, and clergy play an important part in building up awareness around alcohol and influence how people learn about drinking (Houghton & Roche, 2001).

Media

In addition to reporting about alcohol issues, media has several key functions: advertising, education, depictions of drinking in everyday life. It is essential that reporting in the media be accurate and fair, and the translation of complex scientific and health information, including information about drinking patterns and outcomes are balanced (Angelin, et al. 2000). The promotion and advertising of beverage alcohol should be conducted responsibly, without promoting or encouraging irresponsible or inappropriate (International center for Alcohol Policies, 2001).

Consumers

Health warnings such as “excessive drinking is harmful to your health”, are a bit vague. How much is excessive? Consumers need to be aware of the manipulative tricks of the alcohol industry. For example in targeting girls and young women alcohol industry has used seductive but false images of vitality, slimness, modernity, emancipation, sophistication and sex allure. Consumers should know that consumption of alcohol has both short and long term health consequences (Atkin, 1993).

1.6 Scope and limitation of the study

The study intended to look at the influence of advertisements on alcohol consumption among the youth in Kasemeni location, Kwale County.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter the study reviews a number of literature and appropriate theoretical framework relevant to the study. According to Krugmann, et al (1994), advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. The fundamental purpose of advertising is to sell something-a product, service or an idea. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products. Advertisement has become indispensable for both the sellers and buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing scale of their products without advertising them.

For many, adolescence is a vulnerable stage, where independence from family and acceptance by peers, especially same-sex is important. Advertising that reinforces the link between drinking and being accepted by peers has a strong appeal. Wyllie, et al (1998) found that young people perceive that televised alcohol advertisements to be portraying that very message, and they respond positively to them. Atkin (1993) uses what he termed a ‘personal cost-benefit maximization framework’ to conceptualize the role of television in adolescents drinking decisions. The benefit side of the ledger includes various anticipated short-term rewards of drinking such as escape or peer acceptance. These are weighed against the costs,

such as monetary expense or hangovers. The long term costs such as cirrhosis or dependence, lack salience for adolescents, who are more concerned with the immediate effects.

2.2 Alcohol Advertisements

The power of advertising to influence children and adolescent is incontrovertible. Advertising works, otherwise, companies would not spend billions of dollars on it. Many ads use celebrity endorsers, humor rock music, or attractive young models, all of which have been shown to be effective with children and adolescents. Advertising makes drinking seem like normative activities and may function as ‘superpeer’ in subtly pressuring teenagers to experiment. Research has revealed that advertising may be responsible for up to 30 % adolescent alcohol use. Beer commercials are virtually custom-made to appeal to children and adolescents, using images of fun-loving, sexy, successful young people having the time of their lives. Many studies have revealed that exposure to alcohol advertising results in more positive beliefs about drinking during early adolescence and young adulthood (Pediatrics, 2010).

Evidence from experimental, economic, survey, longitudinal and systematic review studies demonstrate that the degree of youth alcohol advertising exposure is strongly and directly associated with intentions to drink, age of drinking onset, prevalence of drinking, and the amount consumed. A study showed that a one standard deviation increase in viewing television programs containing alcohol commercials in seventh grade was associated with excess risk of beer use by 44 %, wine use by 34 %, and 3-drink episodes by 26 % in eighth grade. In other longitudinal study 15 to 26 years of age found a direct correctional between

the amount of exposure to alcohol advertising on billboards, radio, television, and newspapers with higher levels of drinking a steeper increase in drinking over time. Statistical and economic analyses also support the relationship between alcohol advertising and consumption. In Sweden, a ban on alcohol advertising resulted in a 20 % decrease in the consumption of alcohol. The study also found that in-store beer displays and advertising seemed to have more attraction to youth who had never used alcohol while young drinkers were more influenced by magazine and entertainment venue advertising and promotion (Wyllie, et al. 1998).

Studies have also concluded that alcohol advertising leads to increased morbidity and mortality associated with alcohol. One study used econometric data to estimate the specific impact of alcohol advertising on mortality caused by motor vehicles in America. The study concluded that if a ban were placed on alcohol advertising in television, motor vehicle accident deaths would decrease between 2000 and 10,000 each year (Wyllie, et al. 1998).

World health organization (WHO) report indicates that alcohol has overtaken the world's leading killer diseases, killing 3.3 million people annually worldwide. The United Nation (UN) health agency reports that a recent survey showed that alcohol kills more people than HIV/AIDS, tuberculosis and violence combined. According to the report released in Geneva, one in every 20 deaths globally are caused by alcohol induced violence, drink driving, and a multiple of diseases and disorders annually. In 2012 alone, alcohol killed 3.3 million, equivalent to 5.9 % of global deaths (7.6 % for men and 4 % for women). Drinking is linked to more than 200 health conditions, including liver cirrhosis and some cancers. About a third of all alcohol related deaths caused by cardiovascular diseases and diabetes (WHO, 2014).

Reducing the impact of marketing, particularly on young people and adolescents, is an important consideration in reducing harmful use of alcohol. The harmful use of alcohol causes an estimated 3.3 million deaths every year, of which significant proportion occur in the young people. Alcohol use is the third leading risk factor for poor health globally. The harmful use of alcohol is one of the four most common modifiable and preventable risk factors for major non communicable diseases (NCDs). There is also emerging evidence that that the harmful use of alcohol contributes to the health burden caused by communicable diseases such as tuberculosis and HIV/AIDS. Considering the important public health concerns related to alcohol, the prevalence of underage drinking, and the association between alcohol advertising and alcohol use, it would be prudent to increase efforts to curb the negative effects of alcohol advertising.

For this area policy options and interventions include:

- a) Setting up regulatory or co-regulatory frameworks, preferably with a legislative basis and supported when appropriate by self-regulatory measures for alcohol marketing by:
 - i) Regulating the content and volume of marketing.
 - ii) Regulating direct or indirect marketing on certain or all media.
 - iii) Regulating sponsorship activities that promote alcohol beverages.
 - iv) Restricting or banning promotions in connection with activities targeting young people.
 - v) Regulating new forms of alcohol marketing techniques for instance social media.
- b) Development by public agencies or independent bodies for effective systems of surveillance of marketing of alcohol products.

- c) Setting up effective administrative and deterrence systems for infringements on restrictions (WHO, 2010).

2.2.1 Young peoples' susceptibility to alcohol advertisements

There is evidence that certain biological and psychosocial attributes make adolescents more vulnerable to advertising strategies than adults. A medical association posits that the neurological changes during adolescence increases young peoples' susceptibility to marketing and that adolescence is characterized by novelty seeking, impulsivity, social adaption, emotionality (self-consciousness and self-doubt during the transition into adulthood) and risky behavior (Australian Medical Association, 2012).

Pechmann (2005) in a review of neuroscience, psychology and marketing literatures concluded that adolescents, because of how the human develops, may be particularly attracted to branded products such as alcohol that are associated with risky behavior and that provide, in their view immediate gratification, thrills and social status.

Leslie et al (2009) notes that adolescents are more receptive to some forms of advertising than adults or children, as they look for adult-only products and activities that help them project a mature and positive self-image to boost their self-esteem.

2.3 Alcohol Abuse

The use and abuse of alcohol by teenagers creates serious health and social problems. When they drink, teenagers also are highly likely to engage in episodic heavy binge drinking. Alcohol use is a principal risk factor in the three leading causes of death among adolescents

which are unintentional injuries (including motor vehicle crashes), suicides, and homicides. Adolescent drinking also is associated with violent gang activities, poor school performance, intimate partner violence, risky sexual behaviors (unprotected sex), sexual transmitted diseases and sexual assault (American Journal of Health Education, 2005).

A growing body of research suggests that alcohol advertising plays a major role in the development of normative beliefs, positive outcome expectancies, and drinking intentions for both children and adolescents. One concern is the fact that alcohol advertisements often use tactics that include humor, youth oriented themes, and young adult actors or models, all of which increase their appeal to under-age audiences. While the alcohol industry may argue that its advertisements are intended only to strengthen brand loyalty or encourage brand switching among adult drinkers, the message also may be affecting children and teenagers. Several studies have found that children and adolescents who are exposed to greater amount of alcohol advertising are more likely to use or intend to use, such products (American Journal of Health Education, 2005).

In Kenya about 16.6% of urban dwellers are current users of various types of alcohol compared to 11.4% of rural dwellers. This represents marginal decline from the estimates of the 2007 rapid assessment survey. Besides North Eastern and Central regions where current usage of alcoholic drinks is less than 10%, in all provinces at least 10% of the resident are current alcohol consumers. Considering individual alcoholic beverages, Nairobi has the highest current usage of packaged/legal alcohol (15.7%) followed by central (9.2%). For chang'aa, Nairobi has the highest current usage (7.2%) followed closely by Western (7.1%).

Rift valley has the highest current usage of traditional liquor (6.0%) followed by Nyanza (5.1%) (NACADA, 2007)

A survey carried out by NACADA dubbed Rapid Assessment on Alcohol and Drug Abuse in Kenya noted that the trend among the youth was on the increase. Nearly 92 % of youth experiment with both licit and illicit alcohol. Alcohol is the most favored in the trial process as well as most abused in Kenya. NACADA reported that in 2013, 7100 people lost their lives because of alcohol abuse and in May 2014, 105 lost their lives because of alcohol abuse, 98 hospitalized with some losing their eyesight. Research shows that young people who initiate drinking before 15 years are four times more likely to develop alcohol dependence and five times more likely to experience alcohol injuries (NACADA, 2007).

2.3.1 Health Implications

Substance use has long been a focus in the adolescent health field. Most adolescents experiment with some substance use. Substance use and abuse have a significant societal impact. Research has linked substance use and abuse to other risky behaviors, mental health problems, suicide, motor vehicle accidents, violent crime, and major health problems. The adolescent and young adult years represent a critical period for interventions to prevent alcohol use problems, given that experimentation and initiation during adolescence and use among young adults is high (Park & Breland, 2007).

One of the commonly health risk behaviors that is frequently initiated is alcohol consumption. Adolescence and young adulthood are the times when people are most susceptible to these vices. Young people are more vulnerable and more influenced by advertisements than adults. They are more willing to take risks, even with their health. Drinking is portrayed as a social norm among others who are seen as cool, sophisticated, rebellious, or fun-loving. Youths often respond by copying the behaviors believing nothing can hurt them. Facts about health problems that could happen in middle age or even right away may mean little to them now (Kann, et al. 1994).

As is evident from a wealth of literature, the powerful messages in mass media (advertising, movies, music lyrics and videos, radio, television, video games and the internet) influence the way children perceive their environment, their relationships, their bodies, and various risk behaviors. Media consumption habits in children and adolescents predict risk behaviors and adverse health outcomes as adverse overweight and obesity, violence and aggression behavior, alcohol use, and early sexual debut (Mallhaney, 2005)

People young and old are persuaded by advertisers who are trying to convince consumers and influence behavior. Much of modern culture is transmitted by the mass and multimedia which has both positive and negative implications for health. Widespread concern exists among policy makers and the public about the potential effects of advertisements especially among children and adolescents. Product adverts are everywhere we go. The biggest concern appears in the abilities of advertisements to encourage harmful behavior and establish unrealistic social standards, as children are surrounded by advertisement promoting

unhealthy foods, women are constantly comparing themselves to the displayed image of the perfect, ideal appearance, and teens are overexposed to advertisements endorsing harmful products of drugs and alcohol (Altstiel & Grow, 2006).

According to Kunkel (2001), advertising is a pervasive influence on children and adolescents. Research has shown that children and adolescent are cognitively and psychologically defenseless against advertising. Children are less able to discriminate between advertising and other media content and less critical of commercial messages than adults (Atkin, 1995). They do not understand the notion of intent to sell and frequently accept advertising claims at face value. Inasmuch as there are responsibility messages/warnings used they hold little promise as a deterrent to youths when it comes to decisions about drinking. In fact, such messages and warnings may have a reverse effect and make a product more attractive to young people (American Journal of Health Education, 2005).

2.4 Theoretical Framework

According to Kombo & Tromp (2006) a theoretical framework is a reasoned set of prepositions, which are derived from and supported by data or evidence. It accounts for or explains phenomena. A theoretical framework attempts to clarify why things are the way they are based on theories. This study used three theories namely; Social learning theory, Cognitive Dissonance theory and Social Judgement theory.

2.4.1 Social Learning Theory

Albert Bandura who is the proponent of social learning theory believed that direct reinforcement could not account for all types of learning. His theory added a social element, arguing that people can learn new information and behaviors by watching other people known as observational learning (or modeling). This learning can be used to explain a wide variety of behaviors. Bandura identified three basic models of observational learning; first, a live model, which involves an actual individual demonstrating or acting out a behavior. Second, a verbal instructional model, which involves descriptions and explanations of a behavior. Finally, a symbol model, which involves real or fictional characters displaying behavior in books, films, television programs, or online media. (Bandura, 1977).

Alcohol expectancies are the beliefs that an individual has concerning the effects of alcohol and the desirability of those effects. These beliefs are acquired through observation, vicarious learning, and assimilation of cultural stereotypes (Critchlow, 1986). Alcohol expectancies are learned before drinking begins and are thought to influence both the initiation and maintenance of drinking behavior (Bauman, et al. 1985). Social learning theorist posit that the expectation contribute to alcohol abuse.

The main goal of alcohol advertising, in common with all advertising, is to influence consumers or future consumers. Social learning theory suggests that advertising influences people via modeling. Modeled behavior is most likely to be adopted when there is attractive model whose behavior is rewarded. Advertising creates a positive image of alcohol consumption and thus increases the demand for alcohol. Social learning theory argues that

advertising contributes to the perception of drinking as a legitimate and normal activity in society. In this context, advertising reinforces favorable views of drinking by providing positive role models (athletes), lifestyle images and themes (wealth, social approval, and friendship), pleasure (relaxation, humor) (Grube, 1995).

Given the repetitive nature of advertising, ‘the daily flow of images and messages cultivates stable patterns of thinking and action’ (Gerbner, 1995, p 22). Further, alcohol advertisements and other media images of alcohol are rarely negative, which may lead to the expectation that excessive drinking has few adverse consequences. The expectation contributes to alcohol abuse (Bandura, 1986).

In this study social learning theory shows that what the youth see in alcohol advertisements they adopt i.e. drinking through observational learning or modeling.

2.4.2 Cognitive Dissonance Theory

Leon Festinger’s (1957) theory of cognitive dissonance focuses on how humans strive for internal consistency. When inconsistency (dissonance) is experienced, individuals largely become psychological distressed. His basic hypothesis is that:

- i) The existence of dissonance, being psychological uncomfortable, will motivate the person to try to reduce the dissonance and achieve consonance.
- ii) When dissonance is present, in addition to trying to reduce it, the person will actively avoid situations and information which would likely increase the dissonance.

Alcohol adverts have health warnings that ‘excessive alcohol drinking can be harmful to your health’. This theory fits well in this study by explaining how youth works out to achieve

consonance. To achieve consonance youth who drinks can either quit drinking, reduce the importance of his/her health by convincing himself/herself that he/she is not at risk because he/she is not drinking excessively or evaluate the reward of his/her drinking to be worth the cost of his/her health.

2.4.3 Social Judgment Theory

Social judgement theory was developed by psychologist Muzafer Sherif, with significant input from Carl Hovland and Carolyn Sherif. This theory asserts that given a range of possible positions about a given subject, people may have a range of opinions, but will have an anchor position. As this is often tied to people's sense of identity it is seldom possible to change it. The latitude of acceptance is that position which is acceptable. The latitude of non-commitment is that position which is neither accepted nor rejected. The latitude of rejection is that position which will be actively opposed.

The five principles of social judgement theory are: Firstly, we have categories of judgement by which we evaluate persuasive arguments. Secondly, when we receive persuasive information, we use our categories of judgement to assess it. Thirdly, our level of ego-involvement affects the size of our latitudes. Fourthly, we generally distort incoming information to fit our categories of judgement. Finally, small or moderate differences between our anchor positions and the one being proposed will cause us to change (Sherif & Hovland, 1961).

The messages youth receive from alcohol advertisements are always passed through the categories of judgement either to be accepted, rejected or remain non-committal. Therefore youth who drink means they have been persuaded and accepted alcohol advertisements while those who don't drink either they are non-committal or have rejected alcohol advertisements persuasions.

2.5 Operational Definition of terms

Youth

This study used the United Nations General Assembly and World Bank definition of youth as those persons between the ages of 15-24 years. This study focused to the secondary school students between the ages of 14-19 years. The term youth was used interchangeably with other terms such as teenagers, adolescents and young people (UNIGASS, 2002).

Advertisements

Advertisements are a paid, non-personal communications through various media from business firms, non-profit organizations, and individuals who are in some way identified in the advertisements and hope to inform or persuade members of a particular audience (Krugmann, et al 1994).

Influence

According to Oxford Advanced Learners Dictionary, it is the capacity or power of persons or things to be a compelling force or produce effects on the actions, behavior or opinions (Wehmeier, 2000)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter looks at the specific approaches that were used in data collection and data analysis in addressing the research questions. It covers research site, study population, research design, sample size & sampling procedure, data collection methods, and data analysis & data presentation.

3.2 Research site

The research site was in Kasemeni Location-Kwale County. This is an area the researcher has lived and is quite familiar with the place.

3.3 Study population

The target study population was both male and female between 14-19yrs old picked from four secondary schools. There are four secondary schools in Kasemeni location with a population of 1900 students. These schools are: Mwamdudu which is a mixed school with a population of 200 students (it's a new school with only form one and two), Mazeras girls which has 400 students, Mazeras boys with 800 students and Mnyenzeni which is also a mixed school with a population of 500 students.

At an individual level, adolescence is a period of physical, social and psychological maturation, occurring over different times for different individuals. During adolescence, young people pursue opportunities for experimenting in self-discovery and self-expression

and want to have fun and enjoyment in the process. Their value preferences include freedom of speech, enjoyment of life, creativity, adventure, participation, friendship and love (Hurrelmann, 2001).

According to Erikson's (1963) youths at this stage try to resolve the crisis he called 'identity versus role confusion'. The adolescent develops a sense of identity by adopting his or her own set of values and social behaviors, but this generally does not occur before the adolescent experiments with a variety of values and social behaviors often to the displeasure of parents. The social world of the adolescent requires achieving a balance between childlike dependence and adult like independence. This also manifests itself in the conflict between parental and peer influences. Whereas children values mirror their parents', adolescent values oscillate between those of their parents and those of their peers. The adolescent moves from a world guided by parental wishes to a world in which he or she is confronted by a host of choices regarding sex, drugs, friends, schoolwork, and a variety of other situations.

Pechmann (2005) in a review of neuroscience, psychology and marketing literatures concluded that adolescents, because of how the human develops, may be particularly attracted to branded products such as alcohol that are associated with risky behavior and that provide, in their view immediate gratification, thrills and social status.

3.4 Research design

A research design can be described as the structure of a research. Research design constitutes the blueprint for the collection, measurement and analysis of data (Kothari 2008). This

research used a descriptive research design. Orodho (2003) asserts that a descriptive design is a method of information collection by either interviewing or administer questionnaire to a sample of individuals.

3.5 Sample Size & Sampling procedure

3.5.1 Sample Size

According to Fisher et al. (1983) if the target population is less than 10,000, the required sample size will be smaller. In such cases, the final sample estimate (nf) is calculated using the following formula:

$$nf = \frac{n}{1 + (n/N)}$$

Where:

nf=the desired sample size (when the population is less than 10,000)

n=the desired sample size (when the population is more than 10,000)

N=the estimate of the population size.

The sample size therefore will be:

$$nf = \frac{384}{1 + (384/1900)}$$

$$nf = \frac{384}{1.20} = 320$$

The sample size will be 320.

In order to get the sample size of the boys and girls in the study, the formula is as follows:

n

N

Where :

n is the sample size (320)

N is the entire population

Therefore, the number of boys sampled was calculated as follows

$$\frac{320}{1900} \times 1100 = 185$$

1900

Similarly, the number of girls sampled was calculated as shown below:

$$\frac{320}{1900} \times 800 = 135$$

1900

Therefore out of the 320 respondents there were 185 boys and 135 girls.

To get the exact number of respondents needed from each school you multiple the sample size by the number of students from each school then divide it by the total population of the students from all the schools.

Table 3.1 Sample Sizes of both Boys and Girls

Name of School	Gender	n	%
Mazeras Boys	Boys	135	42
Mazeras Girls	Girls	67	21
Mnyenzeni Secondary School	Boys	34	10.6
	Girls	50	15.6
Mwamdudu Secondary School	Boys	17	5.3
	Girls	17	5.3
Total		320	100

Source: Researcher 2014

3.5.2 Sampling Procedure

Multi-stage sampling design was used to select the study sample. This sampling technique was appropriate because the study sample was selected in stages using stratified and systematic sampling technique. The respondents were stratified according to their geographical affiliation i.e. native students and non-native students. The native students were further stratified according to classes. Systematic sampling consists of selecting every k^{th} case from a complete list of population (Singleton, 1993). Using class lists as the sampling frame, the researcher divided the total number of students in each class by the number of students needed (from each class) in order to get the sampling interval. The researcher then selected a random number to give the first respondent of the sample and also act as a starting point for the selection of the rest of respondents (Mulusa, 1990).

3.6 Data Collection

Research data was collected through the survey method. The study used closed questionnaires for the students. The main advantage of the questionnaire method was that it avoided the potential embarrassment of face-to-face dialogue and guaranteed complete anonymity. Campbell et al (1999) say that the use of self-administered questionnaires is particularly useful in the collection of data on sensitive topics. Another advantage of self-administered questionnaires, according to Campbell et al (1999), is that they are appropriate methods of obtaining data from literate populations. In this case, the study population was literate.

3.7 Data Analysis & Presentation

According to Kombo & Tromp (2006), data analysis refers to examining what has been collected in a survey and making deductions and inferences. It involves scrutinizing the acquired information and making inferences. Data was analyzed using descriptive statistics which entailed use of frequency, age, type of family, class and percentages.

3.8 Ethical Considerations

The researcher explained to the respondents the purpose of the study and sought their consent to participate without any duress. The respondents were assured of confidentiality regarding the information they were to give. Before each session, respondents were asked to sign a consent form. All respondents were allowed to ask any clarification they needed.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents the findings of the study in regard to the influence of television on alcohol consumption among the youth in secondary schools in Kwale County, Kasemeni Location. A discussion of the findings is also done. The first part of this analysis presents data on social-demographic profile of the respondents.

4.2 Social-Demographic information

Table 4.1: Distribution of respondents by age

Demographic characteristics	Percentage (%)		Total	Number of Respondents		Total
Age (Years)	Boys	Girls		Boys	Girls	
14	6.3	3.8	10.1	20	12	32
15	7.9	8.1	16	23	26	49
16	9.7	6.9	16.6	31	22	53
17	13.8	9.1	22.9	44	29	73
18	11.6	7.8	19.4	37	25	62
19	9.4	6.6	16	30	21	51
Total	58.7	41.3	100			320

Source: Researcher 2014

Table 4.1 above presents the distribution of respondents aged 14-19 years. The male respondents were 58.7% and female were 41.7%. This distribution of respondents by their

sex reflected their numbers in the target population. Students aged 14 years were 10.1%, 15 years were 16%, 16 years were 16.6%, 17 years were 22.9%, 18 years were 19.4% and those 19 years were 16%.

Table 4.2: Family Type

Type of family	Percentage (%)		Total	Number of Respondents		Total
Mother & Father	31.3	21.3	52.6	100	68	168
Single Mother	10	8.1	18.1	32	26	58
Single Father	5	4.7	9.7	16	15	31
Foster Parents	6.3	4.1	10.4	20	13	33
Grand Parents	5.3	4.1	9.4	17	13	30

Source: Researcher 2014

Table 4.2 above shows that 52.6% of the respondents have both parents, those living with single mothers were 18.1%, those living with single fathers were 9.7%, those living with foster parents were 10.4% and those living with grandparents were 9.4%.

Table 4.3: Classes

Class	Percentage (%)		Total	Number of Respondents		Total
Form One	14.1	10	24.1	45	32	77
Form Two	14.1	10	24.1	45	32	77
Form Three	14.4	10.6	25	46	34	80
Form Four	15.6	11.3	26.9	50	36	86
Total	58.2	41.9	100	186	134	320

Source: Researcher

Table 4.3 above shows that majority of the respondents in all the schools were in form three and four with 25% and 26.9% respectively. Those in form one and two were equal at 24.1%.

In the following section, the findings are presented according to the objectives of the study.

4.2.1 Level of information about alcohol

The first objective of this study was to assess the level of information about alcohol among the students. When respondents were asked if they had come across information addressing alcohol, 95.4% said yes while 4.6% said no as shown in the table 4.4 below.

Table 4.4: Level of information about alcohol

Whether respondents have come across information addressing alcohol	n	%
Yes	305	95.4
No	15	4.6
Total	320	100

Source: Researcher 2014

Table 4.5: The source of information

Source	n	%
School	113	46.9
Friend (s)	21	6.6
Parents	20	6.3
Church	21	6.6
Mosque	24	7.5
Television	48	15
Radio	21	6.6
Total	315	95.3

Source: Researcher 2014

Table 4.5 above indicates the respondents' sources of information in regard to alcohol subject; School 46.9%, Friends 6.6%, Parents 6.3%, Church 6.6%, Mosque 7.5%, Television 15% and Radio 6.6%.

Table 4.6: Whether alcohol consumption has side effects

Does alcohol consumption got side effects	n	%
Yes	306	95.6
No	14	4.4
Total	320	100

Source: Researcher 2014

Table 4.6 above shows the respondents feedback when they were asked whether alcohol consumption has got side effects. Those who indicated that alcohol consumption has got side effects were 95.6% while 4.4% indicated no side effects.

Drinking is linked to more than 200 health conditions, including liver cirrhosis and some cancers. About a third of all alcohol related deaths caused by cardiovascular diseases and diabetes (WHO, 2014).

Table 4.7: The side effects of alcohol

Side Effects	n	%
Drunkards can become violent	29	9.1
Perform poorly in school	64	20
Body health is affected	125	39.1
Judgment impaired	30	9.4
Failure to think & act right	56	17.5
Others	2	0.6
Total	320	100

Source: Researcher 2014

The respondents highlighted a few of the side effects as shown in table 4.7 above; becoming violent 9.1%, Poor performance 20%, Body health affected 39.1%, Judgment impaired 9.4%, Failure to think and act right 17.5% and others 0.6%.

This finding confirms Grant & Dawson (1997) that the earlier young people start drinking; the more likely they are to suffer alcohol-related health and social problems later in life. Compared to those who wait until they are 21 to drink, young people who start drinking before age 15 are four times more likely to become alcohol dependent, seven times more likely to be in a motor vehicle crash and 11 times more likely to be in a physical fight after drinking.

4.2.2 Factors that influence students to drink alcohol

This is the second objective in the study. According to Pechmann (2005), adolescents because of how the human develops, may be particularly attracted to branded products such as alcohol that are associated with risky behavior and that provide in their view immediate gratification, thrills and social status. When respondents were asked whether students drink alcohol, 90.6% said yes while 9.4% said no as shown in table 4.8 below.

Table 4.8: Whether students drink alcohol

Do students drink alcohol?	n	%
Yes	290	90.6
No	30	9.4
Total	320	100

Source: Researcher 2014

This finding confirms NACADA (2012) report that 39% of Kenyans between 15-65 years have abused alcohol and the number rise when it comes to abuse among young people in educational institutions.

Table 4.9: Cause of drinking alcohol

Cause	n	%
Parents	30	9.4
Peer Pressure	170	53.1
Alcohol Adverts	70	21.9
Personal Choice	50	15.6
Total	320	100

Source: Researcher

Respondents gave out the causes why students drink alcohol as follows as shown in table 4.9 above; Parents 9.4%, peer pressure 53.1%, Alcohol adverts 21.9%, and personal choice 15.9%.

According to Moses et al (2011), key influencing factors of alcohol abuse are peer pressure, family problems, availability and ease access, challenges associated with the transition to manhood or womanhood, enabling social environment and a general culture of acceptance of alcohol as portrayed in the media especially advertisements.

Table 4.10: Whether you have ever consumed alcohol

Have you ever consumed alcohol?	n	%
Yes	190	59.4
No	130	40.6
Total	320	100
Gender		
Male	140	43.8
Female	50	15.6
	320	100

Source: Researcher

Table 4.10 above shows the distribution of respondents by gender when they were asked whether an individual has ever consumed alcohol in his or her lifetime. The males were more 43.8% as compared to females at 15.6%. In this study 59.4% indicated to have ever consumed alcohol while 40.6% said they have never ever consumed alcohol. According to Masita (2004) almost every Kenyan youngster at one time or another experiment with drugs, especially with alcohol.

Table 4.11: How old when you first consumed alcohol

Number of years	n	%
11	80	25
12	40	12.5
13	25	7.8
14	30	9.4
15	15	4.7

Source: Researcher

Table 4.11 above shows the respondents' age of initiation indicating 25% drunk alcohol at 11 years and 4.7% drunk alcohol at 15 years. This confirms NACADA (2012) report showing a clustering around age 10 as the possible age of initiation into drugs and substance abuse.

Table 4.12: Whether you are still drinking alcohol

Yes	80	42.1
No	110	57.9
Total	320	100

Source: Researcher

Table 4.12 above shows that 42.1% of the respondents are still drinking while 57.9% are not currently drinking. According to NACADA (2012) report that 39% of Kenyans between 15-65 years have abused alcohol and the number rise when it comes to abuse among young people in educational institutions.

4.2.3 Role of advertisements on alcohol consumption among students

Grube and Wallack (1994) assert that alcohol advertisements connect consumption of alcohol with attributes particularly important to youth such as friendships, prestige, sex appeal and fun. In this third objective of the study students were asked if they had come across alcohol advertisements, 92.5% said yes while 7.5% said no as shown in table 4.13 below.

Table 4.13: Whether you've come across alcohol adverts

Have you come across Alcohol adverts?	n	%
Yes	296	92.5
No	24	7.5
Total	320	100

Source: Researcher 2014

Table 4.14: Source of the alcohol adverts

Source	n	%
Television	178	55.6
Radio	44	13.8
Newspaper	37	11.6
Billboards	37	11.6
Total	320	100

Source: Researcher

Table 4.14 shows the respondent sources' of alcohol adverts as follows: Television 55.6%, Radio 13.8%, Newspaper and billboards shared 11.6%.

Table 4.15: Does an alcohol advert attract you

Does an alcohol advert attract you to think about drinking alcohol?	n	%
Yes	172	53.8
No	124	38.8
Total	294	92.6

Source: Researcher 2014

Table 4.15 above presents the findings when respondents were asked if alcohol adverts attracts them to think about drinking alcohol. In this study 53.8% indicated they are attracted to alcohol adverts while 38.8% said they are not attracted. According to Standard & Poor's Industry Trends (2007) advertisers uses persuasive themes like product quality, humor, sex appeal, romance/relationships, good looks, personal/professional acceptance, youthful vigor, good health and hanging out/partying to sell their products and the positive depictions of advertisers' products positively impress the youth.

Table 4.16: Whether you support alcohol advertisement

Do you support alcohol advertisement?	n	%
Yes	141	44.1
No	179	55.9
Total	320	100

Source: Researcher 2014

When respondents were asked whether they support alcohol advertisement, 44.1% of them supported while 55.9% said they don't support as shown in table 4.16 above.

Table 4.17: Reasons for supporting alcohol adverts

Reasons	n	%
Selling volumes increases	40	12.5
Consumers are aware of new brands of products	30	9.4
Competitive market	11	3.4
It is key in the business world	60	18.8
Total	141	44.1

Source: Researcher 2014

Table 4.17 above shows the reasons respondents gave for supporting alcohol adverts; 12.5% said selling volumes increases, 9.4% indicated that consumers are made aware of new brand of products, 3.4% highlighted a competitive market and 18.8% indicated it's a prerequisite in the business world. In support of this finding is Krugmann, et al (1994) that advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market

Table 4.18: Reasons for not supporting alcohol adverts

Reasons	n	%
Can cause students to think about drinking	70	21.9
Drinking is depicted as something good	40	12.5
Drinking is portrayed as harmless	20	6.3
Drinking is portrayed as socially acceptable	49	15.3
Total	179	55.9

Source: Researcher

Table 4.18 shows the reasons respondents gave for not supporting alcohol adverts; 21.9% said it can cause students to think about drinking, 12.5 indicated that drinking is portrayed as harmless, 6.3% drinking is portrayed as something good and 15.3% asserted that drinking is portrayed as socially acceptable. In support of this finding is (Pediatrics, 2010) that alcohol advertising makes drinking look normative activities and may function as ‘super peer’ in subtly pressuring teenagers to experiment.

Table 4.19: Number of times in a week you come across alcohol advertisements

Number of times in a week	n	%
3x	60	18.8
4x	50	15.6
5x	54	16.9
6x	42	13.1
7x	90	28.1
Total	296	92.5

Source: Researcher 2014

Table 4.19 above presents the findings when respondents were asked how many times in a week an individual comes across alcohol advertisements. 18.8% of the respondents indicated 3 times in a week, 15.6% indicated 4 times in a week, 16.9% indicated 5 times in a week, 13.1% indicated 6 times in a week and lastly 28.1% 7 times in a week. This is quite significant because according to Pasch et al (2007) the degree of youth alcohol exposure is strongly directly associated with intentions to drink, age of drinking onset, prevalence of drinking, and the amount consumed.

4.6 Discussion of Findings

Majority of the respondents 95.4% have information about alcohol. The school has played a significant role in educating students about alcohol and its side effects. For example 46.9% of the respondents indicated the school as the source of information about alcohol. It is quite clear from the findings that respondents do not practice what they know. Despite the high awareness of alcohol and its side effects, drinking seems to be a problem among the students because the study found out that 42.1% of the respondents still drink alcohol. This is confirmed by NACADA (2012) report that 39% of Kenyans between 15-65 years have abused alcohol and the number rise when it comes to abuse among young people in educational institutions.

Of all the risks associated with alcohol, majority of the respondents highly perceived that alcohol drinking affects body health (39.1%). Widespread concern exists among policy makers and the public about the potential effects of advertisements especially among children and adolescents. According to Altstiel & Grow (2006), the biggest concern appears in the

abilities of advertisements to encourage harmful behavior. This view is also shared by Grant & Dawson (1997) that the earlier young people start drinking; the more likely they are to suffer alcohol-related health and social problems later in life. Compared to those who wait until they are 21 to drink, young people who start drinking before age 15 are four times more likely to become alcohol dependent, seven times more likely to be in a motor vehicle crash and 11 times more likely to be in a physical fight after drinking.

Mallhaney (2005) takes the same position that media consumption habits in children and adolescent predict risk behaviors and adverse health outcomes as adverse overweight and obesity, violence and aggression behavior, alcohol use, and early sexual debut. This finding is of concern to stakeholders attempting to mitigate the influence of alcohol advertisements among the youth because according to the recent (WHO, 2011) Global Status Report on health indicates that health impact from alcohol strikes relatively early in life and it is the leading risk factor for mortality and the overall burden of disease in the 15-59 age group.

This study has shown that peer pressure is a powerful influence towards students/youth drinking lifestyle. As highlighted in the study 53.1% of the respondents indicated peer pressure as a leading cause why students drink alcohol. According to Moses et al (2011), key influencing factors of alcohol abuse are peer pressure, family problems, availability and ease access, challenges associated with the transition to manhood or womanhood, enabling social environment and a general culture of acceptance of alcohol as portrayed in the media especially advertisements. This is also supported by Kiiru (2004) who argues that peer

pressure influences youth to use substances under the false impression that some drugs stimulate appetite for food, increase strength and give wisdom as well as courage to face life.

This study has also shown that apart from peer pressure, alcohol adverts too cause students to drink alcohol. In this study 21.9% of the respondents indicated alcohol adverts as a cause why students drink alcohol. In support of this finding Federal Trade Commission (FTC, 1999) posits that while many factors may influence an underage person's drinking decisions, including among other things parents and peer pressure, there is reason to believe that alcohol advertising also plays a role. Schaefer (1996) concurs with the argument that external pressures, especially the media, have an influence on alcohol use among the youth.

As the study found out, majority of the respondents 59.4% have ever consumed alcohol in their lifetime. The respondents' age of initiation was shocking because 80% of the respondents indicated that they had tested alcohol as early as 11 years old. The males were more 43.8% as compared to female 15.6%. Masita (2004) assert that almost every Kenyan youngster at one time or another experiments with drugs, especially with alcohol. As indicated in the literature review 39% of Kenyans aged 15-65 have ever consumed alcohol in their life, showing a tendency to clustering around age 10 as the possible age of initiation into drugs and substance abuse and that current use of all intoxicating substance is higher among men than women (NACADA, 2012).

The study found out that 92.5% of the respondents have come across alcohol adverts and television was the main source at 55.6%. According to Center for Alcohol Marketing and Youth (CAMY, 2002), alcohol advertisements reach the youth not only through television,

but also through other varied media, such as billboards, radio, magazines, sports stadium signs and on mass transit such as subway systems. National Authority Campaign Against Drug Abuse, NACADA (2002) insists that consideration should be made to regulate the media in the area of alcohol advertising as this serves as stimuli to capture new abusers every single day.

Respondents agreed that alcohol adverts attracted them to think about drinking alcohol. According to the findings 53.8% indicated that alcohol advertisements attracted them to think about drinking alcohol. Standard & Poor's Industry Trends (2007) asserts that advertisers uses persuasive themes like product quality, humor, sex appeal, romance/relationships, good looks, personal/professional acceptance, youthful vigor, good health and hanging out/partying to sell their products and the positive depictions of advertisers' products positively impress the youth. Fleming et al (2004) also takes the same position that exposure to alcohol advertising shapes attitudes and perceptions about alcohol use among both young people and young adults. However these attitudes and perceptions predict young people's positive expectancies and intentions to drink. This view is supported by Austin& Knaus (2000) that if young people like alcohol ads, they are more likely to have positive expectancies about alcohol use and to intend to drink.

Majority of the respondents 55.9% do not support alcohol advertisements with the view that adverts act as an initiation conduit towards students drinking. Although the alcohol industry maintains that its advertising aims only to increase market share and not encourage underage persons to drink, research suggests otherwise. According to Grube & Wallack (1994) alcohol advertisements overwhelmingly connect consumption of alcohol with attributes particularly

important to youth such as friendship, prestige, sex appeal and fun. In support of this view is (Pediatrics, 2010) that alcohol advertising makes drinking look normative activities and may function as ‘super peer’ in subtly pressuring teenagers to experiment. This is also supported by Kunkel (2001) that exposure to alcohol advertising and marketing increases the likelihood that young people will start drinking or they will continue with the habit if they were already consuming the product.

In as much as a majority of respondents do not support alcohol advertisements it is worthy to note that a significant number of respondents (44.1%) support alcohol advertisements. This means that a total ban of alcohol adverts is not possible. The literature reviewed indicates that there is need to seek ways of addressing alcohol advertisements in terms of timings, placement and content. According to World health organisation (WHO, 2010) advertising and promotion of alcohol needs to be controlled and it supports reducing the impact of marketing, particularly on young people and adolescents because it’s an important consideration in reducing harmful use of alcohol.

The study found out that a good number of respondents (28.1%) see alcohol advertisements daily for a whole. This is quite significant because according to Pasch et al (2007) assert that the degree of youth alcohol exposure is strongly directly associated with intentions to drink, age of drinking onset, prevalence of drinking, and the amount consumed. In support of this view is Schaefer (1996) arguing that the amount of time young people spend watching television has a negative influence on their behavior as young people are continually bombarded with the message that these drugs are the answer to all their problems.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The purpose of this study was to examine the influence of television advertisements on alcohol consumption among the youth in secondary schools in Kasemeni location Kwale County. This chapter contains a summary of key findings from the study, a conclusion drawn from the study findings and recommendations based on the objectives of the study.

5.2 Summary of key findings

5.2.1 Level of information about alcohol

It is very clear from this research that majority of the students (95.4%) had knowledge about alcohol drinking and its side effects. The respondents attributed this knowledge to various sources such as school, friends, parents, religious affiliations and the media (television and radio). It is clear from the findings that despite the awareness of alcohol drinking and its side effects this knowledge has not been fully translated into action because 42.1% of the respondents are still drinking alcohol. This finding may indicate that there is need for more awareness programs and campaigns on alcohol drinking and its side effects.

5.2.2 Factors that influence students to drink

The study found out that 53.1% of the respondents were of the view that students drink alcohol because of peer pressure. According to Moses et al (2011), key influencing factors of alcohol abuse are peer pressure, family problems, availability and ease access, challenges associated with the transition to manhood or womanhood, enabling social environment and a general culture of acceptance of alcohol as portrayed in the media especially advertisements.

The study found out that apart from external forces that cause youth to drink alcohol, personal choice/decision also contribute towards youth alcohol drinking.

5.2.3 Television advertisements on alcohol consumption among students

The study found out that 55.6% of the respondents are aware of alcohol advertisements through television with 53.8% of the respondents admitted that alcohol adverts attracted them to think about testing alcohol. National Authority Campaign Against Drug Abuse, (NACADA, 2002) insists that consideration should be made to regulate the media in the area of alcohol advertising as this serves as stimuli to capture new abusers every single day. Standard & Poor's Industry Trends (2007) asserts that advertisers uses persuasive themes like product quality, humor, sex appeal, romance/relationships, good looks, personal/professional acceptance, youthful vigor, good health and hanging out/partying to sell their products and the positive depictions of advertisers' products positively impress the youth.

5.3 Conclusion

Based on the objectives of this study, students have the knowledge about alcohol and are aware of the side effects caused by alcohol drinking. This knowledge awareness has not translated to behavior change because the finding shows that a significant number of respondents are currently drinking alcohol. Both boys and girls have drunk alcohol in their lifetime based on the findings with majority being boys than girls. According to the findings the age of initiation to alcohol drinking is quite alarming because the youth have drunk alcohol as early as age 11 years.

The findings indicate that parents have either neglected or abandoned their custodian roles to the youth on matters to do with alcohol and other substance abuse. Something to note based on the findings is that not all youth are passive in relation to alcohol advertisements influence and their drinking lifestyle/pattern. This is to say youth also drink alcohol out of a personal decision. The findings of this study suggest that in as much as peer pressure is a leading contributing factor for students to drink, alcohol adverts are also a cause towards youth drinking. Another thing worthy to note is that the media either print or broadcast act as a conduit to the youth to be attracted to alcohol drinking.

5.4 Recommendations

First, based on the findings of this study, there seems to be a strong disconnect in the enforcement of legislation related to age restrictions in the sale of alcohol to minors (persons under the age of 18 years). Greater emphasis is required on the enforcement of legislation relating to the sale of alcohol to minors. Steps should be taken to review existing legislation with special attention given to the implications of availability, access, and pervading culture. Second, multiple approaches should be used in building of public awareness on issues relating to alcohol and drug use as well as harm reduction, and these should include open forums, discussion groups, films, music and motivation sessions. Third, the custodians of the youth who include parents, the institutions and religious bodies must be key players in the intervention undertaken to prevent alcohol and other substance abuse for the problem to be tackled successfully. For example according to Blum (1972) peers have a high degree of influence only when parents have abdicated their traditional supervisory roles. Hence, active and involved parents may be able to limit the influence of peer groups on young people's

attitudes towards alcohol use and therefore have a crucial influence on children and youth behaviors.

Fourth, youth need to be taught both at school, home and their respective religious affiliations about life skills such as decision making whereby they can say NO to alcohol by choice as a consequence of acquiring the necessary knowledge. Fifth, there is need to regulate the media in the area of alcohol advertising as this serves as a stimulus to capture new abusers every single day.

Sixth, offering powerful counter-advertisements painting more realistic pictures of the effects of alcohol. Finally, alcohol adverts need to be regulated in such a way that they don't provoke the youth to think about drinking by:

- i) Reducing the total amount of alcohol advertising.
- ii) Removing content appealing to youth in remaining alcohol advertising.

5.4.1. Recommendations for further research

As indicated earlier, this research had a limited scope of study. There is a lot that needs to be done by way of research in order to settle some outstanding concerns. There are a number of possibilities for future research as follows:

- i. There is need to carry out further research to establish how the degree of exposure of alcohol adverts influence students drinking.
- ii. There is need for a comparative study to be conducted in other counties since this study was limited to Kwale County.

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APPENDICES

APPENDIX 1: CONSENT FORM

Dear respondent,

My name is David Ochami Anyange. I am a student at the University of Nairobi pursuing a Master of Arts in Communication studies. I am collecting data for my thesis titled: The influence of advertisements on alcohol consumption among the youth in Kasemeni location. I kindly request you to participate in this study.

The information you will give shall remain private and confidential. By participating in this study and answering the questions, you will help to increase my understanding of the influence of advertisements on alcohol consumption among the youth.

Your participation in this study is voluntary, you have the right to refuse to participate or answer any questions that you feel uncomfortable with.

Declaration of the respondent

I have understood the purpose of this study and therefore voluntarily agree to participate as a respondent.

Signature of the respondent_____

Date_____

APPENDIX 2: SURVEY QUESTIONNAIRE

SECTION 1: SOCIO-DEMOGRAPHIC INFORMATION

No.	QUESTIONS	ANSWERS	SKIP
101	What is your gender?	01=Male 02=Female []	
102	How old are you?	Record number of years []	
103	In which class are you?	01=Form One 02=Form Two [] 03=Form Three 04=Form Four	
104	Which of the following best describes the family you currently live with?	01=Mum & Dad 02=Single Mum 03=Single Dad 04=Foster Parents [] 05=Grand Parents 06=Other (specify) _____	

SECTION 2: LEVEL OF INFORMATION ABOUT ALCOHOL

No.	QUESTIONS	ANSWERS	SKIP
201	Have you come across any information addressing alcohol subject?	01=Yes 02=NO []	If NO, go to 203
202	Where did you get the information from?	01=Taught in school 02=Told by a friend 03=Told by my parents 04=Taught in church 05=Taught in a mosque 06=From a television program	

		07=Radio program []	
203	Do you think alcohol consumption has got side effects?	01=Yes 02=NO []	If NO, go to 301
204	When students engage in alcohol drinking what are the likely results?	01=Become violent 02=Perform poorly in school 03=Body health is affected 04=Judgment is impaired 05=Failure to think and act right 06=Other (specify) _____ []	

SECTION 3: FACTORS THAT INFLUENCE STUDENTS TO DRINK

No.	QUESTIONS	ANSWERS	SKIP
301	In your opinion do you think students drink alcohol?	01=Yes 02=NO []	
302	What are the reasons which cause the students to drink?	01=Parents 02=Friends [] 03=Peer Pressure 04=Alcohol Adverts 05=Personal Choice	
303	Have you ever consumed alcohol	01=Yes 02=NO []	
304	If Yes, how old were you when you first took alcohol?	Record the age 44=I don't know []	
305	Do you currently consume alcohol?	01=Yes 02=No []	

SECTION 4: ROLE OF ADVERTISEMENTS ON ALCOHOL CONSUMPTION AMONG STUDENTS

No.	QUESTIONS	ANSWERS	SKIP
401	Have you come across an alcohol advertisement?	01=Yes 02=NO []	If NO, go to 404
402	Where was that alcohol advertisement?	01=Television 02=Radio 03=Newspaper 04=Billboard []	
403	Does an alcohol advert attract you to think about testing alcohol?	01=Yes 02=NO []	
404	Do you support alcohol advertising?	01=Yes 02=NO []	
405	If Yes, why?	01=Selling volumes increases 02=Enables consumers to be aware of new brands 03=The market is competitive 04=It is key in the business world	
406	If No, why?	01=Can cause students to think about drinking 02=Drinking is portrayed as harmless 03=Drinking is depicted as something good 04=Drinking is portrayed	

		as socially acceptable	
407	In a week how many times do you come across alcohol advertisements?	Record the number of times 44=I don't know []	