

INFLUENCE OF ALCOHOL MARKETING PROJECT ON YOUTH  
DRINKING BEHAVIOUR IN DAGORETTI NORTH SUB  
COUNTY, NAIROBI COUNTY, KENYA

BY

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## **DECLARATION**

This research project report is my original work and has not been presented for the award of any other degree in any other University.

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## **DEDICATION**

I dedicate this research project report to my family, in particular my life partner Daniel Kihonge and my mother, Florence Ogott who have always encouraged me and supported me.

## **ACKNOWLEDGEMENT**

Several people, in various ways, have influenced the journey this research project report has taken to become what it is. I will not list the names of them all but will pay special thanks to all of them. My sincere gratitude goes to my supervisor, Dr. Steven Luketero for the intellectual leadership and innovative ideas he shared with me throughout this study.

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## **ABBREVIATIONS AND ACRONYMS**

ADCA	Alcoholic Drinks Control Act 2010
CAMY	Centre for Alcohol Marketing and Youth
CSR	Corporate Social Responsibility
EABL	East African Breweries Limited
FIFA	International Football Governing Body
GRP	Gross Rating Points
NACADA	National Authority for Campaign against Alcohol & Drug Abuse
UNDESA	United Nations Department of Economic and Social Affairs
SPSS	Statistical Package for Social Sciences
UK	United Kingdom

## ABSTRACT

The purpose of this study was to investigate the influence of alcohol marketing on youth drinking behaviour. The study was guided by the following objectives: to determine the influence of alcohol advertising, corporate social responsibility programs, innovative alcohol product designs and sponsorship of events by the alcohol industry on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya. The study population was 125,000 youth aged 18-34 in Dagoretti North Sub County in Kilimani, Kawangware, Kabiro, Gatina and Kileleshwa wards, with a sample target of 386 respondents determined using the Krejcie and Morgan formula of 1986. Questionnaires were used to collect information from the respondents. The number of respondents in each ward were determined through proportionate stratified sampling and thereafter, purposive sampling was employed whereby only youth who consume alcohol or have at one time consumed alcohol were included in the study. The instrument's validity and reliability were enhanced through a pilot study in Westlands Sub County and the results were not included in the main study. Content validity was used by the researcher engaging experts in the Extra Mural Department. The questionnaires were administered to the respondents by the researcher assisted by two research assistants. The research began after obtaining a research permit from the Department of Science and Technology, Kenya. On alcohol advertising, the findings revealed that, 68.8% have consumed an alcohol brand because of an advertisement they liked. This means that alcohol advertising influences youth to consume alcohol. On Corporate social responsibility, the findings revealed that 16.5% believe that corporate social responsibility from the Alcohol Industry is not making Kenya better and is instead a form of marketing that is aimed at selling more alcohol products. On Sponsorship, findings revealed that 70% have been influenced to consume more alcohol because of sponsorship from the alcohol industry at an event. On innovative alcohol products, 73.1% say they have been influenced to drink more fancy, fruit flavoured drinks heavily marketed by the Alcohol Industry. The study recommends stricter alcohol marketing regulation not only because this is what young people are asking for, but also because young people are exposed on a regular basis to alcohol marketing, which is proven to speed up the onset age of drinking and encourage those who do drink alcohol to drink more. On suggested areas for research, the study recommends further research be conducted on alcohol marketing's influence on youth drinking behaviour through longitudinal studies that span 10–20 years (from drinking initiation to adulthood and the establishment of life-time drinking habits) in Kenya.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

According to World Health Organization's (WHO, 2014) Global status report on alcohol and health, an estimated 4.9% of the world's adult population (240 million people) suffer from alcohol use disorder (7.8% of men and 1.5% of women), with alcohol causing an estimated 257 disability-adjusted life years lost per 100 000 population. Globally, alcohol causes approximately 3.3 million deaths every year (or 5.9% of all deaths); and 5.1% of the global burden of disease is attributable to alcohol consumption. In 2012, 7.6% of deaths among males and 4.0% of deaths among females were attributable to alcohol (WHO, 2012)

While alcohol is the leading risk factor for death in males aged 15–59 years, women are more vulnerable to alcohol-related harm for a given level of alcohol use or a particular drinking pattern. Additionally, alcohol use among women is continuing to increase and is linked to economic development and changing gender roles. Additionally, the harmful use of alcohol is a component cause of more than 200 disease and injury conditions in individuals, most notably alcohol dependence, liver cirrhosis, cancers and injuries. The latest causal relationships established are those between alcohol consumption and incidence of infectious diseases such as tuberculosis and HIV/AIDS (WHO, 2012)

Worldwide consumption in 2010 was equal to 6.2 litres of pure alcohol consumed per person aged 15 years or older, which translates into 13.5 grams of pure alcohol per day. A quarter of this consumption (24.8%) was unrecorded, i.e., homemade alcohol, illegally

produced or sold outside normal government controls. Of total recorded alcohol consumed worldwide, 50.1% was consumed in the form of spirits. Globally, Europe is the region with the highest consumption of alcohol per capita, with some of its countries having particularly high consumption rates. Trend analysis shows that the consumption level is stable over the last 5 years in the region, as well as in Africa and the Americas, though increases have been reported in the South-East Asia and the Western Pacific regions (WHO, 2012)

It is significant to note that countries across Africa featured prominently in the WHO (2014) global status report on alcohol and health, highlighting the dangerous levels of alcohol consumption. South African drinkers (15 and above) for example were shown to be consuming a huge 27.1 litres of pure alcohol per year on average. East African countries such as Uganda and Rwanda also featured highly in the levels of alcohol consumed (23.7 and 22.0 respectively). In Africa, 65.2% of women and 49.1% of men abstain from alcohol, compared to 55% of women and 34.9% of men globally, and 24.6% of women and 12.6% of men in the European region.

However, among Africans who drink, heavy episodic drinking (defined as at least 60 g of pure alcohol on at least one occasion in the past 7 days) is the most common pattern of consumption: 46% of female drinkers and 59% of male drinkers are weekly heavy episodic drinkers, the highest prevalence of this pattern of drinking in the world (WHO, 2011). Thus, if the African market grows—that is, if abstention declines and current patterns of drinking persist—there could be substantial growth in hazardous alcohol consumption across the region.

Locally, 23.1 % of Kenya's population drinks alcohol. Kenya's alcohol consumption per capita is 4.3 litres of pure alcohol for members of the population aged 15 and over. (WHO, 2014). This is worrying because according to National Authority for the campaign against alcohol and drug abuse (NACADA) rapid assessment results (2012), the alcohol and drug abuse problem presents a significant public health problem with far reaching ramifications ranging from poor health outcomes to diminished production in all sectors of the economy, insecurity and non-attainment of national development goals. NACADA cites poverty, peer pressure, limited enforcement of laws, including the Alcoholic Drinks Control Act, 2010, and the breakdown of traditional values leading to dysfunctional families as the immediate causes of drug and substance abuse. The high unemployment levels also contribute to alcohol and substance abuse as many youth remain idle and have time to engage in the same (NACADA, 2012)

Despite the negative consequences of alcohol, there is also growing evidence that exposure of young people to alcohol marketing speeds up the onset of drinking and increases the amount consumed by those already drinking. The evidence also shows that marketing influences youths' attitudes and perceptions about alcohol. The alcohol industry's influence is documented in terms of its marketing through product design innovations, targeted marketing activities, lobbying positions and corporate social responsibility programs (Babor, Robaina and Jernigan, 2015)

Alcohol industry CSR includes responsible drinking campaigns and educational programs. An example of this is the East Africa Breweries Company in Kenya (EABL) that has a Scholarship Program run through its Foundation for needy and bright students, whereby those with a mean grade of A in their final exams in high school are given full scholarships

to join Universities in Kenya (EABL, 2015) This gives young people the illusion that success is linked to alcohol, and that brewers care about their welfare. Targeted marketing activities include the current campaign by EABL, 'Under 18 asipewe' which translates to don't give alcohol to people aged under 18 years. This is a clever advertising ploy, seemingly portraying that the alcohol industry is not keen on selling to children, while advertising itself in the process. It is clear this is nothing more than a public relations exercise shielding the true aim of the industry that is to maximise profits regardless of the cost to society.

Clever product design innovations include the introduction of 'Snapp' and 'Smirnoff Ice', fruit flavoured alcoholic drinks that are traditionally aimed at young people and women in violation of the industry's own codes on self-regulation (Debruijn, 2011). Alcohol companies have also sponsored big events that the youth frequent including Rugby and football tournaments as well as popular Television programs like Tusker Project Fame which was a singing competition aired on TV that was very popular and attracted a huge following. This program was funded by East African Breweries Limited. The alcohol industry also has a very big advertising budget, funding advertising campaigns on radio, TV, billboards and social media to ensure brand visibility and increase in sales. The alcohol industry also constantly seeks to ensure fewer government controls. One such example was South Africa in 2012, where the government was considering a new law that would restrict alcohol advertising, raise the minimum drinking age to 21, enforce stricter penalties for drunk driving, raise alcohol taxes and require warning labels on containers (Lythgoe, 2011). In response, alcohol industry representatives, attempting to prevent a loss in profits

from younger drinkers, argued that increased taxes would motivate lower-income African drinkers to buy illicit and potentially dangerous alcohol (Maphai, 2012).

Throughout this paper, I will seek to show the influence of alcohol marketing on youth drinking behaviour leading to serious detrimental alcohol related problems.

## **1.2 Statement of the Problem**

According to the rapid assessment results from the National Authority for the Campaign against alcohol and drug abuse (NACADA) survey in 2012, about 5.8% of Kenyans are abusing alcohol while another 5.5% are dependent on alcohol use. Additionally, among all young people aged 15-24 in Kenya, 11.7% are currently using alcohol. Male youth are more likely to be current users of alcohol compared with their female counterparts that is 8.1% and 5.6% respectively (National Authority for the Campaign against alcohol & drug abuse, 2012). Some of the negative consequences of heavy alcohol consumption include loss of eyesight, mental disorders, HIV/AIDS and death with youth heavily affected.

Dagoretti North Sub County was chosen because of the high number of alcohol billboards in the area. According to Adrian Kamau, a Program Officer at National Authority for the Campaign against alcohol and drug abuse, there are approximately 15 billboards advertising alcohol in Dagoretti North Sub County which is significantly high. There are also a high number of liquor licensed points, an estimated 2,000 liquor selling points are in Dagoretti North Sub County which amounts to 25% of all liquor licenses in Nairobi.

As a result of this, the behaviour of youth is unbecoming. Alcohol use affects the social and economic prospects of individuals and households. About 35.7% of all alcohol users



reported that they had diverted resources in order to buy alcohol. (NACADA, 2012). A crime survey conducted by Assiango, Stavron, Ravestijn and Jackson (2001) found that 56% of crime in Kenya between 2001 and 2009 was committed by young people aged 16 to 25 years old. The survey found that Alcohol/drugs (23%) were responsible for increased vulnerability of youth to re-commit crime.

Despite these reported ills in society, the global alcohol industry is targeting emerging and transitioning markets (including Kenya) as their best opportunities for growth. Here, they tend to buy outright or in part the largest local competitors, and then market their international and local brands together, assigning higher price points to the international brands. This generates a cycle of high profitability: global brands command higher prices, producing greater profits which then fund larger marketing campaigns, which strengthen brand identities and act as entry barriers to other firms, which then reinforce profitability. Thus, if the African market grows—that is, if abstention declines and current patterns of drinking persist—there could be substantial growth in hazardous alcohol consumption across the region leading to more of the devastating ills associated with alcohol among the youth where the greatest problem exists (Babor & Robaina, 2013).

### **1.3 Purpose of the study**

The purpose of the study was to investigate the influence of alcohol marketing project on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya.

## **1.4 Objectives**

The objectives of this study were:

1. To determine the influence of alcohol advertising on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya.
2. To determine the influence of corporate social responsibility programs by the alcohol industry on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya.
3. To determine the influence of innovative alcohol product designs on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya.
4. To determine the influence of sponsorship of events by the alcohol industry on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya.

## **1.5 Research Questions**

The specific research questions of this study were:

1. How does alcohol advertising influence youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?
2. How do corporate social responsibility programs by the alcohol industry influence youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?

3. How does sponsorship of events by the alcohol industry influence youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?
4. How do innovative alcohol product designs influence youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?

### **1.6 Significance of the Study**

This study provides insight into the alcohol industry's move to ramp up their marketing efforts in Africa, and in Kenya in particular, and how this will affect youth drinking behaviour. It builds on work done by social scientists who have long sought to prove what the impact of alcohol marketing is particularly among youth, although most research has been restricted to developed countries.

This study looked at the ramifications in Kenya, and provides insight into how alcohol marketing affects youth in a developing economy who live in a very different set of circumstances than in the developed world who have the advantage of very active democratic systems of governance and more accountable governments. This will help Kenyan society get a better understanding of the issue and work to advocate for the government to develop alcohol control policies and legislation that do more to protect the health of the youth.

## **1.7 Delimitation of the Study**

This study covered specifically alcohol marketing including product innovations, advertising, sponsorship of events by the alcohol industry and corporate social responsibility of the alcohol industry and its effects on youth in Nairobi County in 2015. This study will not cover the entire population of Nairobi County, but specifically youth aged 18-34 resident in Dagoretti North Sub County, Kenya in all the five wards that is Kilimani, Kawangware, Kabiro, Gatina and Kileleshwa wards.

## **1.8 Limitations of the study**

One limitation of the study was identifying the youth who specifically come from Dagoretti North Sub County. This was overcome by seeking assistance from the area chiefs and the Dagoretti North Sub County Youth Officers to identify youth who reside in this area. Another limitation was identifying youth who consume alcohol. This was overcome by targeting youth at social events and ensuring absolute anonymity of the respondents.

Another limitation was convincing respondents to fill in the questionnaires as they will not be compensated for participating in this study. This was overcome by employing research assistants who are resident in Dagoretti North Sub County, and who are well known and well respected young people who are easily identifiable by other residents in the region. Another limitation is scope as this study is limited to Dagoretti North Sub County. The outcomes of the study provide valuable insight that can inform future studies of this nature.

## **1.9 Assumptions of the Study**

One of the assumptions of this study is that the sample is representative of the youth population of Nairobi County on which the inferences will be based. Another assumption is that the respondents will answer questions correctly and truthfully. Anonymity and confidentiality of respondents will be preserved, and respondents will be able to withdraw from the study at any time without any ramifications.

## **1.10 Definitions of significant terms**

Certain terms/concepts in this paper require clear understanding and this definition. Such terms are the following;

**Alcohol Advertising**-This is the promotion of alcoholic beverages by alcohol producers, distributors or manufacturers through a variety of media.

**Alcohol Industry or Alcohol Companies or Alcohol Producers**-This refers to global and local producers, distributors and manufacturers of alcoholic beverages.

**Alcohol Marketing**-This refers to promotion, advertising, sponsorship, innovative alcohol product designs and corporate social responsibility initiatives by the alcohol industry for the purpose of increasing sales and revenue.

**Alcohol Sponsorship**- This is promotion of an event/ TV program by an alcohol company or alcohol brand including sports events.

**Corporate social responsibility**- This are image building initiatives by the alcohol industry that are meant to benefit society.

**Innovative alcohol products-** These are creative alcohol products used to entice young people to buy them including Fruit flavoured alcohol drinks and fancy/eye catchy bottles of alcohol products

**Youth Drinking Behaviour-**This refers to the drinking patterns of young people between the ages of 18 and 34 who are under the influence of alcohol that leads to negative consequences or actions.

### **1.11 Organization of the Study**

This study is organized into five chapters. Chapter one represents the Introduction which covers the background, statement of the problem, the purpose and objectives of the study and the research questions. It also covers the significance of the study, including limitations and delimitations. Finally, it covers assumptions of the study and Significant terms.

Chapter two represents the Literature Review which covers an overview of the Global Alcohol Industry its operations in Africa. It also covers elements of Alcohol Marketing namely Alcohol Advertising, Corporate Social Responsibility programs by the Alcohol Industry, Sponsorship of events by the alcohol industry and Innovative alcohol product designs and how these elements influence youth drinking behaviour. Finally, it covers theoretical and conceptual frameworks, as well as a Summary of the Chapter.

Chapter three represents the Methodology of the research project which covers the Research design, the Target population and the sampling procedure. It then covers the methods of data collection, including information on the piloting of instruments, validity

and reliability. Finally, it covers the methods of data analysis, ethical issues in research, operational definition of variables and a summary of the chapter.

Chapter four represents data analysis, presentation, interpretation and discussion including summaries and visual presentations

Chapter five represents a Summary of Findings, Conclusions and Recommendations. References represents all materials used and reviewed by the researcher including books, magazines, periodicals, journals, thesis and the Internet. Appendices represents the letter of transmittal, data collection instruments and budget.

## **CHAPTER TWO LITERATURE REVIEW**

### **2.1 Introduction**

This chapter includes information on the alcohol marketing globally as well as in Africa and in Kenya, alcohol marketing and consumption among the youth, theoretical and conceptual frameworks, research gaps and the summary.

### **2.2 Alcohol Marketing Project Globally**

The Alcohol Industry produces a legal, widely consumed drug; is dominated by relatively few producers; and utilizes a powerful combination of advertising dollars, savvy marketing, political campaign contributions, and sophisticated lobbying tactics to create and maintain an environment favourable to its economic and political interests. It requires the recruitment of new, youthful drinkers to maintain and build its customer base. It distances itself as far as possible from research findings that show alcohol is an addictive, albeit legal, drug that has harmful effects on mental, physical and community health (Yoast & Williams, 2004)

Market research figures developed for the alcohol industry estimate global alcohol production at 224.5 billion litres in 2010. Sales and profits from the global alcohol trade are concentrated among a small number of alcoholic beverage firms. The 10 largest global alcohol producers sell more than half of the world's alcohol (Impact Databank, 2011)

Diageo plc, the number one spirits manufacturer in the world is based in England and sells alcoholic beverages in approximately 180 markets, generating a pre-tax profit of



approximately £3.5bn in the financial year ended 30 June 2013 (Diageo, 2012) Net sales grew 6% over the year to £11.4bn, while operating profits grew 10%. In 2012, Diageo strengthened its dominant market position with a series of acquisitions including the world's largest tequila producer Jose Cuervo, and a majority stake in United Spirits Limited, India's biggest maker of spirits. As of 2010, SABMiller, another UK based company, held almost 13% of global market share (Impact Databank, 2011)

Table 2. 1: Ten top global alcohol producers

<b>COMPANY</b>	<b>BASE</b>	<b>PROFITS IN US \$ MILLIONS</b>
Anheuser-Busch In Bev	Belgium	\$48 133
Diageo plc.	United Kingdom	\$15 112
SABMiller	United Kingdom	\$19 408
Pernod Ricard	France	\$9 867
Heineken NV	Netherlands	\$21 394
Carlsberg Breweries A/S	Denmark	\$10 673
Grupo Modelo	Mexico	\$6 735
Kirin Brewery Co. Ltd	Japan	\$12 508
Moet-Hennessy SA (LVMH)	France	\$4 324
Asahi Breweries Ltd	Japan	\$10 661
<b>Total</b>		<b>\$158 815</b>

However, production figures privilege beer companies over spirits and wine, because beer is generally produced and consumed in far larger quantities. The industry is still in the

midst of substantial consolidation. For example in 2012, Heineken acquired Asia Pacific Breweries and In Bev bought Anheuser Busch in 2008 and is now known as Anheuser Busch in Bev (Sharma, 2014). Much of the savings from this consolidation goes into marketing activities as well (Jernigan, 2000). Besides traditional advertising and promotional practices, these marketing activities include ‘stakeholder marketing’, such as lobbying policy makers to remove barriers to trade and competition, and the creation of corporate social responsibility or ‘social aspects’ organizations (Jernigan, 2012).

Significantly, research in the US shows that even distributing alcohol merchandise to youth predicts their alcohol use. (Austin et al 2006). Perhaps, even more importantly, alcohol education did not lessen the association between alcohol marketing and drunkenness or problem drinking indicating that these marketing strategies are very robust. These findings may be related to the limited context of alcohol education in school, since parental guidance has been found as a significant direct and indirect factor that lessens the influences of alcohol advertisement and decreases alcohol use. (Austin et al, 2006).

African-American youth ages 12-20 are seeing more advertisements for alcohol in magazines and on TV compared with all youth ages 12-20, according to a study from the Centre on Alcohol Marketing and Youth (CAMY, 2012) at the Johns Hopkins Bloomberg School of Public Health. The report analyses alcohol exposure by type and brand among African-American youth in comparison to all youth. It also assesses exposure of African-American youth to alcohol advertising relative to African-American adults across various media venues using the most recent year(s) of data available. Alcohol is the most widely used drug among African-American youth, and is associated with violence, motor vehicle crashes and the spread of sexually transmitted diseases. At least 14 studies have found that

the more young people are exposed to alcohol advertising and marketing, the more likely they are to drink, or if they are already drinking, to drink more. “The report’s central finding—that African-American youth are being over-exposed to alcohol advertising—is a result of two key phenomena,” said author David Jernigan, PhD, the director of CAMY. “First, brands are specifically targeting African-American audiences and, secondly, African-American media habits make them more vulnerable to alcohol advertising in general because of higher levels of media consumption. As a result, there should be a commitment from alcohol marketers to cut exposure to this high-risk population.” (CAMY, 2012)

More supporting evidence has been found in a series of longitudinal analyses of data from a cohort of New Zealand teenagers in which it has been found that recall of (largely beer) advertising at age 15 years predicted heavier drinking among the males when aged 18 years (Connolly *et al*, 1994) and that positive response to beer advertising measured at age 18 years predicted heavier drinking at age 21 and more frequent drinking at age 26 (Casswell *et al.*, 2002).

Additionally, evidence reported in the UK Health Select Committee Report 18 of 2011 shows that drinks companies account for 12% of all UK sports sponsorship income, including prominent deals with the Football League and Premier League. UK expenditure on alcohol promotion through internet and digital platforms is about to overtake that on conventional advertising for the first time. Mass targeting of young people is becoming more difficult due to media fragmentation, thus advertisers have started to also target the trend-setters and opinion formers, and encourage them to disseminate the message themselves through interactive, often internet-based promotional material (Meier, 2011)

### **2.3 Alcohol Marketing Project in Africa**

The Alcohol Industry has made moves in early 2015 to expand in Africa. The Chief Executive Officer Ivan Menezes of Diageo Plc, a British multinational alcoholic beverages company and the maker of Guinness beer and Johnnie Walker whisky which owns 50% stake in East Africa Breweries (the biggest Kenyan alcohol beverages company), stated that they want Africa to account for 20 percent of its sales after investing more than \$1 billion in the continent over the last five years (Davidson, 2015). The ambition to make the African operation “one of the pillars of the next decade” and boost takings from the current share of 13 percent will play out in growing nations such as Ethiopia, Menezes said at the opening of an expanded brewery in Africa’s second-most populous country.

Diageo plc is the largest shareholder in East Africa Breweries Limited (EABL) in Kenya meaning these plans for expansion will likely affect Kenya. EABL owns a 90% market share of Kenya’s formal alcohol market. Its closest rival is Keroche Breweries which has 2% of the market. This is possibly because there are significant barriers to opening a brewery. A lot of capital is needed and there are supply chain, distribution and technical challenges. This has led to EABL operating as a monopoly for a long time. Producers of beer substitutes such as traditional brews such as ‘mnazi’(made from coconut) ‘muratina’, ‘busaa’ and ‘chang’aa’ have struggled to find legitimacy in the alcohol market. Most of them are labelled as illicit or second generation drink brewers. The restrictions placed on the supply and production of these brews has led to a vacuum in the market in regards to cheap liquor which has been filled by unscrupulous businessmen selling drinks laced with methanol which has had deadly consequences for consumers (Omondi, 2015, p.2)

Additionally, SABMiller (UK Alcohol Producer), with 9.5% of the global industry market share, has built spirits manufacturing facilities in South Sudan, Ethiopia and Nigeria over the past year, adding to its successful Tanzanian and its small Mozambican spirits units. The world's second-biggest beer brewer is targeting Africa's underdeveloped spirits market in an effort to "legitimise" the industry and ultimately to benefit its beer sales, the company's Africa MD Mark Bowman said. SABMiller plans to compete in spirits against cheap, illicit alcohol rather than with more expensive international brands, which are also targeting growth in Africa. "Africans drink 9l beers per head per year, compared with a global average of 45. So as Africa develops and levels of disposable income rise, we expect the rate of beer consumption to grow significantly," Mr Bowman said (Hedley, 2015)

In addition, Viva Global, a major beer distributing company in East Africa, are the official importers and suppliers of Budweiser produced by Anheuser Busch, a Belgian Alcohol beverages company with 16% of the global alcohol market share. The Business development Manager of Viva Global, Meera Karia, noted that the Budweiser brand is in high demand globally and as such will be a big hit in Kenya. "Our entry strategy is to focus on top bars, clubs and various restaurants and hotels in Nairobi," she added about the company's distribution strategy for the new entrant (Ochelle, 2015)

It is worthy to note that Kenya's alcohol sector has experienced major realignments with the entry of new players — SABMiller, Heineken NV Netherlands (which has 7.4% of the global alcohol market share) and independent spirits importers. Independent spirits importers have been keen to also grab a share of Kenya's market with the introduction of brands like Ciroc and Blue Moon whiskies. Keroche Industries' ambitious expansion plans have forced EABL to launch new brands. In 2013, Keroche Industries — Kenya's second

biggest brewer — announced plans to upgrade its bottling plant at a cost of \$29 million (Thiong'o, 2013). In 2004, EABL introduced Senator Keg which was meant to tap into the low end drinkers. However, sales of the drink which had been enjoying 100% tax remission fell after the government introduced a new excise duty on the drink in 2013. EABL doubled the price and sales dropped by 85%.

It stands to reason that for wine and spirits companies looking to expand their businesses, Africa and its growing middle class clamouring for refined tipples is now one of the world's fastest-growing beverage markets, analysts say. Wine consumption in Africa is rising five times faster than the global average, according to a study of 24 sub-Saharan African countries released in June by British wine consultancy IWSR at the world's leading wine fair, Vinexpo. Africans gulped down a total of 864 million bottles of still light wine in 2013 -- a rise of 17.3 percent in five years. That remains relatively modest for a continent of 1.1 billion people. But the market is forecast to grow another 11 percent by 2018, as lifestyles evolve in the wake of African growth that has outstripped global GDP by nearly three percentage points over the past 15 years (News 24 Kenya, 2015).

According to a study by Jernigan & Babor, 2013, the expansion of the multi-national producers into Africa is, in part, being financed by changing economic circumstances in the more 'mature' markets such as Europe, where an ageing population and economic recession have led to declining alcohol consumption. A 2010 article in the industry trade journal just-drinks reported that Diageo planned to strip more costs out of its business in recession-hit Europe and North America in order to invest in emerging markets such as Africa. With increased industry concentration comes increased profits and political influence. The size and profitability of these companies help to finance aggressive

marketing on a global scale. Size also allows considerable resources to be devoted to promoting the policy interests of the industry. SABMiller states that ‘our significant tax (excise) contribution gives us a place at the table’ and boasts that its local sourcing initiatives help government create jobs. In its view, large investments in infrastructure also earn it a place in policy making.

More evidence of the influences of alcohol marketing are tackled in a study by Swahn et al which examined the prevalence of exposure to alcohol education and alcohol marketing practices among youth in Zambia in 2004. The findings show that many of the youth have received alcohol education; 41% of students said they had been taught about the dangers of alcohol and 45% reported that they knew how to refuse an alcoholic drink. With respect to alcohol marketing exposure, 24% of students reported seeing alcohol through media, 33% reported exposure to alcohol marketing through billboards, and 30% reported that they had been offered a free drink through an alcohol company representative. These findings show that many students are exposed to alcohol, and even offered free alcohol as a marketing strategy, which should be of grave concern given that these students are very young and vulnerable. It is clear from previous research that direct marketing of alcohol products increases alcohol use and problems among youth and those findings are corroborated by the findings in the current study (Swahn, 2004, p. 4)

To date, studies from Africa and in particular Kenya on alcohol marketing and its effect on youth are very few. Complexities such as the cumulative effect of exposure across multiple marketing channels, targeting of messages at certain population groups and indirect effects of advertising on consumption have not been fully considered. The lack of understanding of how different population groups respond to marketing and to marketing restrictions

prevents us from devising targeted interventions and hampers policy decision making on alcohol control (Meier, 2011)

## **2.4 Alcohol Marketing Project and Youth Drinking Behaviour**

Alcohol is one of the most heavily marketed products in the world (Jernigan, 2010) Young people are frequently exposed to alcohol promotion, including through product packaging that would be expected to appeal to them and advertising that targets younger age groups. Alcohol is promoted through an ever-increasing range of media to which young people are exposed through Television, Radio, Cinema, Print media, including magazines and newspapers, Outdoor, including billboards, bus stops and on public transport, Online, including social media, mobile phones and websites, Sponsorship of sport and music events, Branded merchandise, Point-of sale promotions, free gift promotions and competitions and Product placement in movies and music videos (AMA, 2012)

In support of this assertion, internal marketing documents from UK alcohol producers and their advertising agencies show young people are a key target for alcohol advertisers (Hastings, 2009). There is growing concern about the promotion of alcohol using social media and digital technologies due to the rapid expansion of digital communication and the extent to which young people have taken up such forms of communication (AMA, 2012). The growth of new media, including interactive online marketing is of concern. (Chapman & Fogarty, 2013). Alcohol company websites have features that would be expected to appeal to young people, including interactive games and contests, downloadable content such as music, screensavers and wallpapers, (Gordon, 2011) and



mobile phone applications (AMA, 2012) In recent years, alcohol brands have reallocated some of their marketing spend away from traditional advertising towards online media (Nicholls, 2012). The internet and new media are now areas of major investment for alcohol companies. For example, in 2012, Diageo plc reportedly spent 20% of its global marketing budget on social media (Wilmore, 2012).

It is also worthy to note that Alcohol Justice (formerly the Marin Institute), which is a group dedicated to respond to the alcohol industry and their marketing practices primarily in USA, reports that the alcohol industry spends more than \$6 billion each year on marketing its products (Alcohol Justice, 2012). This is particularly disturbing because alcohol multi-nationals have the potential to drive up alcohol consumption and related problems in the African continent substantially because of their high levels of profitability, marketing sophistication, and political clout (Jernigan & Babor, 2013). They have targeted emerging and transitioning markets as their best opportunities for growth. There, they tend to buy outright or in part the largest local competitors, and then market their international and local brands together, assigning higher price points to the international brands. This generates a cycle of high profitability: global brands command higher prices, producing greater profits which then fund larger marketing campaigns, which strengthen brand identities and act as entry barriers to other firms, which then reinforce profitability (Jernigan & Babor, 2013). Africa's population growth and rapid pace of urbanization are also favourable for global alcohol marketers. In 2000, Africa held 11% of the world's total population; this is projected to grow to 14% by 2020 and 16% by 2030. Africa is projected to reach 56% urbanization by mid-century (UNDESA, 2014) which industry market researchers argue is good for the global alcohol business (Impact Databank, 2011).

Additionally, we find that the youth sector is an important part of the market as heavier drinking is concentrated in the late teenage years and in young adulthood. As mentioned earlier, beverage alcohol is increasingly competing against other psychoactive drugs as well as against non-alcohol drinks for ‘share of throat’. Marketing which ensures that the size of the market is not affected by a downturn in younger people’s drinking is therefore important to the industry (Casswell, 2004). Very few studies have been done on the role of alcohol marketing and its potential link to alcohol use among youth in Africa. In one of the few empirical studies conducted on alcohol marketing in sub-Saharan Africa, findings demonstrate that alcohol marketing, specifically through the provision of free alcohol to school attending youth (primarily ages 13–15), is relatively common in Zambia (30%) and that this form of marketing is associated with problem drinking and drunkenness (Swahn *et al*, 2010). In Uganda, concerns have been expressed to underscore the ethical violations of alcohol companies which market and target their products directly to children (Swahn *et al*, 2013).

In Kenya, the national law that is geared toward alcohol control that is the Alcoholic Drinks Control Act 2010 prohibits promotion of an alcoholic drink that creates a false impression of social or sexual access or that it is wrong or foolish to refuse that drink. The law also prohibits promotion of alcohol at an event associated with persons under 18 years or the use of materials or things in these promotions that are associated with persons under 18 years (ADCA, 2010). The alcohol industry is however very clever with the phrasing of marketing messages, and industry players go so far as to hire lawyers and communication experts to ensure that their messages are within the law while still influencing youth’s attitudes and perceptions about alcohol, which are related to expectancies and intentions to

consume alcohol beverages. In general, liking alcohol advertisements, such as displays of alcohol products in retail stores, retail store discounts, price specials, and coupons, is associated with an increased likelihood to use alcohol (Kwate & Meyer, 2009).

Behavioural experts suggest that self-efficacy drawn from the media on whether to use or avoid alcohol use is thought to originate from an adolescent's personality, social competence, and sense of self as mirrored by the media. General social competence and sense of self are thought to influence an adolescent's social skills and self-determination about their ability to use or avoid alcohol, which, in turn influence an adolescent's level of self-efficacy to use or avoid alcohol. Empirically, there is support for the more distal intrapersonal influence on adolescent alcohol use, including sensation seeking, power, impulsiveness, rebelliousness, and academic failure (Derzon, 2000).

However, what does it mean to "target youth" or any audience? Advertisers seek to reach their target audiences by selecting media where their intended audiences are highly concentrated, that provide broad reach of these audiences that provide a supportive environment for advertising messages and that are priced to deliver these audiences efficiently (Derzon, 2000)

#### **2.4.1 Alcohol advertising and Youth Drinking Behaviour**

Exposure to alcohol advertising influences young people's beliefs and attitudes about drinking, and increases the likelihood that young people will start to use alcohol and will drink more if they are already using alcohol (Wilmore, 2012). Alcohol sponsorship has been shown to increase drinking and hazardous consumption among those sponsored (Obrien et al, 2011). Exposure to alcohol advertising on television and liking of those advertisements influences young people's drinking and the development of alcohol-related

problems (Grenard, 2013). Exposure to alcohol promotion contributes to the normalisation of alcohol use (AMA, 2012).

How well a target audience is hit may thus be measured with precision. Advertising exposure is most commonly measured in terms of reach, frequency, impressions, rating points and audience composition (CAMY, 2002). Reach is used to describe the percentage of a given age group that has the opportunity to see an ad or a campaign ("75% reach of ages 12-20") through exposure to specific media. Frequency indicates the number of times individuals have an opportunity to see an ad or campaign through exposure to specific media; it is most often expressed as an average number of exposures. For example, an average frequency of 6.8 shows that, of those reached, the average individual saw an ad 6.8 times (CAMY, 2002). An advertising impression is an exposure of a person to a publication in which an advertisement appears; impressions are typically cited in relation to a specific target audience and usually include multiple exposures. Rating points, or GRPs (Gross Rating Points), are a measurement of total advertising impressions and reflect both reach and frequency (CAMY, 2002)

Important to note is that in today's media-rich environment, advertisers can use demographic research to fine-tune their advertising plans. (Obanua & Ekeanyanwu, 2010). This research allows advertisers to reach audiences that may be segmented by their interests, age, gender, income and numerous other factors. Lust and sex appeal are two emotions that dominate adolescent' thoughts. Youth want to be perceived as sexy, fun, and attractive by their peers. Raging hormones provide fuel for these emotions to run rampant. In order to appeal to these extreme emotions and grab the attention of young people, advertisers employ techniques that will appeal to this target audience. Others' behaviours

and attitudes in alcohol adverts are thought to influence perceived norms about alcohol use and motivation to comply with those in one's social world, which, in turn influence a young person's social normative beliefs about alcohol use (Obanua & Ekeanyanwu, 2010)

Marketers of alcohol products come up with alcohol messages that are based on the following themes: Humour, that is the use of humorous mannerisms, satire, sarcasm, physical humour, jokes, irony, spoofs, parody, illogical or improbable situations,. Another is patriotism which appeals to one's love or duty to country. For example East Africa Breweries has a billboard advertisement in many parts of Kenya with the title, 'This is Tusker country' which is supposed to evoke feelings of patriotism (Hill *et al*, 2015)

Other themes include romance/relationships where product use is associated with building social/emotional relationships among lovers, significant others, marriage partners. Yet other theme is female bonding which include scenes of bonding, partying, socializing, hanging out, celebrating special occasions and events, and camaraderie among female friends only. For example East Africa Breweries has a billboard in Nairobi for their drink 'Snapp' aimed at female consumers who want to belong to an elite, upmarket social grouping. 'Snapp' a product of East African Breweries in this case gives the illusion of high social status among females (Hill *et al*, 2005)

Another theme is male Bonding. For example beers produced by East Africa Breweries including 'Tusker' and 'Pilsner' have advertisements that are geared towards male camaraderie and success. Achievement is another theme where advertisements depict product use will result in increased socioeconomic status, income, success, respect in the business world, or improved professional relationships. Product use is associated with an increase in self-esteem, confidence, or personal image (Hill *et al*, 2015). Most whiskies and

wines advertised by the industry including Johnnie Walker produced by Diageo plc are marketed as being for upmarket, financially successful people. The theme of Rebellion/Autonomy attempts to separate one from authority figures or general cultural norms. Being different; going against the norms. The theme of hedonism encourages letting oneself go, excessive self-indulgence, or abdication of normal responsibilities (Hill *et al*, 2005)

When using the sports theme, advertisers associate product use with watching or participating in traditional sports (e.g., football, basketball, baseball, hockey, auto racing). During the South African World cup in 2010 organized by FIFA, the Football governing body and the subsequent Football Governing World Cup in Brazil 2014, beer from many alcohol producers was advertised including 'Heineken' produced by the Dutch company, Heineken International. Alcohol was advertised and sold at the stadiums in Brazil despite a 2003 law banning alcohol sales in football stadiums in that country. This shows the clout of the alcohol industry (Hill *et al*, 2005)

Additionally, other themes depict escape/adventure associating product use with outdoor activities or activities that lead to psychological escape, relaxation or release from the tensions of everyday life. While others focus on Quality of Life. This is generally an institutional advertisement that depicts how the company has been charitable, concerned about the environment, socially responsible, etc. Ceremony Product use is associated with rewarding one's self, weddings, anniversaries, graduations, holidays, etc. Sex Appeal Primary purpose of the advertisement focuses on the sexual appeal of the models appearing in the advertisement (Hill *et al*, 2005)

Therefore, the fact that 64.3% of approximately 45 million Kenyans in 2014 (internet worldstats.com) have access to the Internet, and about a third of Kenyan households own a TV (CAK, 2014) is worrying as these are the two mediums the alcohol industry increasingly uses to advertise its products. A highly concentrated industry, particularly in relation to spirits and beer beverages results in higher levels of advertising.

In less developed countries there is also increasing exposure to global marketing through internet access, video recordings and television channels accessed by satellite (Casswell, 2004). This is despite an analysis of a pooled time series of data from 20 countries over 26 years, found that advertising bans do decrease alcohol consumption (Saffer and Dave, 2002).

In addition to the central role of the mass media there are other aspects of the environment in which young people are growing up which are also relevant to the likely impact of alcohol marketing. Changes in the structure of societies and the values underpinning everyday life have reduced the influence of family, community and nation state (Giddens, 1979, 1991; Miles, 2000). The expansion of consumer goods and the increasing reliance of the economy on their consumption has facilitated the marketing of consumer good as expressions of lifestyle and identity (Elliott and Wattanasuwan, 1998; Klein, 2000). There has been an increase in the value that youth culture attaches to brand labels and symbols. Alcohol beverages play an important role in this, with brands of alcohol communicating social status and aspirations (Jackson *et al.*, 2000).

Interestingly, in emerging alcohol markets, marketing of alcohol also involves an active interaction with youth culture and an emphasis on branding (Jernigan, 2001; Cooke *et al.*, 2002) and, in this context, provides a form of consumer education which helps to create an

alcohol culture in societies (Wujayanayake, 2001). It is likely that there are other important functions of alcohol marketing beyond those which have a direct impact on the consumer. In particular, marketing which uses the mass media and engages in sponsorship as well as direct advertising is likely to enhance the perception of the alcohol industry as good corporate citizens (Cooke *et al.*, 2002). For example, East African Breweries is running a campaign called 'Under 18 asipewe' which means young people under 18 should not be given alcohol. This is a campaign aimed at demonstrating that the company doesn't support sale of their products to minors. The same company has a University scholarship fund for needy bright students (EABL, 2015)

Given the fluidity and complexity of the marketing situation, including the development of new strategies and cutting edge information technologies, and the ability of the industry to utilize a marketing matrix in a very creative and effective way (Jernigan and O'Hara, 2004) it may be ineffective to seek to implement bans on specific media (such as the broadcast media). Instead, it may be more effective to require all forms of alcohol marketing to be subject to controls framed in terms of the two key measures: first, on the levels of exposure to young people, and, second, measures of the response of young people to the advertising. These controls would best be subject to regulation and monitored by an appropriate regulatory body (Casswell, 2004).

It is also important to note that messages in alcohol advertising are particularly appealing to youth and influential in developing their intentions to drink (Committee on Substance Abuse, 2001; Jones and Donovan, 2001; Waiters *et al.*, 2001). Alcohol advertising has also been found to influence positive expectancies about alcohol use, which in turn influenced



intention to use alcohol for under-age youth (15-20 years old) and adults 21 and older (Fleming *et al.*, 2004).

## **2.4.2 Alcohol Industry Corporate Social Responsibility and Youth Drinking Behaviour**

Corporate social responsibility (CSR) has become an integral element of the alcohol industry's self-representation and image. With renewed public awareness of the serious harm caused by alcohol consumption and the prospect of adverse implications on profits, a growing number of alcohol corporations are competing with each other to adopt CSR strategies in an attempt to portray themselves as good corporate citizens. Major transnational alcohol manufactures have websites dedicated to CSR which display various CSR related programmes and/or campaigns (EUCAM, 2009)

These invariably include or involve some sort of sponsorship schemes, public awareness talks or dialogues, education programmes, networking events, and partnerships with government as well as voluntary codes of practice for marketing and advertising. They openly profile themselves as socially responsible actors who are willing to embrace societal concerns on alcohol-related harm (Yoon & Lam, 2013). It is important to note that the Alcohol Industry wants to explain to the consumer that drinking too much alcohol or drinking at an early age (e.g. below 18) has harmful effects on health. The message they want to convey is to "enjoy alcohol responsibly". The true goal behind these Corporate Social Responsibility (CSR) campaigns is to improve the image of the company (EUCAM, 2009)

In Kenya, East African Breweries Limited (EABL) Foundation's CSR fall into four areas, Skills for Life, Environment, Water of Life and Special Projects. Under Water of Life, EABL Foundation has teamed up with various agencies in the provision of safe, reliable and sustainable water supply and invest heavily in water projects to reduce the incidence of water borne diseases (EABL, 2015). Under Environment, EABL has invested and provided environmental grants in the construction of effluent treatment plants in their Kenya and Uganda plants.

They also have a staff-driven programme called E-Green Team that is focused on environmental conservation through tree planting. Under Skills for Life, EABL Foundation awards over 200 university scholarships to bright and needy students across East Africa who in spite of excelling in their studies cannot afford university education. Successful scholars receive a complete university scholarship package inclusive of tuition, books, accommodation and a monthly stipend. Under Special Projects, EABL responds to national emergency disasters by pooling resources together (EABL, 2015). Similarly, Keroche Breweries Limited through the Keroche Foundation sponsors 20 bright students from poor backgrounds through the whole four year high school fully that come from within Naivasha Sub County (Keroche Breweries, 2015)

As noble as these initiatives seem, Hill (2008) views the alcohol industry's CSR as a public relations strategy which may serve to promote the global marketing of alcohol rather than addressing the health impact and risks inherent in alcoholic products. Similarly, Casswell (2009) contends that the primary role of industry-supported social aspect organizations is not to enhance public health but to influence decision makers and government policy while

promoting ineffective interventions. The alcohol industry's conflict of interest is so marked that today a growing body of literature takes the view that the alcohol industry takes advantage of CSR rhetoric in an attempt to achieve corporate interests. Such literature also suggests that the alcohol industry's CSR engagement is not only a mechanism for the preservation of corporate interests but a platform through which members of the industry seek to invalidate a broader public health perspective on problems associated with alcohol consumption and influence the public and policy makers (Bond & Chikritzhs, 2010)

Suffice to say, the CSR narratives hardly locate any responsibility within the industry itself for alcohol related problems. Instead, the alcohol industry promotes an idea that alcohol can cause problems only in the hands of a small number of users – who are by nature abusive and reckless (consequently negligent) – and therefore this small group is to be blamed. Arguably, this “personal responsibility” narrative manifested in the alcohol companies'. CSR is designed to shield the alcohol industry from mounting criticism of aggressive marketing practices that normalize alcohol drinking as part of everyday life (Yoon & Lam, 2013)

An excellent example of CSR that missed the point of achieving responsible drinking habits, while actually functioning as alcohol advertisement, was 2008's Diageo 'The choice is yours' campaign in Europe. The campaign implied that being very drunk carries a penalty of social disapproval. It did so by showing the embarrassing consequences of being thrown out of a club, amongst other things (EUCAM, 2009). Research by the University of Bath conversely shows that such incidents are actually seen by young people as an illustration of a 'fun' night out, instead of cautionary tales. While Diageo held fast to the idea that 'young adults were more likely to consider drinking responsibly if they believed

that by drinking excessively they would be in danger of losing their social credibility and standing,’, the University of Bath in contrary stated that: “Extreme inebriation is often seen as a source of personal esteem and social affirmation amongst young people” (EUCAM, 2009)

In Kenya, EABL has undertaken various campaigns including anti-drunk driving campaigns and those that attempt to portray that they do not sell alcohol to minors like the current ‘Under 18 asipewe’ campaign which means ‘Don’t’ give alcohol to minors’. These campaigns serve to ensure the industry seems as a caring business entity. Instead, advertising of the Company and improved Public Relations is the end result (EABL, 2015)

#### **2.4.3 Alcohol Industry Sponsorship of Events and Youth Drinking Behaviour**

Formula 1 is the highest class of single seat auto racing that is sanctioned by the Global Federation for Automobiles (FIA). A new report which presents data which analysed Formula 1 (F1) teams' sponsorship by the alcohol industry was issued by the European Alcohol Policy Alliance (Eurocare), Institute of Alcohol Studies (UK) and Monash University (Australia). The findings from the report show that alcohol sponsorship of F1 provides a platform for an extremely high exposure of alcohol advertising to audiences. Findings also showed that during the 2014 Monaco F1 race, the pinnacle event of F1, there were on average 11 references to alcohol brands per minute. In other words - the worldwide audience of a total 500 million people were exposed to an alcohol brand on average every five seconds for almost two hours (Eurocare, 2015)

This is just one example of sponsorship of events by the alcohol industry. The sponsorship of sporting events and sportspeople is banned in many countries. For example, the primary club competition in European rugby union, the Heineken Cup, is called the H Cup in France because of that country's restrictions on alcohol advertising. However, such sponsorship is still common in other areas, such as the United States, although such sponsorship is controversial as children are often a target audience for major professional sports leagues (Wikipedia, 2015)

Diageo plc is a major sponsor of many sporting events around the world through their various brands. For example, Johnnie Walker sponsor the Golf Championship at Gleneagles, USA and Classic golf tournaments along with the Team McLaren Formula One car. Rugby union also has a substantial amount of alcohol sponsorship. The Scotland national team has a long-established relationship with The Famous Grouse, a brand of Scotch whisky. The Springboks of South Africa agreed for South African Breweries to put the Castle Lager brand on their shirt until 2004. Alcohol advertising has since been banned in South Africa Guinness is the title sponsor of the Guinness Premiership, the top competition in England (Wikipedia, 2015).

Worryingly, in 2012, the alcohol industry ensured that the World Cup “was as much a festival of alcohol as it is of football. (The Journal, 2014). This was despite a ban on the sale of alcohol in football stadiums in Brazil that was temporarily rescinded to accommodate the alcohol industry which was heavily sponsoring the event. Additionally, East Africa Breweries Limited in Kenya has also sponsored sports events including various Rugby Sevens Tournaments. Additionally, EABL through one of its flagship beers has sponsored various television programs including Tusker Project Fame which is a singing

competition aired on TV and ‘Tusker Twende Kazi’ meaning (Tusker let’s get to work) which involved 50 participants going on a journey of 50 days through East Africa and Europe to deliver a bottle of Tusker in London (EABL, 2015)

One may ask, ‘What harm is it doing?’ Well, a lot actually. The promotion of alcohol in this fashion has a particular impact on the early initiation of young people into drinking. During rugby sevens events, sport has taken a backburner due to excesses fuelled by overindulgence in alcohol particularly among underage drinkers (legal age in Kenya is 18) who have turned rugby 7s tournaments into dens of sin (Coastweek, 2014). The climax of the debauchery was witnessed on the weekend of June 29 to 31 in 2014 in the southern town of Machakos that hosted the Masaku 7s tournaments where shocking photos and videos of reckless sexual acts by heavily intoxicated youth stunned a nation and went viral. (Coast week, 2014). This demonstrates that sponsorship of events or TV programmes by the alcohol industry are another marketing tool that normalize alcohol usage and ensure particular alcohol brands are mentioned in every day conversation (Coast week, 2014)

#### **2.4.4 Innovative alcohol product designs and Youth drinking behaviour**

Flavours like fluffed marshmallow, sweet tea and blueberry are no longer relegated to grocery store shelves. Alcohol retailers have seen an explosion of flavoured spirits and ready-to-drink concoctions as manufacturers try to outdo each other and appeal to consumers' changing tastes. A large number of global alcohol producers favour lurid packaging to attract attention of young people, for whom specific themes are of special interest due to their age. They use e.g. product names that allude to themes like sexuality.

(AMMIE, 2011). As well as evoking a particular personality, brands seek to appeal to values that resonate with target users and that are consistent with brand identity. These values varied: ranging from heritage and tradition to glamour, fun and alternative leisure pursuits. Brands are also associated with particular cultural events, activities and organisations, including popular music and sporting events (Alcohol Research UK, 2015)

Research has shown that the design of certain alcoholic drinks appeal more to young people than they do to a mature audience. The packaging used for 'alcopops', designer drinks or Ready to Drink (RTD) beverages were shown to have higher palatability amongst young people than adults in an Australian study, which also showed that alcopop packaging had a higher palatability amongst females (Gates, 2007). In a more recent Australian study, one third of adolescents reported they would be more likely to purchase an alcohol product with energy ingredients, and almost half would be more likely to purchase a product that looked like a soft drink (Metzner & Kraus, 2007)

To add credence to this, a study carried out for the UK regulatory authorities in 2004 suggests that alcopops make alcohol taste reliably pleasant and, therefore, make it more accessible to adolescents. While there have long been drinks that include mixers which effectively mask the taste of alcohol – rum and coke, gin and tonic, etc. – alcopops give such mixes a more unitary identity and link them with brand images which are appealing to young people in their own right. For example, Bacardi is perceived as signalling sophistication. The report also suggests that the brand values of alcopops are strikingly attuned to young people: they celebrate mocking the older generation and getting away with things, and that the packaging is designed to appeal to teenagers and young people by using animals and animation (Alcohol Research UK, 2015)

In Kenya, Smirnoff Ice Black and Smirnoff Ice Double Black with guarana manufactured by Diageo plc which is a major shareholder in EABL, come in very appealing cans and bottles that entice young people to try them out. Many youth events are sponsored by these brands including club events where deals like buy one get one free are the order of the day. In bars and nightclubs in Kenya, barmen and waiters usually serve these drinks in twos, even when customers have simply ordered one drink. This encourages alcohol abuse. SNAPP, an apple flavoured drink, is directly marketed to 'upmarket women'. The TV advertisement features scantily clad, 'sophisticated women' who seem to be very independent, and career oriented. These products, therefore, have the potential to mislead the youth into consuming them (EABL, 2015)

Additionally, bottles of beer, wine and spirits should carry cigarette-style graphic health warnings to make clear that alcohol is linked to cancer, infertility and violence, doctors are urging. The UK Faculty of Public Health (FPH) says harmful drinking has become so common that "no nonsense" warnings displayed in a prominent place on alcohol products are needed to overcome widespread public ignorance about the dozens of medical conditions excessive consumption can cause. Arresting images, such as a liver after years of alcohol-related cirrhosis or a victim of violence, could force drinkers to realise the risks they take with their health, says the FPH, which represents 3,300 public health specialists working in the National Health Service, local government and academia (Campbell, 2012)



## **2.5 Theoretical Framework**

The theoretical framework of this study can be traced to the Social cognitive theory (SCT) which is a psychological model of behaviour that emerged primarily from the work of Albert Bandura of 1986. Initially developed with an emphasis on the acquisition of social behaviours, SCT continues to emphasize that learning occurs in a social context and that much of what is learned is gained through observation (Bandura, 1986). The theory states that when people observe a model performing a behaviour and the consequences of that behaviour, they remember the sequence of events and use this information to guide subsequent behaviours. Self-efficacy, or a person's confidence in his or her ability to take action and to persist in that action despite obstacles or challenges, is especially important for influencing behaviour (Bandura, 1986).

Concerning alcohol consumption, this means that what people see in various alcohol advertisements or marketing initiatives makes them associate alcohol with success, happiness, sexual prowess or manliness are depicted in the marketing initiatives and therefore encourages them to consume more alcohol. This study hypothesizes that alcohol marketing and promotion affect youth drinking behaviour by modelling behaviour. It is theorized that this behaviour is shaped by different sources: previous experiences of personal alcohol use; drinking experiences of significant others (e.g. by friends and family); alcohol portrayal in prevention programmes, in mass media; and in alcohol advertising and promotion. The degree of exposure to commercial messages is estimated by asking how much and which mass media channels, genres and products the youth have experience of.

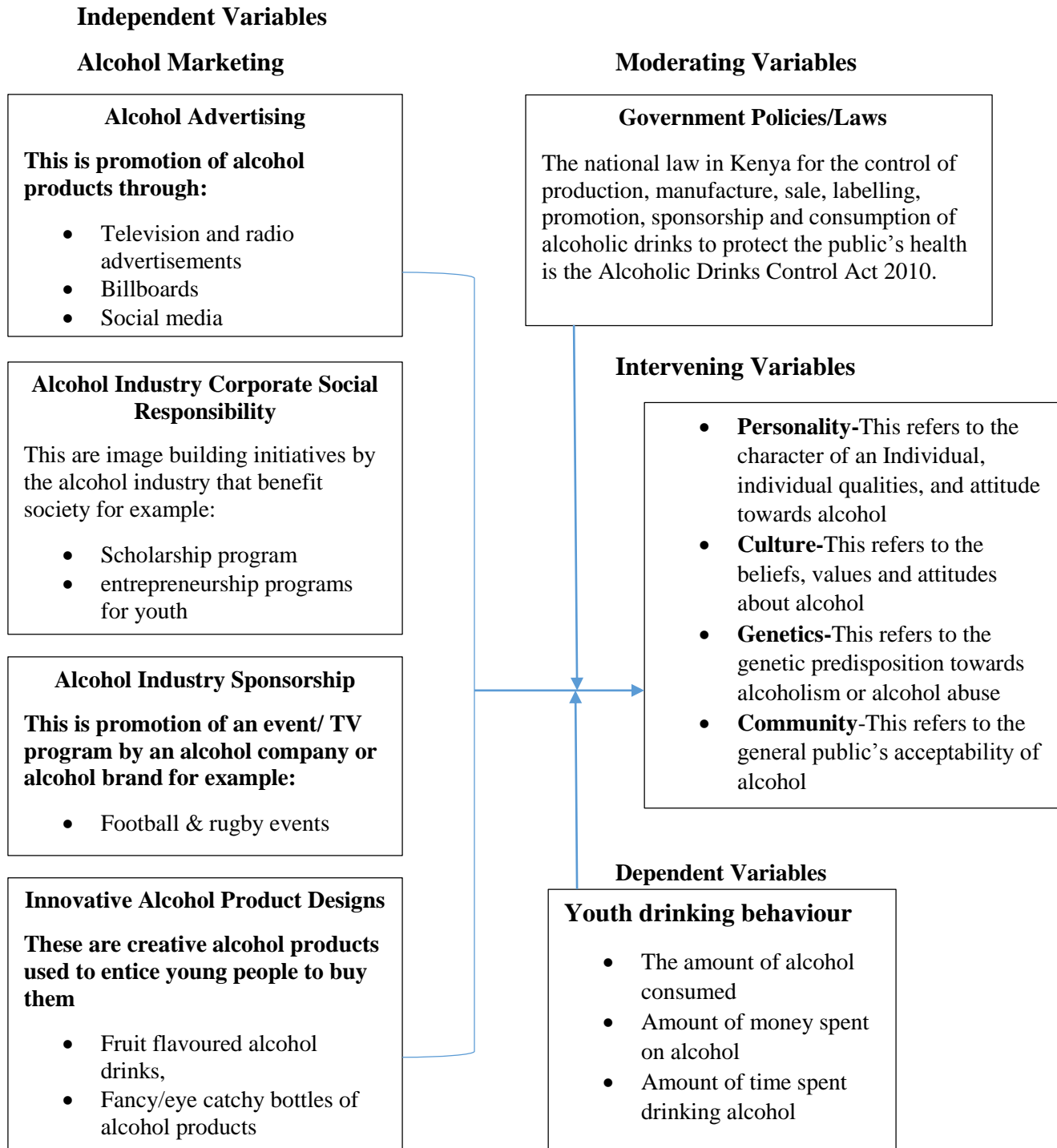
Another theory is the Social Ecological Model (SEM) which is a framework for understanding the multifaceted and interactive effects of personal and environmental factors that determine behaviours. It was developed by Urie Bronfenbrenner in the 1970's as a conceptual model and became a theoretical model in the 1980s. It states that behaviour depends on the characteristics of an individual that influence behaviour change, including knowledge, attitudes, behaviour, and self-efficacy. It is also influenced by social networks and social support systems that can influence individual behaviours, including family, friends and peers. Finally it is influenced by the community, social institutions and the policy or enabling environment (CDC, 2014).

Concerning alcohol marketing this means that an individual may be influenced to consume alcohol based on the community which encourages alcohol consumption as a focal part of Kenyan cultural experiences. It also means that as alcohol marketing is allowed in the policy environment, young people are constantly exposed to messages or advertisements which claim that alcohol is an integral part of life, which in turn perpetuates more consumption of alcohol.

## **2.6 Conceptual Framework**

The conceptual framework shows the relationship and interaction between the independent, dependent variables, moderating and intervening variables.

Figure 1: Conceptual Framework



## **2.7 Knowledge gaps**

Many researchers including Babor (2015), Caswell (2004) and Jernigan (2014) have investigated the influence of alcohol advertising on youth consumption of alcohol and have found that there is indeed a correlation between advertising and increased consumption of alcohol. However, alcohol marketing has not been investigated extensively especially broken down into smaller components of marketing including corporate social responsibility, advertising, innovative alcohol product designs and sponsorship of events or TV events from the alcohol industry. My study will seek to investigate alcohol marketing as a broader concept with advertising being one form of marketing. Additionally, all the studies have been conducted in the developed world and none have been conducted in a developing country such as Kenya. Therefore, there is still a knowledge gap concerning alcohol marketing in the developing world and its influence on youth drinking behaviour and this study will seek to bridge the gap.

## **2.8 Summary of Literature Reviewed**

This Chapter has laid out a summary of the reviewed significant literature including the Alcohol Marketing Globally as well as in Africa and in particular in Kenya. It has also covered the influence of alcohol marketing on youth drinking behaviour. Alcohol marketing has been divided into 4 thematic areas namely advertising, corporate social responsibility, sponsorship and innovative product designs and these have been discussed in reference to youth drinking behaviour. The theoretical and Conceptual Frameworks have also been discussed at length. Finally, the knowledge gaps have been identified and discussed.

## **CHAPTER THREE RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter consists of the procedures used in this study to collect and analyse data. It is organized under the following sub-headings: research design, the target population, sample and sampling procedure, research instruments, validity of the instruments, reliability of the instruments, data collection procedures and data analysis techniques.

### **3.2 Research Design**

This study adopted a descriptive survey design which is an attempt to collect data from members of a population in order to determine the current status of that population with respect to one or more variables. Survey research seeks to obtain information that describes existing phenomena by asking individuals about their perceptions, attitudes, behaviour or values. It is therefore a type of descriptive research (Mugenda & Mugenda, 2003). In this study there are independent variables i.e. alcohol marketing including advertising, corporate social responsibility, sponsorship by the alcohol industry and innovative product designs that influence youth drinking behaviour (dependent variable). The descriptive survey design is necessary to gauge opinions, attitudes and habits of youth on alcohol as it relates to alcohol marketing.

### 3.3 Target Population

The population of the study is approximately 125,000 youth aged 18-34 in Dagoretti North Sub County, Nairobi County in the five wards as follows: Kilimani (30,000), Kawangware (23,000), Gatina (30,000), Kileleshwa (19,000) and Kabiro (23,000) according to the Chairperson of the Dagoretti North National Youth Council, Mr. Edward Reuben Githaiga. The study population is heterogenous as youth aged 18-24 are mostly dependents and those aged 25-34 are mostly independent adults. Dagoretti North Sub County was chosen because of the high number of alcohol billboards in the area. According to Adrian Kamau, a Program Officer at National Authority for the Campaign against alcohol and drug abuse, there are approximately 15 billboards advertising alcohol in Dagoretti North Sub County which is significantly high. There are also a high number of liquor licensed points, an estimated 2,000 liquor selling points are in Dagoretti North Sub County which amounts to 25% of all liquor licenses in Nairobi.

### 3.4 Sample Size and Sampling Procedure

This section describes the sample size and the sampling procedure.

#### 3.4.1 Sample Size

The sample size was determined using the Krejcie and Morgan formula of 1970. 386 out of the study population of 125, 000 youth in Dagoretti North Sub County therefore make up the sample size as follows:

$$s = \frac{X^2 NP (1 - P)}{d^2 (N - 1) + X^2 P (1 - P)} = \frac{3.841(125000*0.5) (1-0.5)}{(0.05)^2 (125000-1) +3.841*0.5(1-0.5)}$$

$$s = 386$$

Where:

s = required sample size.

$X^2$  = the table value of chi-square for 1 degree of freedom at the desired confidence level

i.e.  $1.96 * 1.96 = 3.841$ .

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05)

Based on this formula, it was therefore determined that the sample size for this study would be 386 youth.

### **3.4.2 Sampling Procedure**

The sampling procedure describes the study population, the sample size and sampling fraction for this study. After determining the sample of 386 out of a total population of 125000 youth in Dagoretti North Sub County, proportionate stratified sampling was used to select the number of youth to be included in the study in each ward. With proportionate stratification, the sample size of each stratum is proportionate to the population size of the stratum. This means that each stratum has the same sampling fraction. (Stat trek, 2015).

To determine the number of youth in each ward to be included, a sampling fraction was used as follows: the calculated sample size of the youth was divided by the total target population of the youth in the 2 wards i.e. 386 divided by 125000 = 0.003088. The sampling fraction was then multiplied by the total number of youth in each ward.

Table 3.1: Distribution of youth in the Study

<b>Ward</b>	<b>Total Number of Youth (T)</b>	<b>Sampling fraction (SF)</b>	<b>Sample size (T *SF)</b>
Kilimani	30000	0.003088	93
Kawangware	23000	0.003088	71
Gatina	30000	0.003088	93
Kileleshwa	19000	0.003088	58
Kabiro	23000	0.003088	71
<b>TOTAL</b>	<b>125000</b>	<b>0.003088</b>	<b>386</b>

Thereafter, the respondents were chosen through purposive sampling. This is when a researcher chooses specific people within a population who respond to specific questions. In this study, the researcher focused on respondents who consume alcohol and can therefore effectively respond to questions on alcohol marketing (Stattek, 2015).

### **3.5 Research Instruments**

The survey collected data through field visits. Specifically, questionnaires were used to collect information from individuals. In total 386 questionnaires were administered to the selected individuals. The questionnaire was adopted with permission from the alcohol situation analysis of IOGT-NTO movement, an organization that routinely carries out



research on alcohol and its harms. Data was collected with the assistance of carefully selected and trained research assistants. In each ward, data collection will take approximately 2 days.

### **3.5.1 Piloting Instruments**

The study was piloted with 20 youth aged 18-34 of Westlands Sub County, Nairobi. These youth will not be part of this study but also come from neighbourhoods in Nairobi where youth are constantly exposed to alcohol marketing.

### **3.5.2 Validity of the study**

‘Content Validity’ or ‘Expert Judgment’ is proposed by Nachmias and Nachmias (2005) as a successful method of assessing the validity of behavioural variables used. This is where some experts in the field of research are given the instruments to validate their appropriateness for the study before it can be subjected to the respondents.

Two experts from the University of Nairobi and two classmates were consulted to scrutinize the relevance of the instrument items against the set objectives of the study. Their responses were noted in terms of clarity and ease of answering the questions. The resultant suggestions were incorporated in the final drafts of the instruments in order to improve the items and make the results more meaningful.

### **3.5.3 Reliability of the study**

The instruments were constructed to include all possible opinions that respondents might give on the influence of alcohol marketing on youth drinking behaviour. The instruments were then taken for pre- testing on a population that is similar to the target population. The purpose of pre-testing is to eliminate some ambiguous items, establish if there were any

problems in administering the instruments, test data collection instructions, establish the feasibility of the study, anticipate and amend any logical and procedural difficulties regarding the study, and allow preliminary data analysis. Pre- testing assisted in testing the reliability of the instrument. Nachmias and Nachmias (2005) recommends split-half method to measure the reliability of a test to be used. The instruments were split into two subtests during the pre-testing, one consisting of odd numbered items and the other even numbered items. The scores of both groups were computed separately and correlated using the Pearson's product moment correlation coefficient. The results obtained represented the reliability of only one half (1/2) of the instrument. The Spearman Brown prophecy formula was then used in order to obtain the reliability of the entire instrument.

$$reliability = \frac{2 \times r_{half-test}}{1 + r_{half-test}}$$

Where r = reliability for the half (1/2) test.

An alpha value of 0.76 was obtained, proving the accuracy of the interference made in the study (Nachmias and Nachmias, 2005) This method of ascertaining the reliability of the instrument was preferred for it required only one testing session that was crucial in eliminating chances of error.

### **3.6 Data Collection Procedure**

A permit from the National Commission of Science and Technology & Innovation was sought. With the permit, the researcher then collected data in Dagoretti North Sub County. Due to the large sample the researcher used four research assistants who were trained on ethical issues, the questionnaires and on the overall purpose of the study. They were also cautioned to be as courteous as possible to the respondents and to assure them that the

information they provide will be kept confidential. The training of the research assistants was done within one day in the researcher's office. Possible obstacles such as requests for money from respondents and also the latter's unwillingness to give information were discussed and possible solutions to the same shared.

### **3.7 Data Analysis Techniques**

Once data was obtained from the field, it was then coded and analysed aided by computer using a statistical software SPSS (Statistical Package for Social Sciences) programme for windows, Version 22.0. It was then summarised using frequency tables. In presenting data, central measures of tendency were used to discuss the findings.

### **3.8 Ethical Issues**

The researcher obtained approval from the University of Nairobi administration, Extra Mural Department and the School of Continuing and Distance Education to collect data before conducting the study. All respondents were informed of the purpose of the study and what it involved of them through the Informed Consent Form that was affixed to the questionnaire. In this form, respondents were given the option to opt out of completing the questionnaire. The researcher treated the information provided during the study with utmost confidentiality. The identities of the respondents who filled in the questionnaire were not be captured. Respondents were also assured that no harm will come to them as a result of participating in this study.

### **3.9 Operational definition of variables**

This refers to the specific way in which the researcher decided to measure the variables in this study.

<b>Objectives</b>	<b>Types of Variables</b>	<b>Indicators</b>	<b>Measure</b>	<b>Level of Scale</b>	<b>Tools of analysis</b>
To investigate the influence of alcohol advertising impact youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?	Independent Variable- Alcohol Advertising Dependent Variable- Youth drinking behaviour Independent Variables- Personality, culture Moderating Variables- Alcoholic Drinks Control Act 2010	Alcohol Consumption rate  Amount of money spent on alcohol  Amount of hours spent drinking alcohol	-Percentage of youth exposed to alcohol advertising -Percentage of youth whose drinking consumption is influenced by the alcohol advertising they are exposed to.  - Types of Drinking behaviour as a result of alcohol advertising	Nominal	Descriptive
To investigate the influence of corporate social responsibility programs by the alcohol industry impact youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?	Independent Variable - Corporate Social Responsibility (CSR) programs by the alcohol Industry Dependent Variable - youth drinking behaviour Intervening Variables - Personality, culture Moderating Variables - Alcoholic Drinks Control Act 2010	Alcohol Consumption rate  Amount of money spent on alcohol  Amount of hours spent drinking alcohol	- Percentage of youth exposed to corporate social responsibility programs by the alcohol industry -Percentage of youth whose drinking consumption is influenced by the corporate social responsibility programs of the alcohol industry they are exposed to	Nominal	Descriptive

			-Types of Drinking behaviour as a result of CSR of the alcohol industry		
To investigate the influence of sponsorship of events by the alcohol industry on youth drinking behaviour in Dagoretti North Sub County, Nairobi County, Kenya?	Independent Variable- Sponsorship of events by the alcohol industry Dependent Variable- youth drinking behaviour Independent Variables- Personality, culture Moderating Variables- Alcoholic Drinks Control Act 2010	Alcohol Consumption rate Amount of money spent on alcohol Amount of hours spent drinking alcohol	-Percentage of youth exposed to sponsorship of events by the alcohol industry -Percentage of youth whose drinking consumption is influenced by sponsorship of events by the alcohol industry - Types of Drinking behaviour as a result of sponsorship of events by the alcohol industry	Nominal	Descriptive
To investigate the influence of innovative alcohol product designs on youth drinking behaviour in Dagoretti North Sub County,	Independent Variable- Innovative alcohol product designs Dependent Variable- youth drinking behaviour Intervening Variables- Personality, culture	Alcohol Consumption rate Amount of money spent on alcohol Amount of hours spent drinking alcohol	- Percentage of youth exposed to innovative alcohol product designs -Percentage of youth whose drinking consumption is	Nominal	Descriptive

Nairobi County, Kenya?	Moderating Variables- Alcoholic Drinks Control Act 2010		influenced by innovative alcohol product designs they are exposed to -Types of Drinking behaviour as a result of innovative alcohol product designs		
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Table 2.2: Operational definition of variables

## **CHAPTER FOUR**

# **DATA ANALYSIS, PRESENTATION, INTERPRETATIONS AND DISCUSSIONS**

### **4.1 Introduction**

This chapter features aspects of data analysis, interpretation and presentation and discussions based on this study which investigated the influence of alcohol marketing on youth drinking behaviour.

### **4.2 Questionnaire Response Rate**

Response rate refers to the percentage of subjects that respond to the questionnaire. Response rate of 50% is deemed adequate for analysis and reporting, a response rate of 60% is good and a response rate of 70% and above is considered very good. (Mugenda and Mugenda, 2003). The researcher administered 400 questionnaires to the respondents. Out of this, 320 responses were received, constituting an 80% response rate.

### **4.3 Demographic characteristics of the respondents**

This section features the demographic characteristics of the respondents who took part in the study. Such features include, sex, age, marital status, employment information and level of education. These characteristics were considered to be of great significance to the study, for they influence the distribution of various personalities in particular ventures.

Table 3.1 Demographic Characteristics of respondents

<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	192	60
Female	128	40
<b>TOTAL</b>	<b>320</b>	<b>100</b>
<b>Age</b>		
18-21	53	16.6
22-25	118	36.9
26-29	74	23.1
Above 30	75	23.4
<b>TOTAL</b>	<b>320</b>	<b>100</b>
<b>Marital Status</b>		
Cohabiting	42	13.1
Married	102	31.9
Divorced	16	5
Widowed	4	1.3
Single	156	48.8
<b>TOTAL</b>	<b>320</b>	<b>100</b>
<b>Employment status</b>		
Employed	158	49.4
Unemployed	162	50.6
<b>TOTAL</b>	<b>320</b>	<b>100</b>
<b>Level of Education</b>		
No formal education	7	2.2
Standard 8	33	10.3
Form 4	82	25.6
Certificate	42	12.8
Diploma	65	20.3
Bachelor's Degree	79	24.7
Postgraduate Degree	12	3.8
<b>TOTAL</b>	<b>320</b>	<b>100</b>



In Table 4.1, out of 320 respondents, 192 (40%) were female while 128 (60%) were male, meaning male respondents were the majority. Therefore, either gender was fairly represented.

On age level, majority of the respondents i.e. 118 out of 320 respondents (22%) were within the age of 22-25 years, 53 (16.6%) were within the age of 18-21 years, 74 and 75 (23.1 and 23.4%) were within the age of 22-25 and above 30 respectively. Therefore, majority of youth were aged 18-25.

On marital status, majority of the respondents i.e. 156 (48.8%) were single. 102 (31.9%) were married, 42 (13.1%) were cohabitating, 16 (5%) were divorced and 4 (1.3%) were widowed. This means that the majority of the respondents are single and therefore have more time and money to dedicate to leisure, including alcohol consumption.

On employment status, majority of the respondents, 162 (50.6%) were unemployed, while 158 (49.4%) were employed. This means that many of them are not fully occupied during the day, giving them leeway to consume alcohol more often.

On education level, out of 320 who participated, 7 (2.2%) had no formal education, 33 (10.3%) had primary level of education, 82 (25.6%) had secondary level education, 41 (12.8%) had Certificates, 65 (20.3%) had Diplomas, 79 (24.7%) had Bachelor's Degrees and finally, 12 (3.8%) had Postgraduate degrees. This therefore means that the majority of respondents have more knowledge on drugs and in particular alcohol through the primary

and secondary school system and can therefore make informed decisions on alcohol consumption.

## 4.4 Alcohol Use

On alcohol use, respondents were asked what age they were when they had their first alcoholic drink, how often they drunk, how many drinks they consumed on a typical day and how much they spent on alcohol in a week.

### 4.4.1 Alcohol Use and Age of first drink

The age that respondents first consumed alcohol is important as it gauges how early young people are influenced to consume alcohol by various factors. This shows that children consume alcohol in their formative years which indicates a social problem with alcohol in society.

Table 4.2: Alcohol Usage by Age

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
Under 15	59	18.4
15-18	93	29.1
19 and above	168	52.5
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Majority of the respondents, 168 (52.5%) of them had their first alcoholic drink when they were over 19 years old and over while 59 (18.4%) and 93 (29.1%) had their first alcoholic

drinks when they were under 15 and aged 15-18 respectively. The age at which most respondents were introduced to alcohol use which is over 19 years coincides with a period when most young people in Kenya leave secondary school and early in their adulthood, in college or out of school. This is the period when young people are considered adults and can consume alcohol legally without reprisal.

#### 4.4.2 Alcohol Use Quantity

Regularity of taking alcohol as well the number of drinks that a person takes in a typical day can be a proximate measure of the extent of the problem of drinking in an area.

Table 4.3: Alcohol use Quantity

<b>Number of Drinks</b>	<b>Frequency</b>	<b>Percentage</b>
1 drink	73	22.9
2 drinks	92	28.7
3 or 4 drinks	89	27.8
5 or more drinks	66	20.6
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.3 shows that the majority of respondents consume 2 drinks or more in one day. 77.1% consume 2 drinks or more in one day which according to medical professionals is harmful to one's health.

### 4.4.3 Alcohol Use and Finances

How much is spent on alcohol is important to determine the extent of the problem, particularly as the majority of respondents (50.6%) are unemployed.

Table 4.4: Amount spent on alcohol

<b>Amount spent</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 500	97	30.3
500 to 2000	168	52.5
More than 2000	55	17.2
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.4 shows that 52.5% of respondents spend between 500 and 2000 on alcohol per week. 97 (30.3%) spend less than 500, while 55 (17.2%) spend more than 2000 on alcohol. This shows that a huge chunk of young people's income per week goes to a non-essential commodity like alcohol as opposed to more essential needs.

### 4.5 Reasons for consuming alcohol

It is crucial for this study to determine what factors have led to respondent's consuming alcohol. In many cases, those involved in the study sighted more than one reason for either starting or their continual use of alcohol.

Table 4.5: Reasons for consuming alcohol

<b>Reasons for consuming alcohol</b>	<b>Frequency</b>	<b>Percentage</b>
Peer Pressure	125	39.1
Availability	69	21.6
Stress	55	17.2
Unemployment	27	8.4
Alcohol marketing	25	7.8
Fun	10	3.1
Relaxation	9	2.8
<b>TOTAL</b>	<b>320</b>	<b>100</b>

From the data presented in Table 4.5, it is clear that most respondents consume alcohol most due to peer pressure. 125 (39.1%) consume alcohol due to peer pressure, while 69(21.6) consume alcohol because of availability. 55 (17.2%), 27 (8.4%) and 25 (7.8%) consume alcohol due to stress, unemployment and alcohol marketing respectively.

#### **4.6 Alcohol Advertising**

This variable is of great significance as it will show how many youth are influenced by alcohol advertising to consume alcohol or try a new alcohol product that is being advertised.

#### 4.6.1 Exposure to alcohol advertising

Determining how many young people are exposed to alcohol advertising is very important. A high exposure to alcohol advertisements may indicate that alcohol is constantly being marketed in order to normalize its use.

Table 4.6: Exposure to alcohol advertisements

<b>Exposure to alcohol advertising</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	308	96.2
No	12	3.8
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.6 indicates that 308 (96.2%) of the respondents have been exposed to alcohol advertising. 12 (3.8%) were not exposed to alcohol advertising. This shows that alcohol industry has reached majority of youth who are vulnerable to consuming more alcohol because of the advertisements.

#### 4.6.2. Alcohol Advertising and Mediums used

It is essential to determine which mediums are being used by alcohol producers to advertise alcohol as this can inform the government when it comes to regulation of alcohol advertising. Constant exposure to alcohol through various mediums may mean the need to control the timing of advertisements so as not to expose young people to them.

Table 4.7: Mediums used to advertise alcohol

<b>Medium</b>	<b>Frequency</b>	<b>Percentage</b>
Television	159	49.9
Radio	10	3.1
Newspaper	13	4.1
Billboard	23	7.1
Internet	20	6.2
All mediums	95	29.6
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.7 indicates that the most popular medium used by alcohol producers to advertise alcohol is the Television that is 159 (49.9%). The worrying result is that 95 (29.6%) watch or hear alcohol advertisements through all the mediums. This implies that they are constantly exposed to alcohol. Additionally, 10 (3.1%), 13 (4.1%), 23 (7.1%) and 20 (6.2%) are exposed to alcohol advertising through radio, newspaper, billboards and the Internet.

#### **4.6.3 Alcohol Advertising and Alcohol Use**

It is crucial to determine if any of the respondents consume alcohol or have started consuming alcohol due to an advertisement. This will show the influence of alcohol advertising on consumption.

Table 4.8: Alcohol use due to advertising

<b>Alcohol use due to advertising</b>	<b>Frequency</b>	<b>Percentage</b>
Not at all	100	31.2
A little	78	24.3
Somewhat	61	19.1
Quite a lot	25	7.9
Very much	56	17.5
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.8 depicts that 100 (31.2%) have not been influenced by alcohol advertisements to drink. However, many respondents, 78 (24.3%), 61 (19.1%), 25 (7.9%) and 56 (17.5%) have consumed an alcohol brand because of an advertisement they liked. This means that alcohol advertising influences youth to consume alcohol.

#### **4.7 Alcohol Industry Corporate Social Responsibility Programs**

This variable is of great significance as it will show how many youth are influenced by corporate social responsibility programs from the alcohol industry to consume alcohol or try a new alcohol product that is being advertised.



#### 4.7.1 Exposure to Alcohol Industry Corporate Social Responsibility

It is crucial to determine how many young people are exposed to alcohol industry corporate social responsibility which is another form of marketing. A high exposure to corporate social responsibility may indicate that alcohol is constantly being marketed in order to normalize its use.

Table 4.9: Exposure to corporate social responsibility programs

<b>Exposure to corporate social responsibility</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	186	58.1
No	134	41.9
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.9 indicates that 186 (58.1%) of the respondents have been exposed to corporate social responsibility programs by the alcohol industry. 134 (41.9%) had not been exposed to corporate social responsibility programs from alcohol producers. This shows that alcohol industry has reached majority of youth through image building programs that are designed to depict how much the industry cares about Kenya. Many of the youth are unaware that these programs are simply another form of advertising.

#### 4.7.2 Alcohol Industry Corporate Social Responsibility programs and Mediums used

It is essential to determine which mediums are being used by alcohol producers to promote their corporate social responsibility programs. This is because these programs are used for

image building and are a form of advertising which can lead to more harmful consumption of alcohol.

Table 4.10: Medium used to promote corporate social responsibility programs

<b>Medium</b>	<b>Frequency</b>	<b>Percentage</b>
Television	95	29.7
Radio	56	17.5
Newspaper	42	13.1
Billboard	41	12.8
Internet	41	12.8
All mediums	45	14.1
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.10 indicates that the most popular medium used by alcohol producers to promote social responsibility programs is the Television that is 95 (29.7%). The radio is the second medium that respondents identified. 56 (17.5%), 42 (13.1%), 41 (12.8%), 41 (12.8%) and 45 (14.1%) identified radio, newspaper, billboard, internet and all the combined mediums respectively. These results indicate that exposure to corporate social responsibility programs is very high through all the mediums and this may influence more consumption of alcohol from youth.

### 4.7.3 Opinions on Alcohol Industry Corporate Social Responsibility (CSR)

It is crucial to determine what the respondents' opinions are on CSR from the alcohol industry. This will show the extent of the influence of image building initiatives as a positive opinion of CSR can lead to more consumption of alcohol.

Table 4.11 Opinions on CSR

<b>Alcohol Industry CSR programs help make Kenya better</b>	<b>Frequency</b>	<b>Percentage</b>
Not at all	53	16.5
A little	51	16
Somewhat	90	28.1
Quite a lot	76	23.8
Very much	50	15.6
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.11 depicts that 53 (16.5%) believe that CSR from alcohol companies is not helping to make Kenya better. However, 51 (16%) 90 (28.1%), 76 (23.8%) and 50 (15.6%) believe that CSR is helping to make Kenya better somewhat, quite a lot and very much respectively. This is worrying as it implies that CSR has helped to build up a positive image for the alcohol companies selling their products in Kenya. There is a possibility that a positive image makes alcohol products more attractive to youth in Kenyan society.

## 4.8 Sponsorship from Alcohol Companies

This variable is of great significance as it will show how many youth are influenced by sponsorship of events or television programs from the alcohol industry to consume alcohol or try a new alcohol product that is sponsoring the event.

### 4.8.1 Exposure to Sponsorship from Alcohol Companies

It is crucial to determine how many young people are exposed to alcohol industry sponsorship of events or television programs as these are another form of marketing. If youth have been to many events or have watched a lot of Television programs sponsored by alcohol companies, this may lead youth to associate alcohol with social or cultural events.

Table 4.12: Exposure to Sponsorship from alcohol companies

<b>Exposure to sponsorship</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	281	87.8
No	39	12.2
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.12 indicates that 281 (87.8%) of the respondents have been exposed to sponsorship by the alcohol industry. 39 (12.2%) have not been exposed to sponsorship of events or television programs. This shows that alcohol industry has reached majority of youth who are the majority to attend sports events or other social events where alcohol is promoted

widely and other marketing paraphernalia promoting alcohol are available. Many of the youth are unaware that sponsorship is simply another form of advertising.

#### **4.8.2 Alcohol Industry Sponsorship and Mediums used**

It is essential to determine which mediums are being used by alcohol producers when they are actively promoting their sponsorship of events or programs. This is because these programs are used for image building and are a form of advertising which can lead to more harmful consumption of alcohol.

Table 4.13: Medium used to promote Sponsorship of events from alcohol companies

<b>Medium</b>	<b>Frequency</b>	<b>Percentage</b>
Television	107	33.4
Radio	64	20
Newspaper	12	3.7
Billboard	3	1
Internet	4	1.3
Branded material at the event	61	19.1
All mediums	69	21.5
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.13 indicates that the most popular medium used by alcohol producers to promote social responsibility programs is the Television that is 107 (33.4%). Other mediums are the

radio where 64 (20%) of respondents have encountered sponsorship from alcohol companies. Branded material at events is another popular medium, 61 (19.1%) of respondents say they have seen branded material at events with logos or names of alcohol products. 69 (21.5%) say they have been exposed to sponsorship from all mediums meaning they are constantly exposed to sponsorship promotion. 3 (1%) and 4 (1.3%) were exposed through billboards and the internet. There is therefore a need to legislate a ban or partial ban on alcohol sponsorship which normalizes alcohol use. Sports events or other social events should not be sponsored by alcohol companies as the youth are encouraged to consume more alcohol during such events.

#### **4.8.3 Alcohol Sponsorship and Alcohol Use**

It is crucial to determine if any of the respondents consume alcohol or have started consuming alcohol due to constant exposure to sponsorship from alcohol companies. This will show the influence of alcohol advertising on consumption.

*Table 4.14 Alcohol use due to sponsorship from alcohol companies*

<b>Alcohol use due to sponsorship</b>	<b>Frequency</b>	<b>Percentage</b>
Not at all	96	30
A little	51	15.9
Somewhat	87	27.2
Quite a lot	31	9.7
Very much	55	17.2
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.14 depicts that 96 (30%) have not been influenced by alcohol sponsorship to consume alcohol. However, 51 (15.9%) and 87 (27.2%) of respondents say they have been influenced to a certain extent by alcohol industry sponsorship to consume alcohol. Worryingly, 31 (9.7%) and 55 (17.2%) have been influenced greatly to consume alcohol due to alcohol industry sponsorship, particularly when they attend events sponsored by alcohol companies. Constant exposure to alcohol sponsorship which is a form of advertising is detrimental to a high percentage of youth who are vulnerable to consuming more alcohol.

## **4.9 Innovative Alcohol Product Designs**

This variable is of great significance as it will show how many youth are influenced by unique, innovative alcohol products from the alcohol industry to consume alcohol or try a new alcohol product that is being advertised and is packaged in a fancy, eye catchy bottle.

### **4.9.1 Exposure to Innovative Alcohol Product Designs**

It is crucial to determine how many young people are exposed to innovative, creative brand new alcohol product designs which is another form of marketing. A high exposure to these products may indicate that alcohol is constantly being marketed in and that new products have the potential to increase alcohol consumption and therefore harm related to this consumption.

Table 4.15: Exposure to innovative alcohol product designs

<b>Exposure to innovative alcohol product designs</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	241	75.3
No	79	24.7
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.15 indicates that 241 (75.3%) of the respondents have been exposed to brand new innovative, creative alcohol products sold by alcohol companies. 79 (24.7%) had not been exposed to innovative alcohol products. This shows that the alcohol industry aggressively targets young people in particular when they want to sell new alcohol products which they have designed to be eye catchy and fun. If youth associate alcohol with fun, there is a likelihood of overconsumption or abuse of alcohol.

#### **4.9.2 Innovative alcohol product designs and Mediums used**

It is essential to determine which mediums are being used by alcohol producers when they are actively promoting their innovative alcohol products. This is because these products are marketed heavily at the youth who may be encouraged to consume more alcohol.



Table 4.16: Medium used to promote innovative alcohol product designs

<b>Medium</b>	<b>Frequency</b>	<b>Percentage</b>
Television	67	20.9
Radio	8	2.5
Newspaper	7	2.1
Billboard	13	4.1
Internet	4	1.3
Supermarket	16	5
Wines & Spirits shop	32	10
All mediums	173	54.1
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.16 indicates that all mediums are used by alcohol producers to promote innovative alcohol products. 173 (54.1%) of respondents said they have seen new alcohol products being advertised on all media, including supermarkets and wine and spirits shops. Television is the single most medium used to advertise these products with 67 (20.9%) saying they have seen these products on this medium. 8 (2.5%), 7 (2.1%), 13 (4.1%), 4 (1.3%), 16 (5%), 32 (10%) see these products advertised on radio, newspaper, billboards, internet, supermarkets and wines and spirits shops. These findings show that innovative alcohol products are being advertised through all mediums to try and drive up sales and in turn lead to harmful consumption of alcohol by the youth.

### 4.9.3 Innovative Alcohol Products and Alcohol Use

It is crucial to determine if any of the respondents consume alcohol or have started consuming alcohol due to exposure to innovative alcohol product designs. This will show the influence of these products on consumption.

Table 4.17: Alcohol use due to sponsorship from alcohol companies

<b>Alcohol use due to innovative alcohol products</b>	<b>Frequency</b>	<b>Percentage</b>
Not at all	86	26.9
A little	59	18.4
Somewhat	86	26.9
Quite a lot	34	10.6
Very much	55	17.2
<b>TOTAL</b>	<b>320</b>	<b>100</b>

Table 4.17 shows that 86 (26.9%) of the respondents are not influenced by innovative alcohol products to consume more alcohol. However, 59 (18.4%), 86 (26.9%), 34 (10.6%) and 55 (17.2%) say they are influenced a little, somewhat, quite a lot and very much by innovative alcohol products to consume alcohol. This means that majority of respondents are influenced to drink alcohol through the marketing of these products.

## 4.10 Alcohol Use Effects

This variable is very important as it will tell us about the consequences or effects of consuming alcohol for the youth and in turn for society. Respondents were asked about what alcohol consumption has led to in their lives and the lives of others.

Table 4.18 Effects of alcohol

<b>Alcohol use effects</b>	<b>Yes</b>	<b>Percentage</b>	<b>No</b>	<b>Percentage</b>
I have missed school or work due to alcohol	148	46.2	172	53.8
I have been in a fight or argument due to alcohol	170	53.1	150	46.9
I know someone who is suffering from a disease due to alcohol	210	65.6	110	34.4
I have been violated by a man due to him consuming alcohol	110	34.3	210	65.7
I have been violated by a woman due to her consuming alcohol	80	25	240	75
I have been forced to have sex by a man who has drunk alcohol	32	10	288	90
I have been forced to have sex by a woman who has drunk alcohol	60	18.7	260	81.3
I have had unprotected sex due to alcohol	179	55.9	141	44.1
I have harassed someone due to my alcohol use	154	48.1	166	51.9

I have failed to meet my responsibilities due to my alcohol use 210 65.6 110 34.4

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According to table 4.18, 46.2% say they have missed school or work because of alcohol, 53.1% say they have been in a fight or argument due to alcohol. Additionally, 65.6% say they know someone who is suffering from a disease because of alcohol. Also, 34.3% of women and 25% of men say they have been violated by someone who is under the influence of alcohol. 55.9% say they have had unprotected sex due to alcohol and 28.7% have been forced to have sex by someone who is under the influence of alcohol. Finally, 65.6% say they have failed to meet responsibilities due to alcohol. This findings show that a majority of youth have suffered from someone else consuming alcohol. This shows that alcohol harms society even those who don't consume alcohol. Negative behaviour such as getting involved in fights increases as a result of alcohol. Worryingly, sexual violence and assault manifests itself greatly where alcohol is involved. Unprotected sex is also a consequence of alcohol consumption which may lead to an increase in transmission of HIV/AIDS.

#### **4.11 Discussion of Study Findings**

Based on the data analysis, the following discussion links these results to other studies on the same subject. A 2006 study by Snyder et al found that youth in markets with greater alcohol advertising expenditures drank more. They also found that each additional dollar spent on alcohol advertising raised the number of drinks consumed by 3%. This study also

found that youth are 96 times more likely to see an ad promoting alcohol than an industry ad discouraging underage drinking. Similarly, my study uncovered that over 96% of youth are exposed to alcohol advertising leading to over 69% saying they have consumed alcohol because of an advertisement.

Another marketing strategy is targeted at youth who are offered free samples of new innovative alcohol products. A world renowned researcher in the field of alcohol, Mr, Thomas Babor in 2015 examined youth exposure to alcohol marketing found that 27% in Uganda [28] and 30% in Zambia [29] reported being offered a free drink via an alcohol company representative. He also found that Diageo introduced small bottles of spirits, which are less expensive to purchase as well as Snapp, an apple-flavored drink targeting the 'growing wave of independent women' in their 20s. Similarly, my study has uncovered that promotion of new alcohol products by alcohol companies is done aggressively, with the finding that 70% of respondents have been influenced in one way or another to purchase drinks, particularly innovative new alcohol products such as Snapp.

According to Babor et al in 2015, alcohol companies have taken to sponsoring local football matches and pageants such as Miss World Kenya, and running advertisements promoting 'female empowerment'. Diageo has championed the local passion for football by sponsoring national teams and matches, including one between Argentina and Nigeria that attracted a television audience of 42 million viewers. With a 3-year sponsorship package of US\$1.4 million, Guinness has become the official sponsor of Ghana's national team. Similarly, my study has uncovered that 70% of youth are exposed to alcohol industry sponsorship leading to higher alcohol consumption.

An analysis of more than 400 of the industry's Corporate Social Responsibility (CSR) Actions concluded that most of these programs by Babor and Robaina in 2013, including those being conducted in Africa, reflect training programs, media campaigns and other activities that have not been evaluated or have been found to be ineffective in preventing or reducing harmful drinking. Most of these programs are all about image building and normalization of alcohol use. It was concluded that the net impact of these CSR activities is likely to increase physical, economic and psychological availability of alcohol. Similarly, my study uncovered that corporate social responsibility programs in Kenya have led 67.5% of respondents to believe that CSR is helping to make Kenya better. This is worrying as it implies that CSR has helped to build up a positive image for the alcohol companies selling their products in Kenya. This gives alcohol itself a positive image makes alcohol products more attractive to youth in Kenyan society who are led to drink more alcohol.

# **CHAPTER FIVE**

## **SUMMARY OF THE FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter presents the summary of key data findings, conclusions drawn from findings and recommendations made. Further, the chapter outlines recommendations for action based on the findings of the study; and based on the observed study gaps, suggests areas for further study and research.

### **5.2 Summary of Findings & Discussions**

This study was carried out to investigate the influence of alcohol marketing on youth drinking behaviour. Below is a summary of the findings.

#### **5.2.1 Alcohol Use**

The findings revealed that majority of youth have their first alcoholic drinks when they are over 18. However, a significant number of young people consume alcohol at very young ages, in some instances under 15. This is a cause for concern as alcohol is damaging to young people whose brains have not fully formed. Additionally, alcohol use at an early age leads to abuse of alcohol later in life and in some instances addiction which has caused serious harm to Kenyans. The findings also reveal that almost half of youth consume 3 or more drinks in one sitting. This further increases the harm caused by alcohol and is considered to be alcohol abuse. Excessive consumption of alcohol exacerbates diseases

that come as a result of alcohol abuse. Youth are therefore at a risk of getting non communicable diseases that are preventable. Finally, the results showed that the majority of youth spend up to 2000 in a week on alcohol. Considering about more than 50% of youth in Kenya are unemployed, this is baffling and worrying. It depicts how much youth prioritize alcohol over more useful endeavours in society.

### **5.2.2. Reasons for alcohol use**

The findings revealed that majority of youth consume alcohol due to factors such as stress, peer pressure and unemployment. However, a huge number also attribute their consumption to alcohol marketing which normalizes alcohol use and leads to youth drinking more. From these findings, it is clear that youth are constantly dealing with many problems in society such as unemployment that lead them to seek an escape through alcohol use. Alcohol is therefore used as a band aid to solve societal problems by youth without them trying to solve the root cause of their problems.

### **5.2.3 Alcohol Advertising and Youth Drinking Behaviour**

The findings revealed that majority of youth, over 90% are exposed to alcohol advertising on television, billboards, newspapers, the internet and the radio. This means that youth are constantly exposed to information that alcohol is cool, tasty and leads to success in society. The findings also revealed that many youth start consuming alcohol more or want to try out new alcohol products when they see or hear alcohol advertisements. This means that the advertisements are very effective in pushing the agenda of the alcohol industry that no one can be successful or cool without alcohol. This is especially worrying as many youth



are already spending huge chunks of time and money on alcohol as my results have revealed.

#### **5.2.4 Corporate Social Responsibility (CSR) and Youth Drinking Behaviour**

The findings revealed that corporate social responsibility programs (CSR) by the alcohol industry are well known by the youth. Many pointed out that CSR from Alcohol companies has helped to promote sports like football in Kenya. This has led the majority of youth to have a very positive perception of alcohol companies who the youth believe are working to improve Kenya and are making a big contribution to society. This may be true to a certain extent, but the harm caused by alcohol far outweighs the positives of alcohol companies. Alcohol leads to many health, social, economic and psychological ills that are not outstripped with CSR initiatives by the alcohol Industry. This belief is further strengthened because of the large amount of alcohol youth are consuming as well as the amount of money that is directed towards alcohol.

#### **5.2.5 Sponsorship and Youth Drinking Behaviour.**

The findings revealed that many youth have heard or seen sponsorship of events from alcohol companies and in some instances, they are not able to separate the alcohol product from events like rugby tournaments. This is because, these events have always traditionally been associated with alcohol products. However, as these events are attended by young people including children, alcohol sponsorship should not be allowed. Sports and other events should be held independently without alcohol being promoted aggressively to protect young people. The worrying fact is that youth are already spending a significant amount of money and time on alcohol use, leading them to binge drink and these habits are encouraged more in events where alcohol is promoted.

### **5.2.6 Innovative Alcohol Product designs and Youth Drinking Behaviour**

According to the findings of this study, it was revealed that innovative, creative new alcohol products such as Smirnoff Ice Guarana entice a huge majority of youth to want to try them out. These new alcohol products are sweet, they come in very fancy bottles with cool labels that encourage young people to buy them. This in turn contributes to increased alcohol consumption and abuse, with youth spending huge amount of money and time on alcohol as opposed to more useful endeavours.

### **5.2.7 Effects of alcohol use**

According to the findings of the study, it was revealed that more than half of youth have missed school or work because of alcohol use. Additionally, many say they have not been able to take care of their responsibilities such as child rearing, providing finances for their upkeep, etc. due to alcohol. This shows that productivity of the youth has been significantly affected with many of them not able to prioritize the most important things in their lives that will make them successful. It also shows that as a result of consuming alcohol, many have shunned their familial responsibilities meaning other members of the society will suffer more in particular children who will lack their basic needs. Many of them have also been involved in fights or arguments because of excessive use of alcohol. Additionally, almost a fifth of respondents mention that they have been forced to have sex by someone who has consumed alcohol. This shows that alcohol abuse leads to sexual assault and abuse in society and that the youth are the most affected. Most of the respondents also know someone who is suffering from a disease that comes as a result of abusing alcohol. More than half also say they have had unprotected sex because of alcohol use. This shows that

alcohol has serious health consequences that are affecting society and perpetuating non communicable diseases that are otherwise preventable. In addition, sexually transmitted diseases like HIV/AIDS are likely to increase leading to death.

### **5.3 Conclusions of the Study**

Based on the analysis of the study, it is evident that alcohol consumption is influenced by alcohol marketing to the extent that youth are not able to dissociate alcohol from daily social events or activities. This study showed how pervasive alcohol advertising is, and illustrates how one does not need to go to a bar to find alcohol being marketed. It further shows that all mediums are used to market alcohol including television, radio, Internet, billboards and branded material in wines and spirits shops. This study also shows the power of advertising and the marketing practices the alcohol industry uses also is very important when it comes to influencing drinking habits in youth. It also shows that many young people consume alcohol heavily due to alcohol marketing and many other factors like peer pressure.

The study also shows that youth spend a lot of money and time on alcohol to the extent that there are serious detrimental effects. These effects include violence, forced sex, health problems, fights, engagement in unprotected sex and dereliction of responsibilities. Increased heavy episodic drinking only worsens the challenges the youth face and will lead to further social, economic and psychological problems in society.

Exposure to alcohol marketing influences young people's beliefs and attitudes about drinking, and increases the likelihood that youth will start to use alcohol and will drink more if they are already using alcohol. Alcohol sponsorship has been shown to increase drinking and hazardous consumption among those sponsored. Exposure to alcohol

advertising on television and liking of those advertisements influences young people's drinking and the development of alcohol-related problems. Finally, exposure to alcohol promotion contributes to the normalisation of alcohol use and works to reinforce the harmful drinking culture that already exists among young people in Kenya.

#### **5.4 Recommendations of the Study**

On the basis of findings of the study, recommendations were made. Stricter alcohol marketing regulation is favoured by young people in Kenya, not only because this is what young people are asking for, but also because young people are exposed on a regular basis to alcohol marketing, which is proven to speed up the onset age of drinking and encourage those who do drink alcohol to drink more. Also because young people with earlier onset of drinking are more likely to develop hazardous drinking habits (drinking more and more often) later in life.

Youth are needlessly and disproportionately exposed to alcohol marketing, and the current Alcohol control legislation in Kenya, the Alcoholic Drinks Control Act 2010 does not protect youth from exposure to alcohol marketing. Restricting marketing content and volume are effective policy responses to mitigate alcohol-related harm.

Elements of an effective regulation system include a supporting legal context: no conflicting regulations on the county or national level and a legal backstop to support the enforcement of the restrictions. It also includes a Commitment of all stakeholders to increase the support and adherence of the restrictions. The Stakeholders include policymakers, civil society (public health advocates/consumer representatives), industry

related stakeholders. There should also be transparency, which is available provisions of information to the public at every stage of the regulation process. There should also be a pre-screening system for regulators to prevent exposure to advertisements that are non-compliant with the restrictions.

Additionally, there needs to be an effective complaint system where the public can easily report non-compliant alcohol marketing. Also, there should be an Independent alcohol marketing committee made up of Stakeholders independent from commercial interests who can judge the compliance with government regulations on alcohol marketing. Finally, effective sanctions such as substantial financial penalties should be instituted for alcohol industry players who are non-compliant. This will ensure proper restriction on alcohol marketing which is detrimental to Kenyan society.

### **5.5 Suggested area for further research**

The further recommends further research be conducted in alcohol marketing through longitudinal studies that span 10–20 years (from drinking initiation to adulthood and the establishment of life-time drinking habits) in Kenya. These longitudinal studies will enable us to move beyond demonstrating that exposure to alcohol marketing has immediate effects on consumption and consumption levels. As this study was only conducted in Dagoretti North Sub County, Nairobi County, a further recommendation is to conduct similar research to investigate the influence of alcohol marketing on youth drinking behaviour in all the 47 Counties of Kenya.

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# **APPENDICES**

## **Appendix I: Letter of Introduction**

Elizabeth Sally Atieno Ogott

Student at University of Nairobi

Nairobi, Kenya

Dear Sir/Madam,

### **RE: REQUEST FOR PARTICIPATION IN A RESEARCH STUDY**

I am a student undertaking Master of Arts in Project Planning and Management at the University of Nairobi. I am currently conducting an investigation on the influence of alcohol marketing in particular alcohol advertising, corporate social responsibility, sponsorship and innovative alcohol product designs on youth drinking behaviour. I would be grateful if you would spare some time from your busy schedule and complete the questionnaire. All the information provided will be used purely for academic purposes and will be treated with utmost confidentiality.

Thank you for your cooperation.

Yours Sincerely,

**Elizabeth Sally Atieno Ogott**



## Appendix II: Letter from University of Nairobi



**UNIVERSITY OF NAIROBI**  
COLLEGE OF EDUCATION AND EXTERNAL STUDIES  
SCHOOL OF CONTINUING AND DISTANCE EDUCATION  
DEPARTMENT OF EXTRA-MURAL STUDIES  
NAIROBI EXTRA-MURAL CENTRE

Your Ref:  
Our Ref:  
Telephone: 318262 Ext. 120

Main Campus  
Gandhi Wing, Ground Floor  
P.O. Box 30197  
NAIROBI

11<sup>th</sup> November, 2015

REF: UON/CEES//NEMC/22/457

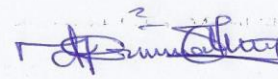
### TO WHOM IT MAY CONCERN

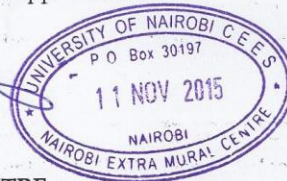
**RE: ELIZABETH SALLY ATIENO OGOTT -REG NO-L50/66849/2013**

This is to confirm that the above named is a student at the University of Nairobi, College of Education and External Studies, School of Continuing and Distance Education, Department of Extra- Mural Studies pursuing Master of Arts in Project Planning and Management.

She is proceeding for research entitled "influence of alcohol marketing on youth drinking behavior in Dagoretti North Sub County, Nairobi County, Kenya".

Any assistance given to her will be appreciated.

*F*  
  
**CAREN AWILLY**  
CENTRE ORGANIZER  
NAIROBI EXTRA MURAL CENTRE



## Appendix III: Questionnaire

### Instructions

You have been identified as one of the respondents in this study, and you are requested to complete the following questionnaire. The information you provide will be kept strictly confidential and the names of individuals will not be included in reporting the findings. Thank you in advance for your involvement in this research.

### SECTION A: BIODATA

1. Sex: Male  Female
2. How old are you?: 18 to 21  22 to 25  26 to 29  Above 30
3. What is your highest level of education? No Formal Education  Standard 8  Form 4  Certificate  Diploma  Bachelor's Degree  Postgraduate degree
4. Are you currently employed? Yes  No
5. Marital Status: Cohabiting  Married  Divorced  Widowed  Single
6. Have you ever drunk an alcoholic drink? Yes  No
7. How old were you (in years) when you drank your first alcoholic drink?
8. How often do you have a drink containing alcohol? Monthly  Weekly  2-4 times a week  5 or more times a week

9. How many such drinks do you have on a typical day when you are drinking? One drink [  ]  
 Two drinks [  ]      3 or 4 drinks [  ]      5 drinks or more [  ]
10. How much do you spend on alcohol in a week? Less than Kshs 500 [  ]    Kshs 500-2000 [  ]  
 More than Kshs 2000 [  ]
11. What are some of the reasons why you started consuming alcohol? (choose more than one if it applies)
- Peer Pressure [  ]      Availability [  ]      Stress [  ]      Unemployment [  ]  
 Exposure to alcohol advertisements [  ]    Any other reason.....
12. Do you agree or disagree with the following statements:
- a. I have missed school/work because I used alcohol.....
  - b. I have been involved in an argument or fight when I have been under the influence of alcohol.....
  - c. I know someone who is suffering from a disease because he/she used alcohol.....
  - d. I have been violated by a man because of him using alcohol.....
  - e. I have been violated by a woman because of her using alcohol.....
  - f. I have been forced to have sex by a man under the influence of alcohol.....
  - g. I have been forced to have sex by a woman under the influence of alcohol  
 .....
  - h. I have had unprotected sex after using alcohol.....
  - i. I have harassed someone when I had taken alcohol.....
  - j. I have failed to meet my responsibilities because of diverting the money to buy alcohol.....

## SECTION B: ALCOHOL ADVERTISING

13. Have you ever seen or heard an alcohol advertisement? (If No go to Question 15). Yes [ ]  
 No [ ]
14. Where did you see/hear the alcohol advertisement? Television [ ] Radio [ ]  
 Newspaper [ ] Billboard [ ] Internet [ ]
15. Do you agree or disagree with the following statements:
- a. If I see a good advertisement for an alcoholic drink, I will want to try it? Not at all [ ]  
 A little [ ] Somewhat [ ] Quite a lot [ ] Very much [ ]
16. Any other comments under section B?

**SECTION C: CORPORATE SOCIAL RESPONSIBILITY**

17. Have you ever seen or heard about corporate social responsibility programs (CSR) from the alcohol industry e.g. University scholarships, water projects, tree planting, etc.? (If No go to Question 20)  
 Yes [ ] No [ ]
18. Where did you see/hear about the CSR? Television [ ] Radio [ ]  
 Newspaper [ ]  
 Billboard [ ] Internet [ ]
19. Do you agree or disagree with the following statements:
- a. CSR from alcohol producers shows they care about Kenya?  
 Not at all [ ] A little [ ] Somewhat [ ] Quite a lot [ ] Very much [ ]

20. Any other comments under section C?

**SECTION D: SPONSORSHIP**

21. Have you ever seen or heard about sponsorship or events or Television programs by the alcohol industry e.g. sponsorship of football and rugby tournaments and television programs

(If No, go to Question 26) Yes [  ]                      No [  ]

22. Where did you see/hear about the Sponsorship?

Television [  ]                      Radio [  ]                      Newspaper [  ]                      Billboard [  ]

Internet [  ]                      Branded material at the event [  ]

23. If I am at an event where one of the sponsors is a brand of alcohol, I will want to try the drink?

Not at all [  ]                      A little [  ]                      Somewhat [  ]                      Quite a lot [  ]                      Very much [  ]

24. Any other comments under section D?

**SECTION E: INNOVATIVE ALCOHOL PRODUCT DESIGNS**

25. Have you ever seen new innovative alcohol product designs e.g. new fruity flavoured alcohol drinks or alcohol drinks in eye catchy bottles/designs promoted by alcohol producers? (If No, go to Question 32)

Yes [ ]            No [ ]

26. Where did you see the fruity flavoured alcohol drinks/eye catchy bottles and designs?

Television [ ]            Radio [ ]            Newspaper [ ] Billboard [ ]

Internet [ ]            Supermarket [ ]            Wines and spirits shop [ ]

27. Do you agree or disagree with the following statements:

- a. If I see a new fruit flavoured drink or an eye catchy bottle or design for an alcoholic drink, I will want to try it? Not at all [ ]    A little [ ]    Somewhat [ ]    Quite a lot [ ]    Very much [ ]

28. Any other comments under section E?

Name of respondent (optional)

.....

**Thank you very much for your participation!**

Data Collector's Name ..... Ward .....