UNIVERSITY OF CAPE COAST

ADVERTISEMENT TIME OF ALCOHOL BEVERAGES AND ITS

INFLUENCE ON CONSUMER BEHAVIOUR AMONG YOUNG PEOPLE

ISAAC KWEITSU DEMEDI

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BY

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DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.
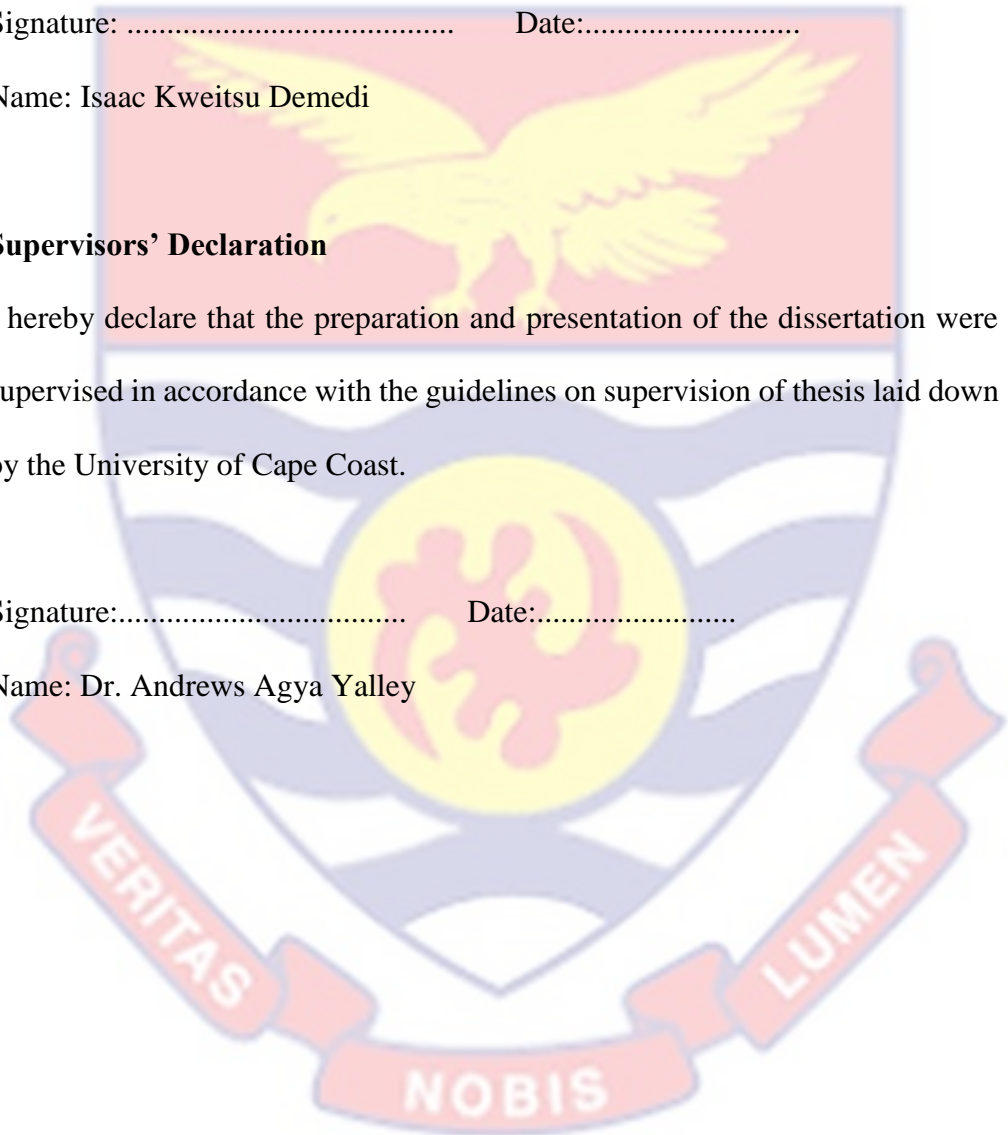
Signature: ....   Date:...........................

Name: Isaac Kweitsu Demedi

Supervisors' Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of thesis laid down by the University of Cape Coast.

Signature:...................................   Date:........................

Name: Dr. Andrews Agya Yalley

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ABSTRACT

The study investigated the effect of time-based advertisement of alcoholic beverage on the consumer behaviour of young people and was aimed specifically at investigating the effect of time-based advertisement on the attitude towards alcoholic beverage advertisement and brand awareness. Data was sampled from 200 respondents within the age range of twenty and forty-nine years. Using explanatory study design, the study used SPSS version 21 to achieve factor analysis and inferential statistical techniques. The study revealed that the relationship between time-based advertisement and attitude of young people towards alcoholic beverage advertisement is a mixed one depending on the component of attitude under consideration. The study also found that time-based advertisement is inversely related to two dimensions of attitude towards advertisement whilst time based-advertisement was found to be positively related to one dimensions of attitude towards alcoholic beverage advertisement. The study also revealed that time-based advertisement is inversely related to brand image awareness, however, the other dimensions of brand awareness were found to be insignificantly related to time-based advertisement. In relation to the relationship between attitude towards advertisement and brand awareness, the study revealed that some dimensions of purchase intention are positive and significantly related to time-based advertisement whilst other dimensions are not significantly related to time-based advertisement. The study therefore concluded that generally time-based advertisement adversely affect young people's behaviour towards alcoholic beverage. The study therefore recommends that players in the alcoholic beverage industry must find other means to communicate brand information to young people.

KEYWORDS

Alcoholic Beverages

Alcoholic Beverage
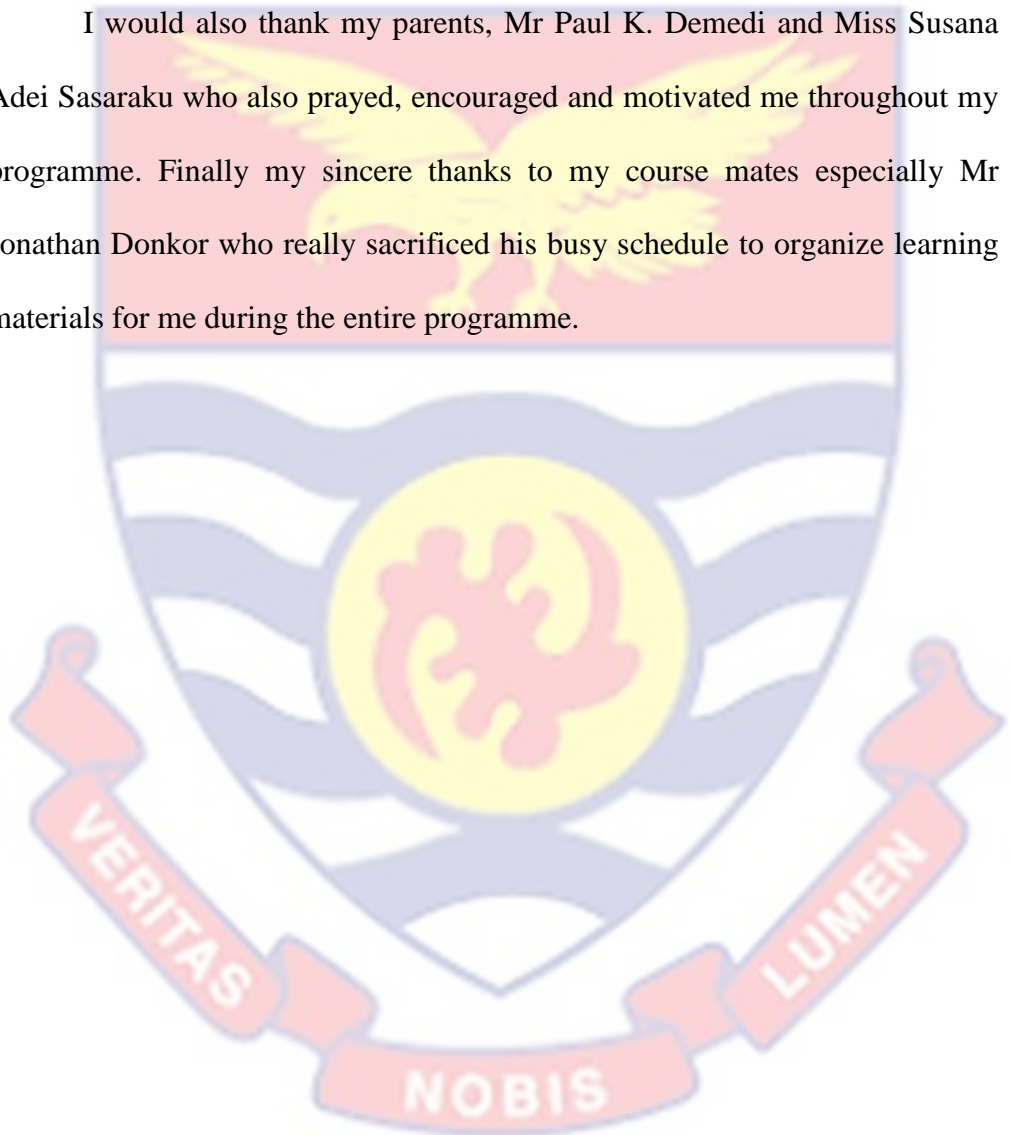
Advertisement

Brand Awareness

Customer Attitude

Time based Advertisement

ACKNOWLEDGEMENTS

DEDICATION

To my supportive wife, Mrs Esi Essanoa Demedi who has encouraged me

throughout my programme and made sure that I give it my best to end this

journey well and to my lovely children, David Tergmetey Demedi and

Diamond Siakie Demedi who have been affected a lot by this quest.   My love

for you all can never be quantified. God bless you all.

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MT   Memory Theory

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CHAPTER ONE

INTRODUCTION

Marketing has become an integral part of every organization regardless of the product or service rendered. The world today has greatly grown out of a grouped age to a more connected era where with the right mechanisms and vehicles in place, industries could reach all calibers of customer groups. One such industry is the alcoholic beverage industry. Today all kinds and brands of alcohol can be accessible at various access points within a society with some undermining age restrictions for profit purposes. The social environment admonishes and reprimand underage individuals patronizing or consuming alcoholic beverages because they consider them incapable of controlling its effect on their actions or lifestyle. Based on this premise, grave concerns have been raised on the advertisement of alcoholic beverages on media platforms despite the caution included in these adverts.

This study aims to assess the effect of advertisement time of alcoholic beverages on the consumer behaviour of young people. Most social advocates are of the view that strategic marketing that is timed properly to only be targeted at the right age group could greatly contribute to good behaviour of young people in the context of alcohol consumption. This chapter will elaborate the significance of the study providing research objectives, background and problem statement.

Background to the Study

A significant amount of research demonstrates that exposure to alcohol advertising is connected with higher favorable attitudes about alcohol, drinking intentions, the possibility of underage drinking, and greater consumption by young people (Ross, Ostroff, Siegel, DeJong, Naimi & Jernigan, 2014; Monteiro, Babor, Jernigan & Brookes, 2017). Consumers' views and behaviors alter as their connection with advertising grows (Spielmanna & Richard, 2013). Alcohol commercials that are more geared toward adolescents tend to have a higher impact on young people's drinking. The appeal of characters in alcohol advertising predicts identification with them, which predicts positive alcohol expectations, frequency, and amount of alcohol consumption (Lin, Caswell, You & Huckle, 2012). Young people's increased interaction with alcohol marketing has been linked to increased alcohol use (Lin et al., 2012). While many high-income nations regulate alcohol advertising, these systems are often established and controlled by industry, and marketers frequently participate on a voluntary basis (Hastings, Brooks, Stead, Angus, Anke & Farrell, 2010). For example, in Australia (Free TV Australia, 2011; Jones and Gordon, 2013; Anderson, Chisholm, and Fuhr, 2009), alcohol promotion is mostly regulated by industry, with limited influence from government. Additionally, the advertising material is totally regulated by a voluntary, industry-managed code of conduct known as the Alcohol Beverages Advertising Code (ABAC, 2014). These quasi-regulatory codes, on the other hand, are prevalent in high-income nations and seem to be routinely violated.

According to the literature, one of the primary influencing elements on young people's alcohol intake is media marketing (Pechmann & Catlin, 2016).

Advertisements and marketing of alcoholic drinks in the media and on websites and social media platforms have piqued the interest of some young individuals to try them (Lattie, Ho, Sargent, Tomasino, Smith, Brown, & Mohr, 2017). A substantial amount of scholarship has long proven the detrimental effects on youngsters of commercial promotion of alcoholic drinks through various types of marketing, most notably via conventional media platforms such as television (Park & Lopez, 2017). According to Bhatt & Sankhla (2017), although advertising is typically deemed efficient at reaching a large audience, its efficacy at attaining the twin goal of informing and persuading is contingent on the several variables that the advertisement must possess and accept. The increasing prevalence of alcohol intake among adolescents has been a point of discussion among healthcare experts and policymakers due to the possible detrimental consequences (Dave, 2014). According to Sornpaisarn, Shield, Schwartz, and Cohen (2015), although advertising has an effect on teenage alcohol use, young have sufficient cognitive ability to resist convincing media advertisements. Alcohol marketing is a key aspect of a 'alcogenic' environment, which reflects and encourages an alcohol-using culture (Murphy, Roberts, Ploubidis, Stickley, & McKee) (2014).

Marketing exposure is supposed to increase a person's drive to drink alcohol through two distinct processes: conscious and unconscious. Conscious (explicit) procedures include enhancing favorable attitudes toward alcohol and creating positive expectations for its usage (Morgenstern, Isensee, Sargent & Hanewinkel, 2011). Non-conscious (implicit) techniques such as priming, mimicry, and associative learning are used to activate general attitudes toward alcohol (Unger, Schuster, Zogg, Dent & Stacy, 2003). As a result, there has been

a growing clamor for policymakers to control alcoholic beverage advertising in order to limit children and young people's exposure to such promotions. Although various variables contribute to the use of alcohol by children and adolescents, it is suggested that advertising for alcoholic beverages is a significant driver (Winpenny, Patil, Elliott, van Dijk, Hinrichs & Marteau, 2012).

The literature on alcoholic beverage advertising examines the psychological and sociological components of such commercials and how they impact consumption (Larivierea, Larueb, & Chalfant, 2000). Studies on alcoholic beverage advertising and use have emphasized the high level of exposure to children and adolescents, the associated societal costs, and the need for regulation (Larivierea et al., 2000; Chung, Garfield, Elliott, Ostroff, Ross et al., 2010; Institute of Alcohol Studies, 2016). Regulations governing alcoholic beverage advertising have emphasized limiting exposure to minors and internalizing the negative consumption externalities that impact public safety (Larivierea et al, 2000). Three systematic evaluations, for example, showed that exposure to alcohol advertising increased the likelihood of early alcohol intake, binge drinking, and total alcohol consumption in adolescents (Jernigan Noel, Landon, Thornton & Lobstein, 2017; Anderson, de Bruijn, Angus, Gordon & Hastings, 2009; Smith & Foxcroft 2009). While previous study on alcohol advertising has been beneficial, it has lagged behind the tremendous growth in the use of non-traditional media venues for commercial reasons.

While conventional advertising was more likely to include marketers communicating with customers in a one-way fashion, real-time interaction between marketers and consumers has become the standard. Brands are

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increasingly relying on real-time messaging and communication, rather than on established planning and manufacturing procedures. While marketing researchers are not unfamiliar with real-time dynamics, the emphasis on this component of marketing activity has been mostly neglected. A comprehensive thematic examination of 15 years of study on digital, social media, and mobile marketing finds no reference to RTM messaging (Lamberton & Stephen 2016). Understanding the content qualities of advertising messages that affect customer reactions is a well-researched area of study in the literature, especially for conventional advertising vehicles such as television or print media (Batra & Keller 2016). Beyond the substantive features of a communication, its context, when and where it is given, should also be addressed, since the same message sent in various circumstances might result in different consequences. RTM communications may be seen from a context viewpoint, where context congruence occurs between the message and a current news event or cultural moment, rather than between the message and an advertising.

Taking into account the aforementioned critical criteria, Ghana, particularly the Sekondi-Takoradi Metropolitan Area (STMA), appears as one of the most liberated countries in terms of access to limitations and alcohol on alcohol advertisements. At the same time, although widespread alcohol use among children seems to be critical, it needs numerous safeguards to prevent it from spiraling out of control. To do this, a thorough understanding of the relationship between alcohol advertising and alcohol use is required. According to the Ghana Demographic and Health Survey, alcohol use is widespread among Ghana's young aged 15-34 years, with the Volta Region having the greatest prevalence (42% of men) and the Upper West Region having the lowest

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prevalence (37% of females) (Dennis-Antwi, 2013). This research attempts to determine the effect of alcoholic beverage advertising time on consumer behaviour among the young of the Sekondi-Takoradi Metropolitan Area (STMA).

Statement of the Problem

The time limitations for radio and television advertisements are an essential regulation for alcoholic beverage advertising in Ghana. Radio and television advertisements for alcoholic beverages are prohibited under Food and Drugs Authority regulations between the hours of 8:00 a.m. and 8:00 p.m. (FDA, 2013). The legislation limiting alcoholic beverage advertising to late nights when most people are expected to be away from their televisions and radios will most likely minimize exposure of children and young people to alcoholic beverage advertising. This form of limitation, as an effort to minimize alcohol use in general and, in particular, to reduce exposure of children and young people to alcoholic beverage advertising, has been considered to be ineffectual given the inventive ways alcohol makers have worked around it (Parry, Burnhams, & London, 2012). Proponents of this argument advocate for a total ban on alcoholic beverage advertising, while opponents argue that the alcoholic beverage industry need some amount of advertising to stay in business (Owusu-Prempeh, Antwi-Boateng, & Asuamah, 2013). The Ghana Food and Drug Authority believes that restricting alcoholic beverage marketing based on time is crucial in influencing alcohol consumption behavior and reducing exposure of children and young people to such commercials (FDA, 2013).

Collins, Ellickson, McCaffrey, and Hambarsoomians (2007) discovered in a study that sixth grade students reported viewing 5 television beer ads, 1.7

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magazine alcohol ads, 1.9 radio alcohol ads, and 4.5 in-store beer displays per week, and 588 middle school students were exposed to 23,446 alcohol ads over a two-week period, or approximately 3 ads per student per day (Martino, Kovalchik, Collins, Becker, Shadel, & D'Amico, 2016 Similar findings have been reported in Australia (Fielder, Donovan, and Ouschan 2009), Brazil (Pinsky, El Jundi, Sanches, Zaleski, Laranjeira, and Caetano, 2010), and Scotland (Gordon, MacKintosh, and Moodie 2010). Furthermore, alcohol brands that advertised on 20 popular television series for 12 to 20-year-olds were drank more often by a sample of teenagers than brands that did not promote on those shows (FDA, 2013). The lack of agreement on the efficacy of time-based restrictions on alcoholic beverage advertising as a way of reducing alcohol use and exposure to children and young people has generated a long-standing controversy and a vacuum in policy circles (Owusu-Prempeh, Antwi-Boateng, & Asuamah, 2013). Despite the fact that the effect of social factors such as consumer demographics, age, gender, and social status on consumer behavior has been well documented (Yakup, 2014), the role of regulations such as time-based restrictions on alcoholic beverage advertising on consumer purchasing behavior is conspicuously absent from the existing literature.

In 2005, the alcohol business spent more than $3.1 billion on advertising and marketing, a 150 percent increase from 1998. Almost a billion dollars of that was devoted to television advertising, which is the most prevalent media in the United States in terms of availability and accessibility (CAMY, 2012). Despite the alcohol industry's voluntary commitment to limit ad placement to television shows with less than 28.4 percent of the national audience under the age of 21, research has revealed that much televised alcohol advertising appears

on channels and programs with disproportionately young audiences (CAMY, 2012). Because of their specific developmental stage and proclivity to engage in hazardous activities, youth are especially exposed to alcohol-related consequences (Tillet, 2005).

The language employed in alcoholic drink marketing has a considerable influence on readers' and viewers' opinions. However, there are times when the language utilized in these advertisement texts highlights ideas that are highly subtle, and as a consequence, readers and viewers may interpret them differently. With such alarming facts, the impact of alcoholic adverts on the youth in Ghana cannot be overstated. While an investigation of advertisement time of alcohol beverages and its influence on consumer behaviour among the youth of Sekondi-Takoradi would reveal important facts how time of adverts affect consumer behaviour as there is no known study that has been found to do this. With this current work, this gap ought to be enclosed by the literature.

Purpose of the Study

The study investigates the effect of time-based restrictions on radio and television advertisement of alcoholic beverage on consumer behaviour in the alcoholic beverage industry

Objectives of Study

To achieve the purpose of the study, the below specific objectives were formed. The study seeks:

1. to examine the effect of time-based advertisement on consumer attitude towards alcoholic beverage advertisement.

2. to examine the effect of time-based advertisement on brand awareness among young people

3. to examine the effect of brand awareness on buying intention of young people

Research Questions

The following research questions were formulated to achieve the study objectives.

1. What is the effect of time-based advertisement on consumer attitude towards alcoholic beverage advertisement?

2. What is the impact of time-based advertisement on brand awareness among young people?

3. What is the effect of brand awareness on the buying intensions of young people?

Significance of the Study

The study is significant for a number of reasons. First policies to regulate alcoholic beverage advertisement have been in contention. Time based advertisement have been criticized as being ineffective in reducing exposure and reducing consumption of alcohol. However, some regulatory authorities such as the Foods and Drugs Authority of Ghana insists it is effective in reducing exposure to minors and reducing consumption.

The findings of the study will be important in filling the policy gap. Second, the literature is dearth in knowledge in the area of advertising and consumer behaviour in the alcoholic beverage industry. The findings, conclusions and the recommendations of this study with bridge this knowledge gap.

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Delimitations of the Study

The focus of the current study is to investigate the role of time based restriction in the advertisement of alcoholic beverage in influencing consumer behaviour. The study therefore focuses on the general factors that influence consumer decision making in the alcoholic beverage industry, the role of alcoholic beverage advertisement in consumer decision making and how time-based restriction in the advertisement of alcoholic beverage affect consumer behaviour. The alcoholic beverage industry is therefore the focus of the current study, the role of advertisement and its related issues in industries other than the alcoholic beverage industry falls outside the focus of the current study.

Limitations of the Study

As a result of constraints in time and financial resources, the study's respondents were all taken from one out of sixteen (16) regions in Ghana. This implies that for the purposes of generalization, results from this study would be inadequate to use. Also, due to covid-19 restrictions, it was challenging to meet people in large numbers from which a sample could be taken randomly.

Organization of the Study

The study is organized under five chapters. Chapter one presents an introduction to the study. The chapter encapsulates the background to the study which gives an overview of the study, detailing the issues from the general point of view. Chapter one also presents the problem of the study which discusses the core issues that have necessitated the study. The objective and research questions are also discussed in chapter one of the study. This is followed by the significance and the scope of the study. In chapter two of the study, the definition of concept, theoretical review and an empirical review are presented.

Chapter two of the study also presents a conceptual framework and a conclusion of the literature review. In chapter three the study presents research methodology. In this chapter the study presents the overall approach of the study which is captured under research design. The chapter also presents the study population which discusses scope of the respondents involved in the study. This is followed by sample and sampling procedure, instruments for data collection and then data analysis techniques. In chapter four of the study results of data analysis is presented and discussed. Chapter five of the study is the summary of main findings, conclusions and recommendations.
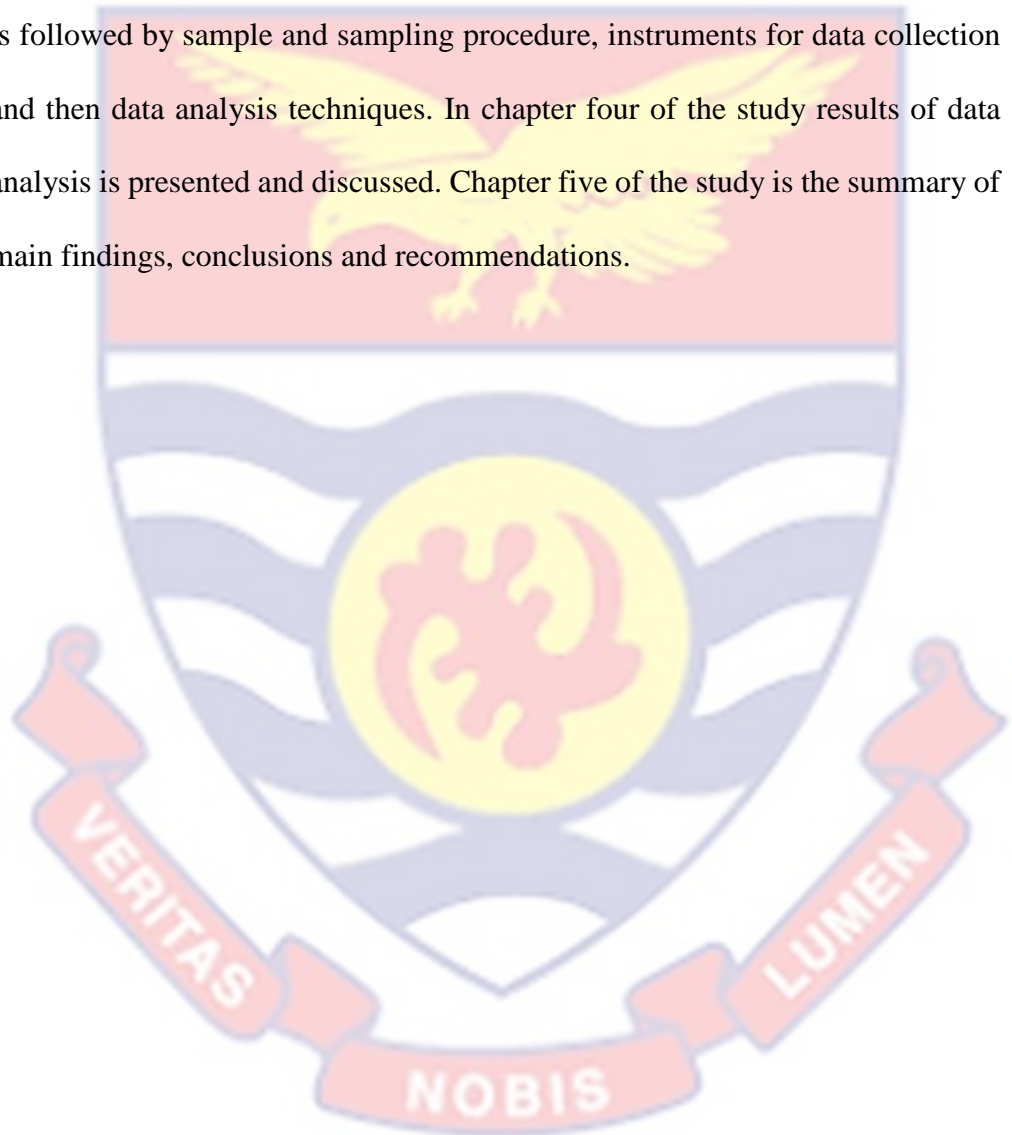
CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter presents a review of related literature on advertisement and consumer behaviour in the alcoholic beverage industry. The literature review presents theoretical review, conceptual review, empirical review and a conceptual framework.

Theoretical Review

According to Akintoye (2015 as cited in Mensah, Agyemang, Acquah, Babah and Dontoh, 2020), the purpose of a theoretical framework is to provide the organization for the study, to test theories, to make research findings meaningful and generalizable, to establish orderly connections between observations and facts, to guide the researcher in the interpretations of the results, to predict and control situations and to stimulate research. This study is therefore guided by the memory theory and social learning theory.

Memory Theory

The understanding of the relationship between advertisement and consumer behaviour is enhanced by the memory theory. The memory theory (Quillian, 1968) provides for the understanding of traces that establish memory anytime information is coded for long term use (Collins & Loftus, 1975). The memory theory has been applied in explaining the relationship between advertisement and consumer behaviour (Krishnan, 1996). The memory theory breaks the memory process into memory tasks. The literature on memory theory

postulates that the memory tasks begins with storing information of an event into the memory store of a person and then retrieval of the information for use (Schacter, 1996). An important phenomenon about information retrieving from ones memory store is the consciousness of the information. It has been established that the memory theory distinguishes between two sets of information retrieval, implicit and explicit information retrieval (Sumrall, Sumrall, & Doss, 2016).

Explicit information retrieval defines a situation where a person is aware he or she is acting based on an earlier experience whilst the opposite where a person is not aware he or she is acting based on an earlier experience or information is implicit information retrieval (Sumrall et al., 2016). From the theory therefore awareness of information is critical to the type of retrieval that occurs. This is where the theory becomes critical to advertisement and its impact on consumer behaviour. "Some ways of representing an event lead to better memory for that event than other possible ways. For example, if a person encodes a word in terms of its sound or its visual appearance, this will be less beneficial for later memory than if the word had been encoded in terms of its meaning or implications" (Sumrall et al., 2016, p. 25). This makes a good case for clarity of information in advertisement by providing more meaningful information for consumers to understand rather than just sound or visual appearances that will require more of consumers to understand.

It is also important for memory and information retrieval that first and foremost the person must have experienced the event (Rau, 1990).This is where the importance of the memory theory to the current study comes to fore, the consumer must hear the advertisement being aired to be able to store in memory.

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Product-concept linkages in alcohol advertising relate alcohol with different subjective advantages, such as relaxation or exhilaration (Cohen, 1995; Thorson, 1995). Many studies have focused on how alcohol affects people's subjective well-being, which has been described as outcome expectations, which are reported on questionnaires (Leigh, 1989). One of the greatest correlations and predictors of alcohol use has been found using measures taken from basic memory research, such as the links in memory between alcohol and the good consequences of alcohol use (e.g., relaxation, fun with friends) (Stacy, 1997; Stacy, Leigh, & Weingardt, 1994). Even while nine variations in the alcohol-outcome linkages shown in alcohol advertising are known to impact alcohol consumption, they have not been well explored from a memory and information processing standpoint (Roehrich & Goldman, 1995). It is predicted that alcohol advertising would enhance the link between alcohol consumption and beneficial results in memory. A look at how associative memory theories may be used to drug abuse follows.

Alcohol advertisements, on the other hand, are meant to communicate a certain intellectual idea (e.g., having fun with friends). Meaning-based metrics may be necessary to capture the conceptual information included in complex advertising stimuli (e.g., visual, linguistic, spatial, and social) that collectively constitute a single idea. Based on conceptual knowledge, there are many indirect tasks. Examples of the kinds of tests that can be used in the study of conceptual associations include the generation of associations to stimulus words (Shimamura and Squire, 1984), the generation of general knowledge questions (Blaxton, 1989) and the generation of examples of semantic categories (Graf &

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Schacter). Such tests are in line with the substance and objectives of alcohol promotion.

Social Learning Theory

This approach emphasizes the necessity of studying and modeling other people's behaviors, attitudes, and emotional responses. It also supports the notion that learning in a social situation may be accomplished merely via observation. As a result, it emphasizes on learning via observation and modeling. Initially derived from behaviorism, the theory may now encompass views held by cognitivists as well. As a result, it is also known as Social Cognitive Learning theory (DeFluer & Dennis, 1994, p.583; Ormond, 1999, p.52; Schunk, 1987, p.149). Central to the social learning theory is that human beings learn from observing and imitating others (Cheung, Liu, & Lee, 2015). The social learning theory Bandura, (1969) emphasises learning new behaviours through observing and imitating the behaviour of models. The theory has been used to explain socialisation agenets and as a means toipredict consumption behaviours (Westen, 1999)The proponents of the theory are of the voew that a person needs to be motivated to remember a particular behaviour and replicate the behaviour of a model (Perry & Bussey, 1979). This is where the attraction of the theory in advertising and it impact of consumer behaviour resides. In the application of the social learning theory in the advertising literature, authors such as Samir (2018) recognisse that the link between advertisement and consumer behaviour is explained by social learning theory. The theory suggests that "individuals derive motivation and show favorable attitude from socialization agents by direct or indirect social interaction" (Samir, 2018, p. 13).

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Thus the social engagement that emanates from advertisement motivates consumers directly or indirectly to alter their consumption behaviour. In a study by Leaper, Breed, Hoffman and Perlman (2002), the authors stated that in line with the social learning theory that advertisement act as a socialisation agent that seek to motivates consumers to act in a particular manner. Advertisement in the view of the social earning theory is seen as a socialisation agent that influence a positive attitude towards what is being advertised. This is in line with Bandura (1977) who observed that media has social influence for learning and modelling individual behaviours, value and attitudes of individuals.

Most advertising are visually appealing, and they often include well-known individuals who serve as role models for certain media consumers. Because they can connect to the model, media consumers are more likely to be persuaded. Audiences identify with the individual shown in the advertising. This has the potential to persuade the viewer to try the behavior shown. The kids are voracious consumers of media. Essentially, what individuals see and hear in the media informs who they are, how they think, and what they do. To the young, alcohol commercials on television represent the actual world. Alcohol advertising, like any other kind of mass media, convey information with a variety of implications. Although the transmitted message may be misunderstood by the young, they may partially duplicate the same meaning in their social surroundings. In other words, the depicted behavior and activities in alcohol commercials may enhance the likelihood of young alcohol intake (Snyder, Fleming-Milici, Slater, Sun, & Strizhakova, 2006; Anderson et al., 2009; Clinard & Meier, 2015).

Advertising often displays actions that marketers want consumers to follow, it has the potential to greatly influence social learning (Bailey 2006). The intake of alcoholic drinks is learnt, as proposed by Strickland (1983) and Strickland and Pittman (1984), and the methods by which drinking is taught are outlined by the principles of social learning theory. These principles are as follows: (1) behavior, including drinking, is regulated by its consequences, i.e. the balance of reinforcement associated with it; (2) behavior can be learned observationally through a variety of vicarious reinforcement mechanisms; and (3) behavior can be cognitively represented, allowing for symbolic enactment of behavior and anticipation of consequences. "In the context of advertising and alcohol use, social learning theory is particularly suitable, both for its focus on the interaction of the individual and his or her environment in regulating behavior and for its emphasis on learning via observation of the conduct of others" (Strickland 1983, p. 204).

Alcohol use/abuse and alcohol-related behavior are taught in a cultural environment, and the media has a substantial impact on public views of alcohol usage standards. Thus, it appears that mass media alcohol education efforts, including industry-sponsored responsibility advertising, have the potential to educate young people by presenting attractive, socially successful models who drink moderately, do not drink and drive, serve as designated drivers, and abstain when drinking is not acceptable (e.g., when working with heavy machinery, operating a snowmobile, hunting, and so forth). Behaviours that are rewarded are more likely to repeat themselves, while behaviors that are penalised are less likely to repeat themselves. Bandura (1969) sees cognitive processes as mediating environmental events and behavior. Behavior is

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regulated by encoding, organizing, and retrieving information, and the environment offers the information to be cognitively processed. Situation-specific alcohol expectancies, for example, predict drinking behavior, while relaxation expectations are only prospectively associated to alcohol use in social and sexual situations (MacLatchy-Gaudet & Stewart, 2001). The environment not only influences the person, but the individual may also impact their environment via reciprocal determinism processes (Bandura, 1986). Environmental influences, alcohol-related attitudes, expectations, and norms, past learning, model observation, and projected consequences of alcohol use all impact how much, how frequently, and under what conditions a person would drink. Important environmental models teach us norms and expectations, which help to vicariously encourage drinking.

Conceptual Review

The Concept of Advertisement

Advertising is one of the marketing strategies that focuses on attempting to influence a particular group of individuals by interacting with specific messages that impact their behaviour in order to convince them to make a specific decision, such as deciding to purchase a new product. Therefore, advertising is any way that is communicated with any individuals in order to persuade them of a particular matter, until they make the decision that the advertiser needs for a return or a benefit to be achieved. Other than this, lifestyle is one of the things ads can sell. In fact, ads not only offer goods and services but also offers images and the lifestyle. As a result, consumers get to discover new lifestyles, images and trends from advertising (Haider & Shakib 2017, Burns 2003).

According to Roman, (2003) advertisement is an idea for the business, while Goddard. (2002) writes advertisement should not be limited to promotion of branded products but it involves the enhancement of image for the organisation. Dunn and Dunn (1978) viewed advertising from its functional perspective, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform to persuade members of a particular audience. Kotler (1988) sees advertising as one of the four major tools companies use to direct persuasive communication to target buyers and public noting that "it consists of non-personal forms of communication conducted through media under clear sponsorship". According to him, the purpose of advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing that "it seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer. Advertiser's primary mission is to reach prospective customers and influence the awareness, attitudes and buying behaviour.

Authors that have investigated advertisement have defined the concepts variously but central to these definitions is that advertisement is a channel through which organizations provide information about a goods or services and also to persuade customers to make a purchase (Hameed & Awan, 2017). It is in this light that the literature recognises advertisement as persuasive and informative element of an organisation's promotion mix (Hameed, 2013). The aim of advertisement therefore is to ensure increased patronage. For this reason, advertisement forms an integral part of organisation success. It is worth

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mentioning that advertisement takes several forms and the channels of advertisement is gradually becoming part of what defines advertisement.

Advertisement plays a major role in the launch and development of a product or service. Like it or not, it has now become a necessity for everyone in daily life, be it the manufacturer, the trader or the consumer. Advertisement is for promotion of products but advertisement itself need an appropriate medium by which it can be spreads around the target people and stimulate their desire. Therefore organisation should take care of advertisement strategy to launch its products. It is vital to understand that products which are going to be launched or advertised should fulfil consumer's need and requirements according to their attitude and way of living. Organisation can only be successful in building their brand through a product which satisfies the customers' needs. In short this is the process of branding and evolving good products by which producing good products brand of organisation poses to better image.

For success and failure of brand depends upon the strategy of advertisement. Strategies are foundation on which brands are built. They keep the advertising and other marketing elements on track and build a clear and consistent personality. They represent the soul of a brand and a crucial element is success (Roman, 2003, p.12). Researchers have acknowledged that advertising can hold value for consumers independent of the advertised brand or product, for example by means of providing information or entertainment (eg. Galloway 2009, Van-Tien Dao, Nhat Hanh Le et al. 2014). Advertising practice, including management issues such as budgets, reach, sales response and promotions, is one of the most frequently studied topics in this area (Kim,

Hayes et al. 2014). This is a reflection of the applied nature of the discipline (Laczniak 2015).

Many researchers also focus on advertising effects and outcomes (Ha 2008). Indeed, direct outcomes of advertisements, such as recognition and recall, and the mechanisms behind these effects are frequently studied. These mechanisms include persuasion models, such as the Elaboration Likelihood model (Cacioppo and Petty, 1984, Kim, Hayes et al. 2014) and the Hierarchy of Effects model (Smith, Chen et al. 2008). Indirect consequences of advertising are also a topic of interest to researchers, with prolific research examining the influence of advertising on perceptions of the media vehicle in the form of advertising clutter (Nan & Faber 2004). Outcomes of advertising and the mechanisms driving persuasion are also frequently studied in relation to content of advertisements (Ha 2008). For example, the use of appeals, such as fear, humour (Eisend, 2009) or celebrity endorsement (Erdogan, 1999), are popular areas of interest exploring how these appeals can influence consumer attitudes towards the brand or product.

The leading forms of media examined in advertising research are print and television, with internet advertising research close behind and rapidly increasing, particularly over the last decade (Kim, Hayes et al. 2014). The increase in online research is indicative of the practical relevance and huge impact the internet has on the field of advertising, since the first banner advertisement debuted on websites in the mid-1990s (Seyedghorban, Tahernejad et al. 2015). Advertising is part of the flow of communication and information process which exposes the consumer to variety of stimuli's. Is credited with raising our standards of living, lowering unit costs of mass

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produced goods providing information and helping new forms enter the market place. It is monitored by the industry of mass media consumer groups and government agencies in an effort to eliminate deceptive and unfair advertisement and commercials. Advertising has become a workhouse that serves many communication needs of society. Research in advertising is categorized into three namely: Consumer Research, Product Analysis and Market Analysis. In consumer research, the advisers realize that in order to effectively sell a product, the consumers' needs and wants must be satisfied. This could achieve by underrating the nature of those needs and wants and by providing the products, which will satisfy them. Advertising, sales promotion and public relations are mass-communication tools available to marketers. The mass communication tools trade off the advantage of personal selling and the opportunity to tailor a message to each prospect for the advantage of reaching many people at a lower cost per person.

Consumer behaviour analysis helps determine the direction that consumer behaviour is likely to make and to give preferred trends in product development, attributes of the alternative communication method etc. consumer behaviour analysis views consumer as another variable in the marketing sequence, a variable that cannot be controlled and that will interpret the product or service not only in terms of the physical characteristic, but in the context of this image according to the social psychological make-up of the individual consumer (or group of consumers). Advertising has an effect not only on consumers but also on competition on the business cycle. This is also an effect on the value of products and prices of products. Some classification of advertising are National Retail, local and co-operative Advertising. National

Advertising can be defined as, an advertising done by the coco-cola manufacturer or producer in contrast to the one done by a retailer. The advertisers' intention is to stimulate demand. Local advertising also employs the same strategy with national advertising. Example of such institutions is depot. Retailers also use retails advertising to persuade consumers to buy at a particular location.

Dotaszelski and Markovich (2007) show that even in small markets industry dynamics can be different depending on the nature of advertising. From an empirical perspective, when estimating a demand model, advertising could be modeled as affecting the choice set or affecting the utility that the consumer derives from a brand. If the role of advertising is mistakenly specified as affecting quality perceptions (i.e., preferences) rather than brand awareness as it often is, then the estimated parameters may be biased. In her study of the U.S. personal computer industry, Sovinsky (2008) finds that traditional demand models overstate price elasticity's because they assume that consumers are aware of - and hence chose among - all brands in the market when in actuality most consumers are aware of only a small fraction of brands.

Time-Based Advertisement

In a study by Chudzian (2014), the author revealed that consumers differ in time they watch television, listen to radio and partake in any other channel of communication. This means that audience to any advertisement is time bound and therefore timing of an advertisement in reaching particular audience is essential. It is the case that regulatory authorities, in an attempt to reduce exposure of certain goods and service to category of the population compels advertisers to limit the advertising time to specific periods of the day (Parry,

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Burnhams, & London, 2012). Limiting the advertising periods to specific times of the day defines time based restriction on advertisement (Siegfried, et al., 2014). In agreement with Siegfield, et al.(2014), the current study define time-based advertisement as a restriction by a regulation that compel organisations to advertise their goods, services or ideas at specific time periods within the day beyond which advertisement of the defined products is not allowed.

Consumer Attitude

Consumer attitude has generally been explained to encapsulate the psyche of the customer to react to or behave towards a phenomenon (Jung, 1971). From the position of Jung (1971) it can be argued that a person's response to his environment defines the person's attitude. In line with Jung (1971), Baron and Byrne (1984) define attitudes as collections of feelings, beliefs, and behaviors directed at specific people, ideas, objects, or groups. The literature recognises the importance of consumer attitude in consumer decision making (Jain, 2014). This is consistent with the thinking the attitude the consumer adopts is critical to the decision by consume and the behaviour of the consumer (Wicker, 1969). In a study by Jain (2014), the author investigated the concept of consumer attitude and found that attitude is a multidimensional concept with components such affective, behaviour and cognitive.

Explaining the components of customer attitude, Jain (2014) argued that affective is the emotional response of a person towards the object of attitude. The literature emphasise affect component of attitude as an important component of attitude. It is argued that belief and cognitive components are not enough to explain attitude without an emotional attachment (Jain, 2014). In the view of Agarwal and Malhotra (2005) affect (feeling and emotion) combines

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with other cognitive component of attitude for making choices. It is important to note that part of an understanding of an attitude is a business analysis that makes a person's opinion (belief / disbelief) about the object (Jain, 2014). Existing texts recognize that the cognitive part of an attitude raises one's beliefs about an object of attitude. Fishbein and Ajzen (1975) explained that belief is the knowledge a person has of an object; details that directly link the object to the attribute.

In a similar vein Jain (2014) states that it is part of understanding the final stage in which one organizes information. In psychology literature, another part of a highlighted attitude is the verbal or non-verbal behavior (Wicker, 1969) of a person's actions or perceived responses as a result of the behavior of the object being observed. It is argued that the behavioral part of the attitude involves the person's response (positive/negative) to do something about the mental aspect. Attitude responses are consistent (Jain, 2014).

Time-based Advertisement and Consumer Exposure

Advertisement has been defined as a paid form of promotion that exposes consumers to an organisations' product and services one argue futher that advertisement is a source of exposure of organisation's goods and services to consumers (Ahmed and Ashfaq, 2013). This is in sync with authors who have argued that advertisement is an important conduit through which consumers get exposed to brands (Haider & Shakib, 2018). Earlier studies on advertisement have linked advertisement to have linked the familiarity of brand to a consumer exposureto a brand. These studies include one conducted by Alba and Hutchinson (1987) and Johnson and Kellaris (1988) who found that advertisement expose consumers to brands. The role of advertisement in

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exposing consumers to a brand has been well documented in the extent literature. In a study conducted by Sawant (2012) on the impact of advertisement on consumer awareness and preference, the authors specifically investigated the role of advertisement in ensuring awareness of a brand of men's ware.

The study used descriptive statistical techniques to analyse how advertisement exposed consumers to information on men's ware. Findings of the study revealed that the impact advertisement makes on the exposure of a brand to the consumers depends on whether or not the advertisment is presented in an inspired and an efficient manner. This clearly suggestst that advertisement must meet some important criterior to be able to ensure exposure to consumer. It is also important to infer that the fact that an advertisement is being run does not mean the advertisement will necessarily expose the consumer to the brand. The literature is emphatic that advertisement needs to have the quality of informing the consumer of the specific qualities and features of the brand or a product to be able to ensure consumer exposure to the brand or product (Haider & Shakib, 2018; Sawant, 2012).

This is in line with the findings of Lee, Hosanagar and Nair (2018) who investigated the advertising content and social consumer engagement using evidence from facebook. The authors found that the content of the advertisement explains the variation of consumers exposure to a brand. One would expect that advertisement provides answers to all that needs to be known about a brand or a product to fully appreciate the product or the brand. The literature on advertisement generally shows that advertisement reamains an important conduit through which consumers are exposed to a brand. In the

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league of studies that have contributed to the literature on the role of advertisement in exposing consumers to products and brand is Sindhya (2013) who investigated the influence of advertisement in consumer purchase motive. The author revealed that advertisement explains a large variation in the variation in consumer exposure to a brands. Specifically to the alcoholic beverage industry, there exist literature that have investigated the effect of advertisement of alcoholic beverage on the consumer behaviour.

Findings of these studies have been mixed. The literature categorise these studies into four, experimental studies, econometric studies, survey research and media literacy interventions. Studies on the effect of alcoholic beverage advertisement on the exposure of consumers to alcoholic beverage suggests a positive relationship. In a study using data solicited from 13000 young people in a cohort study evaluated the relationship between alcohol advertisement and exposure of young people to alcoholic beverage and found a significant positive relationship between advertisement and exposure to alcohic beverage to young people (Smith & Foxcroft, 2009). This feeds into argument that when people are exposed to alcoholic beverage advertisement their consumption on the average increase. In a study by Snyder, Milici, Slater, Sun and Strizhakova (2006), the authors investigated the effect of alcohol advertising exposure on drinking among the youth.

The study specifically analysed the the effect of alcohol advertisement exposure and exposure of alcohol advertisement affect alcoholconsumption among the youth. The authors sampled respondents between the ages of 15 and 26 for the study from households from 24 media markets. Data on advertisemenet expenditure from television, radio, news papers and bill boards

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were also collected. Self reporting alcoholic advertisement exposure in the previous month and the number of alcoholic beverage consumed in the previous month were solicited from the respondents. The study applied hierarchical regression which regressed alcohol consumption on alcoholic beverage advertisement and the results revealed a positive and significant relationshiop between alcohol advertisement exposure and alcohol consumption amaong the youth.

In a related study Weintraub, Meng-Jinn and Grube (2006) investigated how advertisement of alcoholic beverage influence alcoholic beverage consumption among underage and the role of identification, desirability and skepticism. In this study the authors specifically investigated the effect of persuasive media messages in alcoholic beverage advertisements affect alcohol consumption behaviour. Using data solicited from 652 young people between the ages of 17 and 19 years, structural equation modelling was employed in analyzing the data. The results of the data indicated that there is positive relationship between alcoholic beverage advertisement and consumption, however, this relationship is mediated by variables such as skepticism and desirability to portray characters in the advertisement. Whereas skepticism adversely mediate the relationship, desirability to portray characters in the advertisement positively mediate the relationship.

This brings to bear an important dimension in the role of advertisement in the consumption of alcohol. Thus the attitude of a person towards the consumption of alcohol is critical to the ability of the advertisement to persuade him or her to consume the alcohol. Again for an alcoholic beverage advertisement to be effect in eliciting consumption characters and what they portray must be what

consumers will want to emulate. Babor, Caetano, Casswell, Edwards, Giesbrecht, Graham and Grube, (2003) argues that, it is probably for this reason that alcoholic advertisement is normally characterized with humour, sex appeal and popular music. There seem to be a consensus among authors that advertisement of alcoholic beverage is an important determinant of alcoholic beverage consumption and the content of the advertisement has also been observed to be important in determining consumption. In a study by Amoateng and Poku (2013), the authors assessd the impact of advertisement on alcohol consumption. The authors used convinient sampling to sample 220 people and administered questionniare which solicted responses from the respondents.

Using multiple regression analysis the authors reveled a positive and significant relationsghip between alcoholic beverage advertisement and consumption of alcoholic beverage. The study also showed that the channel used for the advertisement is also critical to consumtion. Amoateng and Poku (2013) revealed that the channels for advertisement is also an important determinant for alcohol consumption. The authors showed that elctronic channels are the dominants channels used and the most effective as well. It is becoming clear at this point that beyond the advertisement, the consumer is moved by the content and the channnel through which the advertisement is aired. One can surmise that channels of advertisement can be important because reaching a wider viewership or listenership is the foremest thing that will begin the journing of influencing the behaviour of consumers towards purchasing the product. By extention it can be argued that advertisement must first reach the viewing and listening population to be effect, hence timing of the advertisement is also an important issue in advert effectiveness.

The content of the advertisement has also been highlighted as an impotant determinant of consumption. In agreement with Babor, et al (2003) who showed that highlighting the product quality in an advertisement is critical, there is the argument that if an alcoholic bevearage advertisement focus more on giving information on the product qualities and performance it gets consumers attracted to the product (Amoateng & Poku, 2013). It is important to state at this point that the persuasive and informative aspects of advertisement that the extant literature touts as important in consumer behaviour Hameed (2013) has been confirmed by Amoateng and Poku (2013). Another strand of the literature investigates the effect of demographic difference in the exposure to alcoholoic beverage advertisement. In a study, it was revealed that boys are more exposed to alcoholic beverage advertisement on television than girls whilst (Ringel, Collins, & Ellickson, 2006).

However, related studies have shown that different advertising media ellicit different exposure to the different genders. In a study by Jernigan, Ostroff, Ross and O'Hara, (2004), the authors investigated sex differences in adolecent exposure to acohol advertisement in magazines. The objective of the study was to determine boys' and girls'exposure to alcoholic beverage advertisement and conduct a comparative analysis between boys and girls exposure with that od legal age persons. In the study the authors used 6239 alcohol advertisement in 103 magazines where data over the period of 2000 to 2001 on palcement, audience and cost of advertisement were collected. Gross rating point, which remains one of the important measure of media exposure was computed as the outcome variable and descriptive measures such as frequencies and percentages were employed to determine which gender types are more exposed to alcohol

advertisement. The results indicated that girls are more exposed to alcohol advertisement that women and boys. Juxtaposing the findings of Ringel et al. (2006) and Jernigan et al. (2004), one can argue that probably the different media determine the cartegory of consumers that can be reached.

From the literature review that far, what stands out clearly is advertisement is important in influencing exposuregenerally. However, the several other factors are important as well, demography of the consumers, choice of media for advertisement and some other factors.

Time-Based Restriction on Advertisement and Consumer Awareness

The effect of advertisement on attitude of consumers towards advertisement has been cited in the extant literature. The literature on advertisement suggests that a consumers' attitude towards an advertisement is dependents on several including the product being advertised, medium used and content of the advertisement. In one of such studies Ting-Peng, Yuan-Hung, and Yuan (2002) investigated the effect of advertisement on the attitude of consumers towards advertisement in the web and print media. The authors specifically investigated the effect of media characteristics, advertising appeal and product involvement on consumer attitude towards advertisement on different media. Using multiple regression analysis the authors revealed that dynamic web advertisement that uses animation for presentation combined with emotional appeal are significant in improving consumer attitude towards advertisement. The study however, showed that product involvement is insignificant in the model.

The authors also found that the timing of the advertisement is important improving the consumer's attitude towards advertisement. This is in agreement

with Ducoffe (1996) who indicated that the value of advertisement is linked to the timing of the advertisement. The author argue that a large number of advertisements exposure reach consumers at a time when they are not shopping for the good or services being advertised and therefore the information the advertisement gives in most cases are not relevant to the consumer and therefore does not contribute to shaping the consumer's attitude towards advertisement. The marketing literature presents studies that investigates how the different media affect consumer perception of advertisement. One of such studies is by Wang, Zhang, Choi, and Eredita (2002) who investigated the consumers attitude towards advertisement. The authors investigated the perceived differences between online-based advertising and traditional advertising for both product design and targeting purposes.

Research has found an online-based ad to be very helpful in effectively changing the consumer attitude toward the ad because of the real-time ad. The authors also point out that online advertising is more likely to shape consumer attitudes towards the ad than traditional media, especially in the field of side advertising that requires information. This discovery clearly sets the tone for analysis on the performance of time-based limitations in an ad that creates a consumer attitude towards the ad. Studies have shown that when a highly interactive ad creates a consumer attitude (El-Adly, 2010). In a study, El-Adly (2010) investigates the impact of advertising on the strength of a television advertisement that avoids behavior. The authors have identified six customer trends in Television commercials such as television ad fidelity, price distortion, consumer display, enjoyment, television commercial usefulness and embarrassment.

The author has indicated that an advertisement broadcast on television but sometimes inappropriate for the consumer encounters a negative attitude or is completely avoided by the consumer. It has also been reported that consumers receive ads that disrupt consumer popular programs such as interfering with the source of television television avoidance. Therefore, the strength of the relationship between the ad and the consumer attitude towards the ad suggests that the ad is attractive, useful but should not contain content that embarrasses the consumer, distorts the consumer value and entices consumers to make the wrong decision. In a study conducted by Sallam and Algammash (2016) in which the authors investigated the effect of an ad on an ad on a buy-and-buy attitude, an ad-consumer attitude was perceived as a consumer's desire to respond positively or negatively to a particular ad in a timely manner. This is in line with with El-Adly (2010) who also observed that attitude towards advertisement can be positive or a negative perception towards an advertisement.

It is however, important to state that in Sallam and Algammash (2016), the authors opined that the characteristics of the advertisement, even though paly an important role in shaping consumer's attitude towards an advertisement, what is more important is the memory or the impresion the advertisement creates in the mind of the consumer that shapes the attitude towards the advertisement. Other studies such as Olney, Holbrook and Batra (1991) makes the argument that what is critical in influencing consumer attitude towards an advertisement and purchase intention is the timing of the advertisement. The authors revealed that a television or radio advertisement that is aired during prime time has larger viewership and potrays a positive intention than an

advertisement aired in an unusual time. It has been argued that time-based restrictions on advertisement which fix advertisement on a particular product to a particular time in the day first of all limits the number of times the advertisement can be aired in a day and therefore exposure time (Gobet & Simon, 2000). In a built up to the observation by Gobet and Simon (2000), Goldstein, McAfee and Suri (2011) in a study on the effect effect of exposure time on memory display observed that when advertisement exposure is limited to specific time expecially off peak periods the consumer's attitude towards advertisement is less influenced.

This is in sync with logic as one would expect that the more a person is exposed to an advertisement the more the person is informed and persuaded to think inline with what the advertisement is aimed at achieving. It is important to state that the extant literature isunanimous that prime time television or radio advertisement is more effective than any other time isinfluencing consumer attitude towards the advertisement and purchasing intention (Goldstein, McAfee, & Suri, 2011; Gobet & Simon, 2000). In a study by Wilbur (2008), the authorts presented an empirical model on television adverting and viewing markets. The study was aimed at investigating the causal relationship between the viewer demand for programs and advertiser demand for audience. The study found that viewers have a negative attitude towards advertisement. Thus the findings of the study indicates that when a highly rated television reduced advertisement by 10% audience of the network increased by 25%. This is confirms El-Adly (2010) who found that one reason why consumers may have an adverse attitude towards advertisement is that it interrupts their programs.

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Thus beyond the content of an advertisement that may elicit a negative consumer attitude the packaging of the advertisement is also an important reason why consumers may have a negative attitude towards advertisement. The second leg of the Wilbur (2008) findings is that advertisers and viewers dicerge in their preference for programs, whereas viewers prefer action movies and news, advertisers prefer reality and comedy. Clearly advertisers are not getting the audience from the consumers and when they do, consumers find the advertisement as being intrusive and interrupting their programs. It can be argued therefore that several aspects of advertisement including timing of an advertisement is critical to consumers' attitude towards advertisement. The inability of advertisers to air advertisement at a time the consumer finds appropirate has contributed to adversely affecting consumer attitude towards advertisement.

Time-Based Restriction on Advertisement and Consumer Brand Awareness

The marketing literature is unanimous that advertisement is an important source of brand awareness (Sawant, 2012). The literature however indicates that the content and the type of advertisement is critical in determining whether the advertisement ensures the awareness of a brand. Wang et al (2002) argued that advertisement can be categorized into two, building brand and directional advertisement. In agreement with Lohse and Rosen (2001), Wang et al (2002) observed that whereas building brand advrtisement which is focused on creating a brand image and creating demand for the product are more persuasive than informative and therefore creates less awareness, directional advertisement is informative and creates awareness for the products and services. It has been

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argued that "directional advertisement allow consumers to collect and process information in a desired pace" (Wang et al., 2002, p. 1144). This makes directional advertisement an important channel to inform and educate consumers on a brand.

Restricting advertisement to certain times of the day will mean that consumers will have to available to listen or watch the advertisement to at the time it is aired to make an impact. It has been argued that time-based restricted advertisement constraints the options offered to consumers to have access to the advertisement (Van Raaij, Strazzieri, & Woodside, 2001; Spilker-Attig & Brettel, 2010). The advertisement time dimension to the effectiveness advertisement in influencing brand awareness and recognition has been shown to be on two legs. "By increasing the time a brand is present in an advertisement, as well as decreasing the time that elapses before the brand is introduced in an advertisement, brand recognition will be increased, ensuring more effective marketing communication efforts" (Gerber, Terblanche-Smit, & Crommelin, 2014, p. 7). This suggests that advertisement timing is critical, thus to ensure effectiveness ofan advertisement in enhancing brand awareness the advertisement must be aired as many times as possible and the brand should not be delayed too much must before it is advertised.

In a related study, Tellis and Thaivanich (2000) investigated the effect of advertisement on brand awareness. Specifically the authors investigated the type of advertisement, when the advertisement is run, which television station the advertisement must be run and how long the advertisement must be run to be effective in ensuring brand awareness. The findings of the study showed that daytime decay of advertisement memory is exponential and advertisement

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memory loss during the morning is inverted U-shape pattern. Thus in conclusion the authors stated that advertisements are more effective in the evenings and the longer the advertisement is aired the better it is for effectiveness. The time period within which an advertisement is aired is therefore important in determining the effectiveness of an advertisement. An extention of this proposition is that time based restriction on advertisement will generally affect the effectiveness of advertisement.

The time effect of advertisement and how it affect the effectiveness of advertisement has been well documented in the extant literature. In a study by Franses and Vriens, (2004), the authors investigated the effect of advertising on awareness, consideration an brand choice. The authors revealed that the impact of advertsement on brand awareness spread over time and as time elapses without further advertisement the effect of the advertisement diminishes. The authors argue that a cut in advertisement does not immediately reduces the effectiveness of advertisement but after some time the effecitiveness of advertisement is adversely affected. This carry-over effect is an admission of the effect of restricted advertising time can have on brand awareness. For effectiveness of advertisement in enhancing brand awareness, one would expect based on the findings of Franses and Vriens (2004) to have an advertisement run throughout the day with smaller lag periods. Thus restricting advertiser toair advertisement at specific period of time will errode the momory of the advertisement in the minds of the consumer. It is imperative to add that Franses and Vriens (2004) showed that print media advertisement has a more longterm effect on the brand awareness than television advertisement because print media

advertisement is also available unlike television advertisement which is only available to the consumer at the time it is aired.

Infact news paper advertising has been revealed as the most influecial in ensuring brand awareness because of the it enjoys continuous and uninterrupted advertising space (Franses & Vriens, 2004). Brand awareness is a stock built overtime with increasing advertisement but this stock decipate as consumers forget past advertisement campaign (Clark, Doraszelski, & Draganska, 2009). Clark et al (2009) makes the point that brand awareness requires that consumers are given enough information to understand the brand and an important means of communication brand information to the consumer is advertisement. The authors further state that past advertisement memory loss is a dominant feature of consumers expecially in a competitive business environment where there are several advertisements from competitors. The solution proposed by Clarke et al (2009) in agreement with continuous and uninterrupted advertisement to ensure the memory of advertisement is not lost to the consumers.

The Mediating Role of Time-based Advertisement on Consumer Attitude and Intension to Buy

Consumers generally have an impression of what a good advertisement is advertisement that do not present to the consumer his or her expectation is considered by the consumer as an irrelevant advertisement (Campbell & Wright, 2008). In an attempt therefore to define what arelevant advertisement is Campbell and Wright (2008) expalined that a relevant advertisement is a tailored advertisement that breaks through cluster of information and engage the consumer. The relevance of advertisement is personal and varies with the different consumers (Petty, Cacioppo, & Schumann, 1983). It is however,

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argued that meeting the interest of the consumer by way of providing all the needed information about the product or service that is high in consumer personal relevance is important in improving a consumer attitude towards an advertisement message (Petty, Cacioppo, & Schumann, 1983). The attitude of consumers towards an advertisement has been considered an important ingedient in the determination of the effectiveness of an advertisement. In a study conducted by campbell and Wright (2008), the authors revealed that the timing of the advertisement, content and the channel through which the advertisement is delivered explains the variation in the consuner's attitude towards advertisement.

The role of mediation of consumer status in relation to the ad in the ad-advertising relationship and brand awareness is reflected in the available text. In a study by Ahmed, Weinhardt and Streimikiene (2017), the authors investigated the role of consumer status in terms of advertising and technology as a flexible mediator in the relationship between ad and brand awareness. The study performed statistical analysis of structure and material analysis to achieve the objectives of the study. The results of the study revealed that consumers' attitude towards advertising and technology is an important factor in mediating the brand awareness of the product. This is confirmed by Weintraub et al (2006) who confirmed that behavioral factors resolve the relationship between ad and brand awareness. The mediating role of an attitude in advertising and its impact is highlighted in existing literature. Sallam and Algammash, (2016) have analyzed the psychological potential of a product that mediates the relationship between ad targeting and purchasing intentions.

Using modeling modeling the authors have shown that there is both a direct link between the attitude towards the ad and the purpose of the purchase and the indirect relationship between the attitude towards the product. The findings of Sallam and Algamash (2016) are an indication that several dynamic conditions mediate ad and its dynamic effects and the attitude towards ad can be a mediator of ad mediation in ad analysis and causal variable. It is important to note that the text views the attitude of an advertisement as consumer confidence in responding positively or negatively to an ad promotion in the event of exposure (Biehal, Stephens, & Curlo, 1992). This puts the attitude toward the ad in the middle of the ad performance. An important role of attitude in advertising. In a study conducted by Pasaribu, Purwati and Jie (2013), the authors pointed out that attitudes towards advertising are important factors that explain the significant differences in product recognition.

In the study, Raza, Bakar and Mohamad (2019), the authors investigated the mediating role of consumer attitudes towards ad in the relationship between product appeals and ethical objectives. Using a sample of 372 respondents, the study analyzed respoinses using a structural rating model that revealed that consumers' attitudes towards advertising significantly clarified the relationship between ad appeal and ethical objectives. Based on the findings of these related studies as highlighted in the available literature, one could argue that the restrictions on advertising such as time-based restrictions on advertising and its impact on product information by a potential relationship partner will be linked to consumer attitudes towards advertising. It has been found that attitudes toward advertising largely determine product awareness. In a study by Aziza and Astuti (2018), the authors investigated the role of mediator in product

awareness about the relationship between advertising value and the purpose of purchase. The authors have observed that indeed the relationship between the purpose of advertising and the purpose of the purchase is partially allowed through product awareness.

The finding by these authors, especially on the path from advertising value that defines consumer attitude towards advertisement (Sallam & Algammash, 2016) to brand awareness suggests that attitude towards advertisement influence brand awareness. This findings is well situated in the current study which seek to establish relationship between time-based restriction on advertisement on brand awareness using attitude of consumers towards advertisement as a mediating variable. It is important to state that one path of the model, from consumer attitude towards advertisement to brand awareness is similar to the analysis conducted by Aziza and Astuti (2018). It is important to conclude that the extant literature is very much dearth in studies that investigate the mediation role of consumer attitude towards advertisement in time-based restrictions advertisement and brand awareness relationship. However, related studies have provided useful information that situates the current study in context of larger body of literature. It is also important to state that attitude of consumer towards advertisement is generally recognised as being important mediator in the relationship between advertisement and its outcome variables.

Empirical Review

Wang, Zhang, Choi and Eredita (2002) found in their research that five emotional factors and one demographic variable play a role in the formation of attitudes towards advertisements. The five emotional factors are entertainment,

informativeness, irritation, credibility and interactivity. For example, a commercial high in entertainment, informativeness, credibility and interactivity and low in irritation, is most likely a memorable commercial that creates a positive consumer attitude towards the brand and advertised product. The demographic variable that was found to significantly influence attitude was age (Mai & Schoeller, 2009). Age also significantly influences a persons' interpretation and affective response towards a TV commercial. This outcome is not surprising since, for example, a teenager will look differently at a commercial than an elderly person because of differences in experiences, maturity and knowledge. Alcohol advertising with celebrity endorsers, humour, animation, and rock music has been shown to be especially appealing to adolescents (Atkin & Block 1983; Grube 1995).

In addition, a study of adolescent boys confirmed that they were particularly attracted to alcohol advertisements depicting sports (Slater, Rouner, Domenech-Rodriquez, Beauvais, Murphy & Van Leuven, 1997). In one recent study, adolescents perceived that a significant number of alcohol advertisements portray people under 21 years of age (Slater et al. 1997). Other research has indicated, however, that adolescents' identification with the actors in the ads, or their desire to be like the actors, is relatively low (Austin and Meili 1994). Lifestyle- or image-oriented alcohol advertising has been shown to be more appealing to both adults and adolescents than is alcohol advertising that promotes only product quality (Covell, Dion, & Dion, 1994).

In their research, Mai and Schoeller (2009) found that positive attitudes were positively correlated with understanding of the commercial. Television commercials that were perceived as being more pleasant, more appealing and

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more entertaining seemed to be better understood. The general attitude towards television commercials thus logically seems to be related to how original and engaging it is, which advertisers can influence. Hertz, Jayasundera, Piraino, Selcuk, Smith, and Verashchagina (2008) found in a cross-sectional study that youngsters aged 11–14 years who were regularly exposed to point-of-sale alcohol advertising in grocery stores were more likely to start drinking than those not so exposed. Fisher, Miles, Austin et al. (2007) and McClure, Stoolmiller, Tanski et al. (2013) found that ownership of alcohol-branded promotional items influenced young people's drinking behaviour. Controlling for a broad range of confounding variables, both the possession of a promotional item and an attitudinal susceptibility towards alcohol brands predicted the age of onset of drinking as well as binge drinking among 10–14-year-olds (McClure et al., 2013).

Henriksen, Dayton, Keyes, Carayon, and Hughes (2008) found that non-drinking 12-year-olds who possess an alcohol-branded promotional item, or would like to have one, have a 77% higher chance of drinking one year later compared to children who are not similarly sensitive to alcohol marketing. Gordon, MacKintosh & Moodie (2011) in the UK examined the influence of exposure of 12–14-year-olds to a wide range of alcohol marketing, including marketing in the new media. After controlling for confounding variables, involvement with alcohol marketing at baseline was predictive of both uptake of drinking and increased frequency of drinking at follow-up two years later (Gordon, et al., 2011).

Experimental studies have been conducted to examine the short-term effects of alcohol advertising on drinking behaviour. The findings indicate that

seeing alcohol cues on the screen (either in films or commercials) directly influences the actual drinking behaviour of adolescents (Engels, Hermans, Baaren, Hollenstein & Bot, 2009). It is hypothesized that this has to do with the more or less unconscious process of imitation of what is seen on the screen: if the main character in a film is portrayed drinking alcohol, the viewer unconsciously "imitates" and takes a sip as well (Koordeman, Anschutz, & Engels, 2011). An imitation effect was not consistently found among all experimental groups but it was visible among those who were already familiar with drinking larger quantities of alcohol. More research is needed to provide greater insight into the short-term effects of alcohol on different groups, for example women versus men or light drinkers versus heavy drinkers. In view of the impact of alcohol marketing on the drinking behaviour of young people, effective regulation of alcohol marketing can contribute substantially to reducing alcohol-related harm by delaying the onset of drinking and by lessening the incentives to drink more. Regulations can be mandated by law, established by a sector or by individual companies through voluntary codes of responsible conduct, or set by a combination where legislation creates the framework for self-regulation. Irrespective of the approach, the key issue is to establish a regulatory framework that incorporates monitoring and enforcement and is able to tackle the cross-national nature of alcohol marketing

Conceptual Framework

Most marketers and business leaders are interested in learning more about the power of advertising and how it works. In most cases, the main goal of advertising is to influence the consumer's purchasing habits. Most of the time, customers' purchasing decisions are impacted by how they feel about the

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product's marketing (Smith & Neijens, 2006). Consumers' attitudes about a product are entirely influenced by advertising, without regard to the product's merits.

A conceptual framework is constructed to examine the impact of advertising and the elements that affect consumer purchasing behaviour. The objectives for this research are formulated based on the literature review to build a conceptual model for the research.
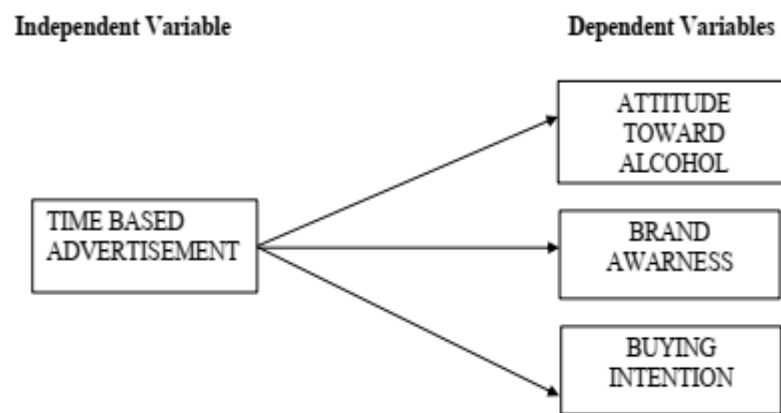

Figure 1: Conceptual Framework

The conceptual framework is based on works done by Aziza and Astuti (2018) and Zarantonello, Schmitt and Jedidi (2014) who argued that advertisement is important in shaping the attitude of consumers towards a product. This motivates the linking of time based advertisement to consumer attitude towards alcholic beverage. Again the empirical literature agues that advertisement influences brand awareness and buying intention (Hameed & Awan, 2017). It is for this reason that the conceptual framework of the study suggests that time based advertisement could affect brand awareness and buying intention.

Again, Hameed and Awan (2017) showed that brand awareness is a precursor to buying intention. The conceptual framework therefore links brand awareness to intention to buy. From the conceptual framework, time based advertisement moderates the relationship between consumer attitude and buying intention. This is inspired by the thinking that the attitude of the consumer towards advertisement preceeds advertisement as a determinant of consumerintention to buy.

Chapter Summary

This chapter reviewed literature on theoretical and conceptual issues relating to advertisement of alcoholic beverages, alcohol consumption and consumer behaviour of young people towards alcoholic beverages based on advertisement time. The review further compares and contrast methods, analysis, presentation of findings, discussions, conclusions as well as recommendations of previous studies. The next chapter centres on the research methods of the study.

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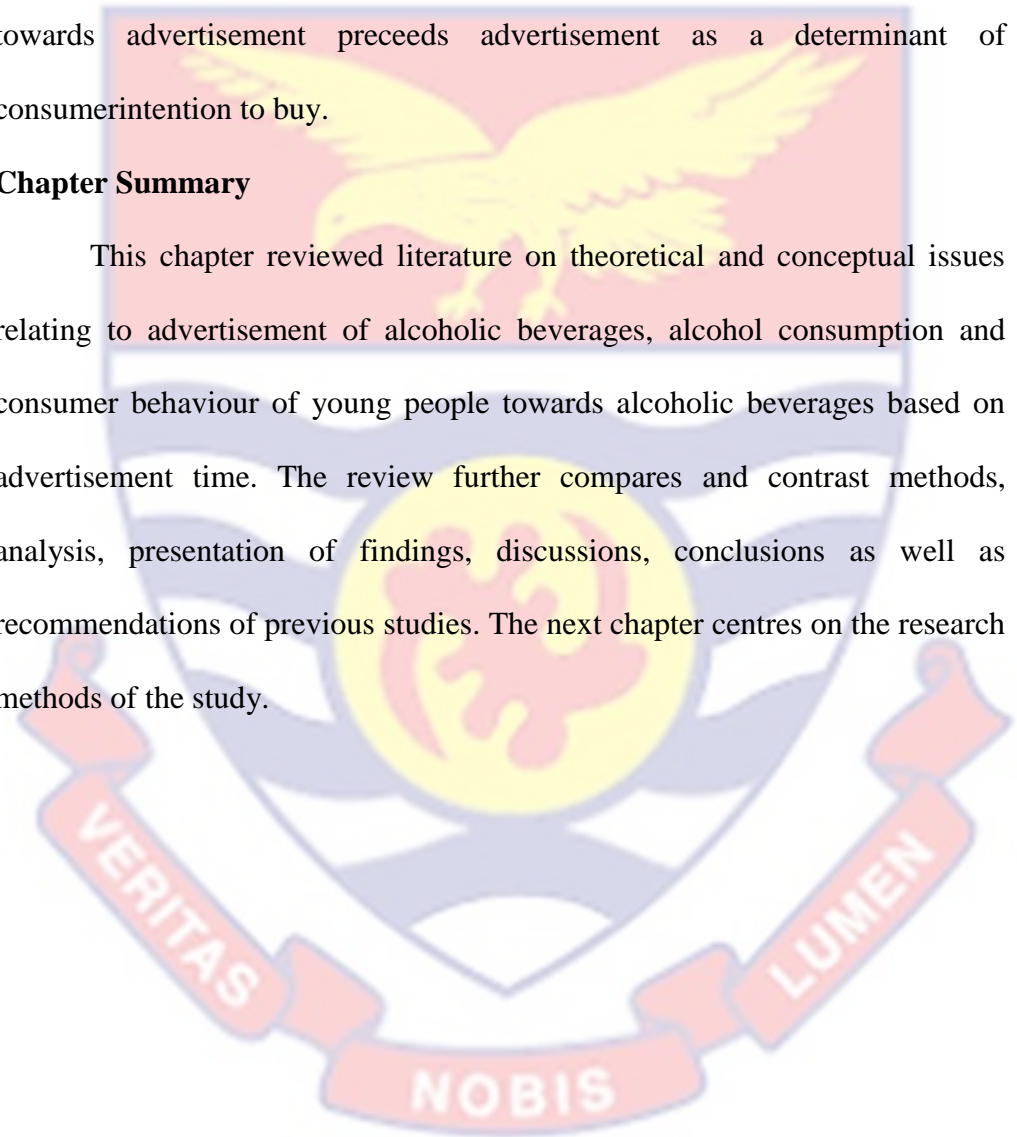
CHAPTER THREE

RESEARCH METHODS

Introduction

This chapter of the study presents the research methodology of the study. The chapter is presented under seven headings. The chapter discusses the research design of the study where the overall research approach is discussed. The chapter also presents the population of the study and the sample and sampling technique. The chapter also presents a discussion on the data instrument used. In chapter three of the study data collection techniques and measures used are presented and discussed. Data analysis techniques are also presented in chapter three of the study.

Research Design

Research design explains the framework of a study which includes data collection procedure, instruments for data collection and how the data collected can be analysed. Given the topic under investigation, the quantitative method design or approach is adopted. The quantitative data includes closed-end information that undergoes with statistical analysis and results in a numerical representation. However, based on the objectives of the study, the study adopts an inferential study design. The choice of inferential study design is based on the fact that inferential studies is important in studies that seek to determine causal relationship between variables (Saunders, Lewis, & Andrian, 2009). Empirical studies that seek to determine the causal relationship between consumer behaviour and its explanatory factors have used inferential study

design (Ramya & Ali, 2016; Thangasamy & Patikar, 2014). The study is a quantitaive study which relies on quantitative data and quantitative analytical technoques. This is in agreement with related studies (Ramya & Ali, 2016; Thangasamy & Patikar, 2014) who used quantitative data and analytical techniques to determine factors that determine consumer buying behaviour. The choice of the quantitative study is to improve the internal validity of the study as quantitative study is better able to measure variables than qualitative approaches. The study adopts a survey strategy in achieving the objectives of the study.

The choice of survey study design is informed by the the research objectives and research questions set out for the study. The advantages of using survey design cannot also be underestimated as it allows the use large data and from a large population size (Saunders, Lewis, & Andrian, 2009). This advantage of using large data from large population isbeing leveraged in this study to enhance validity of the current study. The choice of survey strategy is also consistent with related studies (Amoateng & Poku, 2013, Ahmed, et al.,2016). These authors used a large population size and the argument they made in their study in support of the survey study design is that studies in the area of advertisement and consumer behaviour requires a strategy that will allow for the use of large population and data to make the study relevant.

Research Paradigm

When doing any research project it is considered a good practice to clearly define the basics of curiosity we know. Bajpai (2011) concludes that once a paradigm has been selected it is advisable for the researcher to remain in that paradigm. Research philosophy is concerned with the source, environment

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and development of knowledge (Saunders et al., 2012). In simple terms, a research philosophy is a belief in the ways in which data should be collected, analyzed and applied. Each phase of the research process depends on thinking about the sources and type of information. The research philosophy will reflect the author's critical thinking and this thinking serves as the basis for the research strategy. In general, research has many branches related to different fields. Within the scope of business studies in particular there are four major philosophies researching Pragmatism, Positivism, Realism and Interpretivism.

The choice of a particular research philosophy is influenced by the visible results. For example, there is an important philosophical difference between subjects that focus on facts and numbers and those that focus on finding meaning in facts or numbers. Positivism holds the view that only true knowledge is scientific knowledge, and that such knowledge can only come from the validation of ideas through a solid scientific approach (investigative techniques are based on the gathering of tangible, powerful and measurable evidence, based on certain theoretical principles (Saunders et al. 2009). Interpretive philosophy is socially legal and its purpose is to understand the world from the point of view of the individual. It is anti-positivistic, and relies on independent knowledge (Karnevio, 2007). In this philosophy, researchers try to study processes to improve understanding of individual actions (Burrel & Morgan, 2005).

The above assumptions and the following paradigms contributed to the choice of the study method. The researcher found it appropriate to use an observational approach because it promotes analysis of situations without the researcher having an impact on data collection and analysis. In addition, this

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approach is in line with the objectives set for the study where it is necessary to determine the cause-and-effect relationship. The study therefore applied the philosophy of positivism (positivist) using rational understanding and measurement research methods (Rocco et al., 2003). The questionnaire (a measurement tool used for data collection) received the positivist's point of view by seeking answers to the questions driven by the theory (Creswell & Tashakkori, 2007, p.306).

The positivist research was adopted because of its nature of using valid and reliable methods in order to describe and explain the events. Again, truth in positivist inquiry is achieved through the verification and replication of observable findings (Guba & Lincoln, 2005).

Research Approach

The bulk of the research focuses on confirming or denying hypotheses in a way that results from the previously described variables (Shuttleworth, 2008). Measurement data involves the use of standardized and certified data collection tools to collect numbers and analyze results statistically. Findings are often made and can be applied to people (Leung, 2015). The data collection here is obtained through the use of research, experiments, and interviews with questions close to the planned area so that we can classify the causal effects (Kelly, Clark, Brown, & Sitzia, 2003). This study being cause-effect one requires the use of the quantitative method to be able to draw inferences between the study variables. Many authors have previously drawn the line between these two research projects. For example, Creswell, (2013) maintains that qualitative research is a reflection of the process of incorporation into thinking and seeks to assess human experience in relation to social phenomenon in order to find

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purpose in it, while quantitative research minimizes the nature of the opposition method using numerical measurements in data collection and analysis. Based on the emerging paradigms and the continuous evaluation of both designs, Bryman (2012) and Creswell (2013) sought to identify differences between quantitative design and justice in relation to some of the research findings.

The study therefore employed the quantitative approach where data was sought through questionnaire administration and analysed using statistical tools which enabled the researcher to draw inferences among the variables and to determine ultimately the relationship between time-based advertisement and consumer attitudes of young people.

Population

A study population can be explained as a group of individuals or subjects of an investigation selected on the basis of inclusion and exclusion. The study population for this work included residents of the Sekondi-Takoradi Metropolitan Area (STMA). The estimated total number of participants for the study included all youth of Sekondi-Takoradi. However, for inclusion, young people aged 18 years and above were contacted to be part of the study because alcoholic beverage consumption adverts in Ghana are usually targetted at people 18 years and above. The effects of advertising-time on alcohol consumption among such population were the focus of discussion. The distribution of accessible population of 200 is that gender is made up of 171 males, while females are 21.

Sampling Procedures

According to Malhotra and Birks (2007), a sample is a subset of the population chosen for inclusion in a survey. According to Sekaran (2003), it is

also a subset of the population since it has certain representatives who were chosen from the population. Two hundred (200) youth between 18years to 49 years were randomly selected to complete the questionnaires. The random selection of the participants was to ensure that there was no bias in the selection of subjects for the study. A study where bias is introduced into the methodology of selecting participants for the study, it affects results quality. With the quantitative design, the primary sampling unit was the people of Sekondi-Takoradi. The choice of sampling method is consistent with most studies in the area of advertisement and consumer behaviour relationship. The only criteria for selecting a respondent apart from age is that the respondent must have lived in the STMA for one year or more.

Data Collection Instrument

Sekaran (2003) defines a questionnaire as a set of pre-formulated written questions to which participants record their answers. Questionnaires are resourceful mechanisms for data collection, provided that the researcher knows exactly what is required and how to measure the dependent and independent variables of interest. The questionnaire type of instrument was used as the researcher believed it would enable her get the exact response she was eliciting from participants. The questionnaire, close ended type for this study was developed by the researcher, soliciting information that covered the specific objectives of the study. The close ended type of questionnaire, according to Gray (2004), is one that gives participants pre-determined responses to choose from a set of numbers that represent strengths of feeling or attitude. Close ended type of questionnaire has the advantage of making data analysis simpler by making coding of responses easy and quickly. Besides, since it does not require

any extended writing, it is time saving. According to McMillan and Schumacher (1993), a questionnaire is relatively economical, has standardized questions, can ensure anonymity and questions can be written for specific purposes. These are the reasons why the close ended type of questionnaire was used for the study.

The merit of using the questionnaire as a data collecting instrument is that of its affordability, less time consuming and also, it gives the assurance of non-interview bias as compared to other forms of data collecting instrument. According to Mouton (1996), data collection from a survey approach using questionnaire allows the researcher to gather information from large sample groups and it can be administered with ease. The questionnaire, which was adapted was sub divided into five sections. Section one of the questionnaire solicited responses on respondents demography. The second section of the questionnaire solicited responses on time-based restricted advertisement. Questions in this section of the questionnaire are on a five point liket scale and covers seven element that define advertisement, advertising format, tone of voice, characters, message, product/brand, audio and rhetoric figures (Zarantonello et al.,2014). The third section of the questionnaire solicited responses on brand awareness. Questions are on a five point likert scale whilst the fourth sections solicited responses on consumer attitude towards alcoholic beverage advertisement.

Questions in this section of the questionnaire are also measured on a five point likert scale. In the fifth section of the questionnare, the study solicits responses on consumer exposure to advertisement. Questions in this section of the questionnaire are on a five point likert scale.

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Data Collection Procedure

Because the study assumes respondents are generally homogeneous data collection technique adopted is the same for all respondents. Appointments were booked with all identified respondents and a day and time is agreed for data collection. In few cases where respondents opted to fill the questionnaire and make them available at a later date the request was granted. However, this was based on evidence that the respondents were knowledgeable enough to understand the content of the questionnaire. Also, due to the COVID-19 pandemic, the reseracher also made use of email to deliver questionnaires to respomndents in a few cases

Variables and Measurements

Four variables of interest, time-based restricted advertisement, consumer exposure to advertisement, brand awareness and consumer attitude towards advertisement required to be measured. In measuring time based resricted advertisement, the current study takes inspiration from the seven advertisement elements identified by Zarantonello et al. (2014) in a study that investigate how advertisement are done to encourage brand knowledge. Zarantonello et al. (2014) explain these elements of advertisement to be advertisement format, tone of voice, characters, message, product/brand, audio and rhetoric figures. Each of the elements are in rthemselves multidimensional and all these dimensions are captured in the measures. It is important to state that given the fact the current seek to measure notjust advertisement but time-based restriction on advertisement, these measures are modified to reflect time-based restriction on advertisement. For example in measuring   the item

product/brand, Zarantonello et al. (2014) measured the item by the number of times the name of the brand is mentioned in the advertisement.

In this study this measure is modified by multiplying the number of times the brand or product is mentioned in the advertisement by the number of times the advertisement is aired in a day. This means that advertisement that is restricted to particular time in a day is likely to be aired fewer times in a day than an unrestricted advertisement and hence have little brand or product mentions. In measuring consumer exposure to advertisement, the current in agreement with Smith and Foxcroft, (2009) measured exposure to advertisement by the extent to which a person likes and recall an alcoholic beverage advertisement and the extent to which a person watch or listen to alcoholic beverage advertisement on television or radio respectively. This is consistent with what the extant literature generally suggests (Van den Bulck, Beullens, & Mulder, 2006).

In measuring customer atitude towards advertisement studies by El-Adly (2010) proved useful. The current study measured attitude towards advertisement by six items, reliability of television and radio advertisement; value distortion; consumers' show off; enjoyment; usefulness of advertisement and embarassment. These measures are multidimensional and items under these constructs featured in the measurement of the variables.

In measuring brand awareness the focus of the study is to capture consumer knowledge of the brands of alcoholic beverages. Consistent with Atilgan, Aksoy and Akinci (2005), the current study measured brand awareness by four items which borders on recognition of alcoholic brand, knowing

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charcteristics and features of the brand and ease of imagining the brand. These

items of brand awareness are measured on a five point likert scale.

Table 1: Variables and Measurements

Variables and (symbols)	Number of items	Measures	Authors
TV and radio advert (Ad)	7	Likert scale	(Zarantonello,et al., 2014)
Attitude towards advert (Att)	6	Likert scale	El-Adly (2010)
Exposure (Exp)	4	Likert scale	Smith and Foxcroft, (2009)
Brand Awareness (BA)	4	Likert scale	Atilgan et al. (2005)

Source: Field Survey (2021)

Validity and Reliability of Instrument

Problems related to the legitimacy and reliability of research tools have

taken a huge toll on the performance and availability of scientific studies.

Working in a broader context refers to the level at which a study can reflect

certain concepts that we have set out to explore. Two types of legitimacy exist

within the social sciences; internal fitness and external performance (Berg,

2007). Internal validity includes the degree to which the study actually measures

the variables intended to measure. External validity is about the overall

performance of the findings. In this study, the researcher identified certain

factors according to Cohen, Manion and Morrison (2007) that could improve

authenticity, by reducing the presence of bias. These include the attitude,

opinions and expectations of the researcher where there may be a tendency for

the respondent to identify the interviewee with his or her intentions, the tendency of the interviewers to obtain opinions to support their views, misconceptions or misinterpretations of the views of the interviewee etc. This is usually evident where questionnaires are administered in person. However, the researcher is mindful of bias and therefore did not interfere with the data collection process.

Reliability

Reliability includes the extent to which research tools can bring similar results to repeated trials. This study followed specific data collection techniques to help maintain the quality, validity and reliability of the data. For example, questions that are forbidden to ask leading questions. Driver research is also done before the actual process and the researcher also makes notes during data collection. Reliability and validity of the constructs would be assessed using Cronbach Alpha coefficients. The acceptable Alpha coefficients for the independent and dependent variable constructs should be 0.7 threshold or higher. The actual Cronbach value would be provided when the data is collected and analyzed.

Data Processing and Analysis

In analysing the role of advertisment in influecing consumer behavour in the alcoholic beverage industry, the study use structural equation modelling. This is a combination of regression analysis and path analysis. It is important to state that, in analysing the effect of time-based advertisement restriction of alcoholic beverage on consumer exposure, brand awareness and attitude towards advertisement, the study relied solely on ordinary least squares regression. Structural equation modelling is employed in determining mediation

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role of consumer attitude towards advertisement in the relationship between time based restriction on advertisement and brand awareness. The study developed indices of both brand awareness and time-based restriction on advertisement as well as an index of consumer attitude towards advertisement. Sobel test is conducted to determine whether consumer attitude towards alcoholic beverage advertisement mediates the relationship.

Ethical Considerations

The Ethics Guidelines issued by the University formulate the standard for conducting this research. Approval of ethics is usually required at Departmental level before conducting any research involving external stakeholders as is the case in this study where low-level questionnaires will be used. In this case, respondents would not be identified by commentators such as name and age, or other personal information. Any available data will be kept confidential in accordance with the Data Protection Act and the privacy policy of the institution's data. The informed consent of participants to such courses also requires a clear agreement. Therefore informed consent was obtained for all negotiations. The Covid-19 epidemic has also forced the researcher to apply certain techniques such as social isolation, wearing a mask and using alcohol-based hand sanitizers. In addition, in a few cases, a list of questions was sent to the respondents who, in turn, filled out and mailed the answers.

The topic of research therefore should clearly begin with ethical thinking before research can continue. Issues of data collection and ethical issues are considered priorities for the study. Research materials such as strategy and methodology and design are some of the key factors that can be changed to provide the researcher with a way to address ethical challenges.

Chapter Summary

The research methodologies utilized to attain the study's goal are described in this chapter. This chapter specifically addresses key parts of the study's research methodologies, such as research design, research approach, , population, data gathering tool, data collection processes, data processing, and analysis. The use of a multidisciplinary research approach and descriptive research design was clearly justified in this study. The chapter explained how descriptive and mathematical techniques like percentages, correlation and regression were utilized to analyze data in SPSS (v.25) for the aim of addressing research questions.
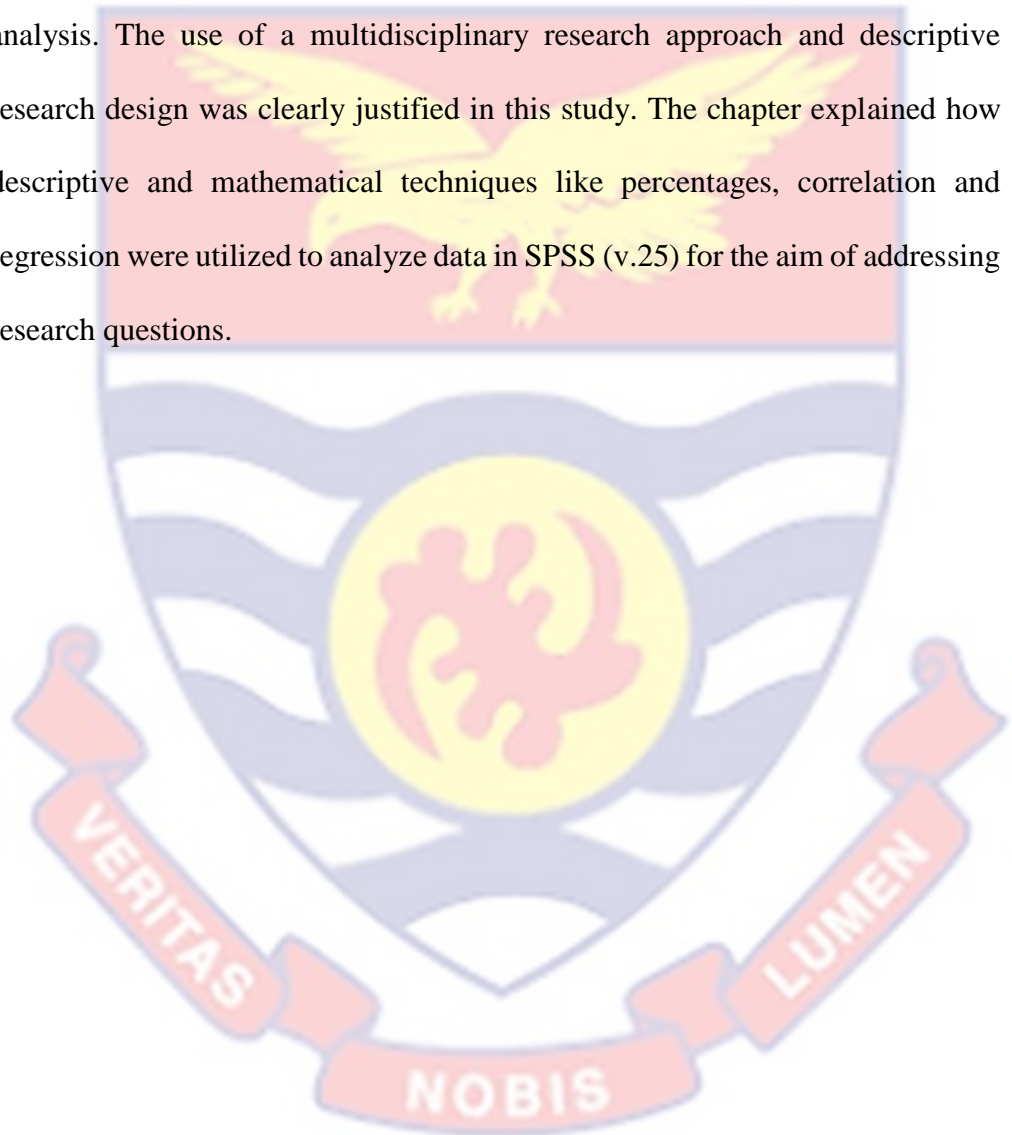
CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This chapter of the study presents the results and discussions of the study. The chapter presents results on demography data and analysis on time-based advertisement on consumer attitude towards alcoholic beverage advertisement, analysis the effect of time-based advertisement on brand awareness among young people. This is followed by the effect of brand awareness on buying intension of young people and analysis on the moderating effect of time-based alcoholic beverage advertisement on the relationship between attitudes of young people and buying intension of alcoholic beverages.

Demographics of Respondents

The demographic features of the respondents for this study, thus, young people in the Sekondi-Takoradi area are presented in Table 2. This section provides relations of these demographic features to the outcome of the variables measured. The demographics helps us understand the commonality in responses compared to other related studies.

Table 2: Demographics of Respondents

Variables		Frequency	Percentage
Age	Less than 20years	17	8.5
	20-29 years	146	72.6
	30-39 years	22	10.9
	40-49 years	15	7.5
	Total	**200**	**100**
Gender	Male	171	85.5
	Female	29	14.5
	Total	200	100
Education	Below SHS	18	9
	SHS	117	58.5
	First degree	12	6
	Masters	53	26.5
Occupation	Artisan	119	59.5
	Trader	38	19
	Other Profession	43	21.5
Marital Status	Married	91	45.5
	Not married	91	45.5
	Separated	9	4.5
	Divorced	7	3.5
	Widow	2	1

Source: Field Survey (2021)

Table 2 presents the age distribution of the respondents which shows that 17 of the respondents, representing 8.5% are between the ages of 18 and 20 years. The analysis also shows that 146 of the respondents, representing 72.6% of the respondents were between the ages of 20 and 29 years. This means that 81.1% of the respondents were between the ages of 18 and 29 years. The analysis also shows that 22 of the respondents, representing 10.9% were aged between 30 and 39 years. In terms of cumulative percentage therefore, 92% of the respondents were aged between 18 and 39 years. The analysis also showed that 15 of the respondents, representing 7.5% were aged between 40 and 45 years of age. The results of the analysis shows that majority of the respondents are between the ages of 18 and 29 years.

The analysis on gender distribution of the study shows that 171 of the respondents, representing 85.5% were males whilst 29 of the respondents, representing 14.5% were not females. There is therefore a clear indication that a large portion of the respondents are males. The analysis on the level of education of the respondents shows that 18 of the respondents, representing 9% had qualification lower than Senior Secondary School (SHS) whilst 117 of the respondents, representing 58.5% had SHS qualification. From the results of the analysis 68.5% of the respondents. The analysis of the education background of the respondents also showed that 12 of the respondents, representing 6% had first degree whilst the 53 of the respondents, representing 26.5% had master's degree. The analysis shows that the qualification of the largest group is SHS followed by master's degree.

Table 2 presents analysis on the occupation of respondents. The results of the analysis shows that 119 of the respondents, representing 59.5% were

artisans, 38, representing 19% were traders and the remaining 43 of the respondents, representing 21.5% were with other professions.

The study analysed data on the marital status of the respondents. The results of the analysis shows that 91 respondents, representing 45.5% are married whilst another 91 respondents are also not married. The analysis shows that 9 of the respondents, representing 4.5% were separated whilst 7 of the respondents, representing 3.5% were divorced and 2 of the respondents, representing 1% were widow.

Time-based Advertisement Restrictions on Consumer Attitude towards Advertisement

The study analysed the relationship between time-based advertisement and consumer attitude towards Advertisement.

Table 3: Total Variance Explained (Initial Eigenvalues)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.003	66.768	66.768	2.003	66.768	66.768
2	.997	33.232	100.000			
3	-3.670E-017	-1.223E-015	100.000			

Source: Field Survey (2021)

Table 3 presents the total variance explained of the principal component analysis of three time-based advertisement restriction data. From Table 4.6, using the principal component analysis shows that item 1 is the only variable

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with an Eigen value greater than 1 with variance of 66.768%. The study used

Eigen value greater than 1 criteria, and therefore items 2 and 3 were considered

insignificant in explaining variation time-based advertisement restriction.

**Figure 2:** Scree Plot (Factor Analysis)

From figure 2, the scree plot shows a straight line without a bend. This

does not therefore indicate which factor is extracted. The study therefore use the

eigen value greater than 1 critrion and therefore selects one factor as indicated

on Table 4.

Table 4: Total Variance Explained (Customer Attitude Towards Advertisement)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.395	34.219	34.219	2.395	34.219	34.219
2	1.887	26.953	61.172	1.887	26.953	61.172
3	1.028	14.687	75.859	1.028	14.687	75.859
4	.730	10.433	86.292			
5	.386	5.518	91.810			
6	.374	5.341	97.151			
7	.199	2.849	100.000			

Source: Field Survey (2021)

Table 4 shows total variance explained by the extracted factors. The results shows that three factors three factors were extracted by the principal component analysis. The factors extracted contributes 75.59% of the variation in consumer attitude towards alcoholic beverage.

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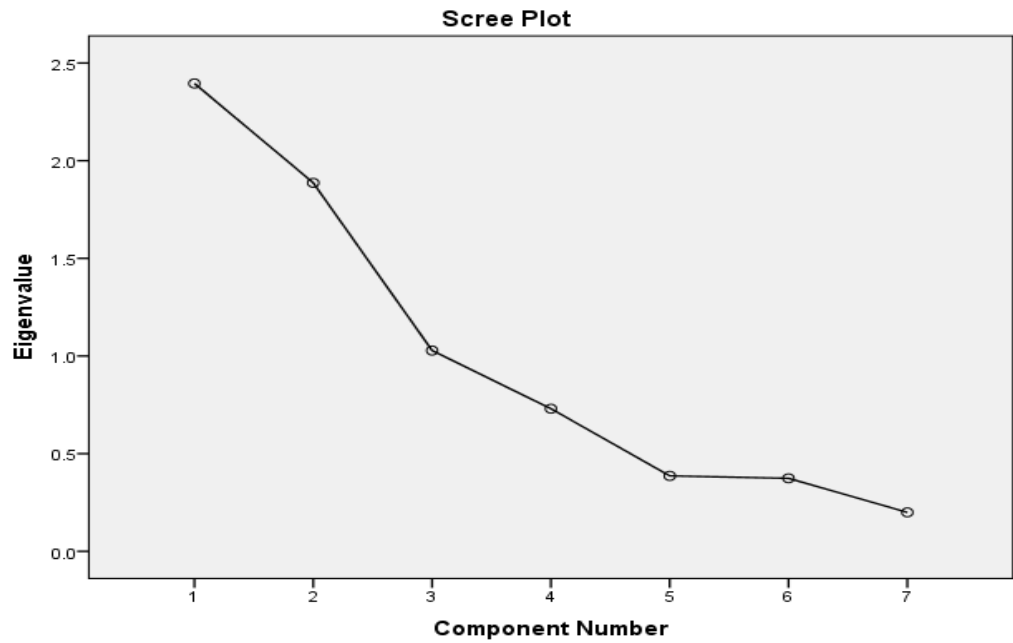
Figure 3: Scree Plot (Findings)

The scree plot agrees with the findings from the total variation explained. The study therefore retained three factors.

Table 5: Component Matrix

	Component		
	1	2	3
ADCA1	0.097	0.932	-0.105
ADCA2	0.024	0.897	-0.312
ADCA3	0.750	0.098	0.239
ADCA4	0.826	0.042	0.038
ADCA5	0.696	-0.113	-0.417
ADCA6	0.798	-0.240	-0.022
ADCA7	0.139	0.362	0.829

Source: Field Survey (2021)

Table 5 presents the component matrix which shows that three components extracted and the items that load onto them. The first component captures feelings and affective as generally items that load onto this component are related to attachment of consumers to alcoholic beverage. The second component is knowledge and cognition. Items that load onto this component are generally related to information and beliefs whilst the third component is behavioural in nature as the only item that loads onto this component explains how the attitude of the consumer influence the consumer action towards alcoholic beverage advertisement.

In this study therefore, time-based restriction of advertisement is unidimensional whereas the consumer attitude towards alcoholic beverage advertisement is multidimensional with three components. The study therefore, in an attempt to determine the effect of time-based advertisement on consumer attitude towards advertisement specified three multiple regression analysis to reflect the three dimensions of consumer attitude towards advertisement, enticement, interest and informative and appeal all of which results in a positive attitude towards advertisement. The study presents regression analysis on the relationship between enticement component of advertisement and time-based advertisement.

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Table 6: Correlations

Variables	Enticement	Time-based advertisement	married	low level of education	gender
Feeling and Affect	1.000	0.025	-0.182	-0.182	-0.114
Time-based advertisement	0.025	1.000	-0.079	-0.252	0.001
married	-0.182	-0.079	1.000	0.344	0.376
low level of education	-0.182	-0.252	0.344	1.000	0.130
gender	-0.114	0.001	0.376	0.130	1.000

Source: Field Survey (2021)

Table 6 presents results of the correlation analysis on the variables of interest. Affective and feeling as a component of consumer attitude towards alcoholic beverage advertisement has low correlation with the other variables same with all other variables. Thus, there is no reason to suspect the possibility of multi-collinearity.

Table 7: Regression (Feeling and Affect)

Dependent variable	Feeling and Affect		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	0.338	0.867	0.034***
Time-based advertisement	-0.027	-0.972	0.003***
Married	-0.232	-1.454	0.112***
Low level of education	-0.489	-1.833	0.671
Gender	0.149	0.999	0.047**
R-squared	0.56	Mean Dep	0.0000007
F-statistics	(2.121)0.033***	Durbin Watson	2.011

Source: Field Survey (2021)

Table 7 shows that the regression model is significant indicated by a significant F statistic. The results of the regression analysis showed that there is an inverse and significant relationship between time-based advertisement and feeling and affect as a component of consumer attitude towards consumer attitude towards alcoholic beverage advertisement. Control variables such as marital status and gender were significantly related to feeling and affect as a component of consumer attitude towards consumer attitude towards alcoholic beverage advertisement. However, whereas gender is negatively related to feeling and affect marital status is positive. It is important to state that low level of education was found to be insignificant in the model.

The study also analysed the effect time-based advertisement on knowledge and cognition as a component of consumer attitude towards advertisement of alcoholic beverage.

Table 8: Regression (Knowledge and Cognition)

Dependent variable	Knowledge and cognition		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	-0.075	-0.773	0.011***
Time-based advertisement	-0.033	-0.645	0.003***
Married	-0.073	-0.983	0.008***
Low level of education	0.221	0.878	0.012***
Gender	0.104	0.336	0.014***
R-squared	0.82	Mean Dep	0.0006
F-statistics	(2.328)	Durbin Watson	2.018
	0.0032***		

Source: Field Survey (2021)

The analysis as shown on Table 8 is a regression analysis on the relationship between knowledge and cognition as a component of consumer

attitude towards alcoholic beverage advertisement and time-based advertisement. The results of the analysis indicates that there is a significant relationship between time-based advertisement and knowledge and cognition as a component of consumer attitude towards alcoholic beverage advertisement, R squared =0.82, $F_{(4,195)}$=2.328, p =0.0032. This suggests that there is a significant relationship between time- based advertisement and knowledge and cognition component of consumer attitude towards alcoholic beverage advertisement. 82% of the variation in knowledge and cognition is explained by changes in time-based advertisement. The results of the data analysis suggests that there is a negative but significant relationship between time-based advertisement and knowledge and cognition. The results also shows that all control variables are highly significant. The Durbim Watson statistics also shows that there is no autocorrelation. The study also analysed the effect of time-based advertisement on the behavioural components of consumer attitude towards alcoholic beverage advertisement.

Table 9: Regression (Behavioural)

Dependent variable	Behavioural		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	0.221	1.213	0.227
Time-based advertisement	0.116	1.605	0.110*
Married	-0.343	-2.158	0.032**
Low level of education	-0.131	-0.494	0.622
Gender	-0.062	-0.293	0.770
R-squared	0.057	Mean Dep	
F-statistics	2.959 (0.021***)	Durbin Watson	1.929

Source: Field Survey (2021)

Table 9 presents results of the regression analysis on the relationship between time-based advertisement and behavioural component of consumer attitude towards alcoholic beverage advertisement. The results of the analysis revealed that R-squared = 0.057, $F_{(4,195)}$ = 2.959, p= 0.021. This suggests that the regression model is significant. However, only 5.7% of the variation in behavioural component of consumer attitude towards is explained by the regression. The results from Table 4.12 suggests that there is a positive and significant relationship between time-based advertisement and behavioural component of consumer attitude towards alcoholic beverage advertisement. The control variables, low level of education and gender were found to be insignificant in the regression model, however, marital status of respondents is significant and inversely related to behavioural component of consumer attitude towards alcoholic beverage advertisement.

Discussions on Research Question 1

The findings of the study have shown that consistent with authors who have shown that consumer attitude is multidimensional (Jain, 3D Model of Attitude, 2014), the current study revealed that consumer attitude to alcoholic beverage advertisement is multidimensional with three components, affective, behavior and cognitive. In agreement with authors such as Jain (2014) and Baron and Byrne (1984) who defined attitudes as relatively lasting clusters of feelings, beliefs, and behavior tendencies directed towards specific persons, ideas, objects or groups, the dimensions of attitude as revealed in the current study exactly reflect these three dimensions, affect, cognitive and behaviour. The findings of study on the effect of time-based restrictions on advertisement on consumer attitude towards alcoholic beverage advertisement is a mixed one.

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The various components of consumer attitude towards advertisement of alcoholic beverage respond differently to time-based restrictions to alcoholic beverage.

The study has shown that whereas feeling and affect and knowledge and cognition components of attitude towards alcoholic beverage advertisement are consistent with a prior expectation of inverse relationship with time-based restriction of alcoholic beverage advertisement, behaviour component of consumer attitude towards alcoholic beverage advertisement on the other hand is influenced positive by time-based restriction on advertisement. It is generally expected that time-based restriction on advertisement will be inversely related to consumer attitude towards alcoholic beverage advertisement. In a study by Ahmed and Ashfaq (2013) and Haider and Shakib (2018), the authors showed that exposure to advertisement is a function of time. This suggests that restricting the time of advertisement reduces the exposure of advertisement to young people and therefore adversely affect the attitude of young people towards alcoholic beverage advertisement. It is important to recognise that all the three dimensions of consumer attitude, affect, cognitive and behaviour component will require exposure to the object of attitude to be realized (Jain, 2014).

Following on from Fishbein and Ajzen (1975) they explained that a belief is a person's knowledge of something, details that link something to something. Similarly, Jain (2014) states that part of understanding the final stage in which one organizes information is derived from an attitude object. This is an indication that young people exposure to alcoholic beverage advertisement is critical for forming attitude towards alcoholic beverage advertisement. This

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therefore suggests that the more exposed in terms of advertisement time the more information the youth are able to gather to form an attitude. This is in agreement with a large section of the extant literature that argue that familiarity is critical to the attitude of a person towards and object (Alba & Hutchinson 1987; Johnson & Kellaris, 1988). It is therefore out of the ordinary that time-based restriction of advertisement of alcoholic beverage enhances behaviour component of attitude towards alcoholic beverage advertisement.

It is important to stress that the model which tested the relationship between time-based restriction on advertisement and behaviour component of alcoholic beverage advertisement is the least efficient model compared with the models that tested cognitive and affect and their relationship with time-based restriction on advertisement of alcoholic beverage. This may be an indication that generally, the expectation should be an inverse relationship between time-based restriction on alcoholic beverage advertisement and the attitude of youth towards alcoholic beverage advertisement.

Effect of Time-Based Advertisement on Brand Awareness among Young People

The study analysed the effect of time-based advertisement on alcoholic beverage brand awareness among young people.

Table 10: Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	1.983	33.055	33.055
2	1.474	24.571	57.627
3	0.954	15.902	73.529
4	0.683	11.388	84.917
5	0.522	8.693	93.610
6	0.383	6.390	100.000

Source: Field Survey (2021)

The results of the factor analysis on the brand awareness shows that using the Eigen value of greater than 1 only two components are extracted with a cumulative Eigen value of 57.627%.

Figure 4: Scree Plot (Eigen value)

The scree plot, contrary to the Eigen value greater than 1 criterion suggests that three components are on the sharp descend part of the curve and therefore three components must be extracted. The study, considering that even with the Eigen value greater than 1 has the Eigen value of the third component

to be 0.95 which is approximately 1 extracted three components as explicitly shown by the scree plot.

Table 11: Component Matrix (Brand Awareness)

| | Component | | |
	1	2	3
ADBA1	0.025	-0.082	0.361
ADBA2	0.099	-0.059	0.530
ADBA3	0.480	-0.678	0.107
ADBA4	0.489	0.143	-0.718
ADBA5	0.045	0.068	0.010
ADBA6	0.320	0.675	0.469

Source: Field Data (2021)

From Table 11, six items of brand awareness are presented. These items are extracted into three components. From the literature on brand awareness, it can be seen that brands communicate information for three cardinal objectives, image building, directional and positioning (Lohse & Rosen, 2001;Wang et al., 2002). The three components extracted reflect these three dimensions of brand awareness. It is instructive to note that component 1 has one item which answers the question related to "Advertisement of alcoholic beverage help me distinguish product of my choice from similar products" which assess the extent to which information provided positions the brand in a manner that distinguishes it from other brands. The second component has four items, representing directional component of brand awareness which focuses on educating customers on the brand whilst the third component which has only one items provides information to building brand image.

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To determine the effect time-based advertisement on alcoholic beverage brand awareness of young people. The regression analysis of the three models with the three components of brand awareness as dependent variables.

Table 12: Regression (Brand Position Awareness)

Dependent variable	Brand Position Awareness		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	-0.328	-1.825	0.070*
Time-based advertisement	0.040	0.548	0.585
Married	0.393	2.558	0.011***
Low level of education	0.746	2.861	0.005***
Gender	0.098	0.468	0.640
R-squared	0.115	Mean Dep	
F-statistics	6.229 (0.000)***	Durbin Watson	2.001

Source: Field Survey (2021)

The results of the analysis as presented in Table 12 is a regression analysis showing the relationship between time-based advertisement and brand position awareness as a component of young people awareness of alcoholic beverage. The results of the analysis shows that R-squared=0.115, $F_{(4,197)}$ = 6.229, p=0.000. The results of the analysis indicates that the model is significant at 1%. The results also indicates that 11.5% of the variation in brand position awareness of the brand awareness is explained by the regression model. It is however, important to state that time-based advertisement is insignificant in the model. Some of the control variables such as marital status and low level of education were positive and significant as well as a significant and negative

intercept. The Durbin Watson statistics suggests that the problem of autocorrelation is absent.

The study also analysed the relationship between time-based advertisement and directional brand awareness components of brand awareness.

Table 13: Regression (Brand Directional Awareness)

Dependent variable	Brand directional Awareness		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	-0.317	-1.798	0.074**
Time-based advertisement	-0.043	-0.610	0.543
Married	0.082	0.546	0.586
Low level of education	1.214	4.742	0.000***
Gender	0.205	1.002	0.318
R-squared	0.131	Mean Dep	
F-statistics	8.402(0000)***	Durbin Watson	2.071

Source: Field Survey (2021)

The results of the analysis as presented on Table 13 indicates that R-squared 0.131, $F_{(4,197)}=8.402$, *p*=0.000. This suggests that the model is significant and 13.1% of the variation brand position awareness is explained by the model. The results also show that time-based advertisement, even though had the expected sign, the variable was insignificant. The intercept and low level of education were the only variables that were significant.

Table 14: Regression (Brand Image Awareness)

Dependent variable	Brand Image Awareness		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	0.156	0.852	0.395
Time-based advertisement	-0.260	-3.515	0.001***
Married	-0.194	-1.232	0.220
Low level of education	-0.364	-1.364	0.173
Gender	0.036	-0.170	0.868
R-squared	0.077	Mean Dep	
F-statistics	4.004	Durbin Watson	1.908
	(0.004)***		

Source: Field Survey (2021)

The study on the relationship between time-based advertisement and brand awareness analysed the relationship between time-based advertisement and brand image awareness as a component of brand awareness. The results as presented on Table 14 indicate that R-squared= 0.077, $F(4,197)=0.004$, $p=0.004$. This means that the regression model is significant at 1% and 7.7% of the variation in brand image awareness as a component of brand awareness is explained by the regression model. The results as presented on Table 14 indicates that consistent with a prior expectation there is a negative and significant relationship between time-based advertisement and brand image awareness among young people. The Durbin Watson statistics of 1.908 is approximately 2 and therefore indicates that there is no autocorrelation.

Discussions on Research Question 2

The findings of the study regarding the effect of time-based advertisement on brand awareness has shown that there are three dimensions of brand awareness and the effect of time-based advertisement on the dimensions differ. In agreement with Sawant (2012) who argued that advertment is an important source of brand awareness, the findings of the current study has shown that time based advertisement which generally reduces the number of time and periods of advertising alcoholoc beverage is inversely related to alcoholic beverage brand image awareness as a component alcoholic beverage brand awareness. It is however, important state that other components of brand awareness revealed in the current study were found to be insignificant. In a study by Wang et al (2002) where the authors argued that advertisement can be cartegorise into advertisement that build brands and directional advertisement it becomes clear why different components of alcoholic brand awarenss among the youth respond differently to time based advertisement.

It can be deduced from the findings of the study that time based advertisement of alcoholic beverage is more towards building image than ditrectional and positioning. It is for this reason that only brand image awareness component of brand awarenes is significant in the model. From Lohse and Rosen (2001) who expressed that advertisement that ensures brand image awareness is more pursusaive than informative, it can be argued that the inverse relationship between time based advertment and brand awareness can be attributed to unfavuorable time or the limited number of time the time based based advertisement imposes on advertisement. The probable reason why the other components of the brand awareness, brand directional and brand position

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awareness are not significant because the time restriction on the advertisement reduces the information flow from the advertisement to young people. Youthful exubrance and the timing of the advertisement may have a role to play in these dynamics as well.

The possibility that these advertisements could be informative as well as persuasive exist. However, youthful exubrance and the time of airing the advertisment may not allow the youth to have the full benefit of the information being chun out through the advertisement, hence the insignificant relationship between time based advertisment and position and directional component of brand awareness. This argument by a large section of the literture that time based restricted advertisement constraints consumers options of access to advertisement and therefore reduces the effectiveness of advertisement (Van Raaij, Strazzieri, & Woodside, 2001; Spilker-Attig & Brettel, 2010) is confirmed in the current study.

Tellis and Thaivanich (2000), in a study showed that time based advertisement reduces the access to information on commoditey and may adversely affect consumer brand awareness. This has been confirmed by the findings of the current study to the extent that the findings of the current study has shown that time based advertisement reduces some components of brand awareness or do not affect them. However, it is generally the case that advertisement will improve information flow to the customer to enhance the transfer of brand information to consumers.

Effect of brand awareness on buying intention of young people

The effect of brand awareness on the buying intension of young people as far as alcoholic beverages are concerned is discussed below based on findings.

Table 15: Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	2.325	58.120	58.120
2	1.064	26.602	84.722
3	0.360	8.988	93.709
4	0.252	6.291	100.000

Source: Field Survey (2021)

Table 15 presents the total variace of buying intension explained by the the four factor used in the study. From Table 15, the study, applying the eigen value greater than 1 criterion suggests that the first two components are extracted. These components account for 84.722% of the variation in young people alcoholic beverage buying intention.

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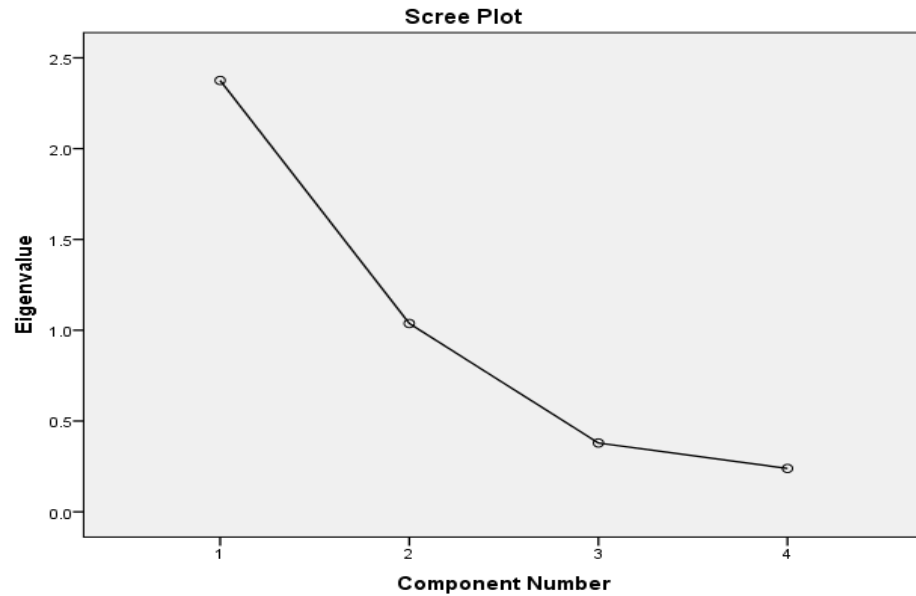
Figure 5: Scree Plot (Buyer Intention)

Figure 5 presents the scree plot which is basically a plot of the eigen values also shows two components on the sharp descent part of the plot before the curve levels off. This is therefore consistent with the eigen value greater than 1 criterion as shown on Table 15. This is an indication that young people intention to buy alcoholic beverage is two dimensional.

Table 16: Component Matrix

	Component	
	1	2
BABI1	0.579	0.102
BABI2	0.531	0.141
BABI3	0.213	0.590
BABI4	-0.009	0.582

Source: Field Survey

Table 16 presents the component matrix which shows that factors of young people intention to buy alcoholic beverage that load onto the two

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components. The results from Table 16 indicates that two of the factors load onto the first component whilst the other two factors load onto the second component. The study therefore, in analysisng the relationship between young people's intention to buy alcoholic beverage and brand awareness used regression analysis.

Table 17: Regression Analysis (Purchase Intention I)

Dependent variable	Purchase intention 1		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	-0.108	-0.864	0.389
Brand Position Awareness	0.452	9.301	0.000***
Directional Brand Awareness	0.506	10.055	0.000***
Brand Image Awareness	0.121	2.607	0.010***
Low Level of Education	0.405	2.176	0.031**
Gender	0.074	0.549	0.584
R-Squared	0.580	Adjusted R square	0.569
F-Statistics	53.015(0.000)***	Durbin Watson	1.848

Source: Field Survey (2021)

Table 17 presents regression analysis on the relationship between the three components of brand awareness and one of the components of alcoholic beverage purchase intention of the youth. The results of the analysis indicate that R-squared= 0.580, Adjusted R-squared= 0.569, F(5,92)=53.015, p=0.000. This suggests that the regression model is significant at 1% and 58% of the

variation in purchase intention is explained by the regression model. All the three components of brand awareness are positive and significant at 1% whereas low level of education is significant at 5% in the model. The intercept and gender are insignificant. The Durbin Watson statistic of 1.998 is an indication that the model is free from autocorrelation.

Table 18: Regression Analysis (Purchase Intention II)

Dependent variable	Purchase intention 2		
Independent variables	**Coefficients**	**T statistics**	**P values**
Constant	0.108	0.586	0.559
Brand Position Awareness	-0.130	-1.806	0.073
Directional Brand Awareness	-0.039	-0.519	0.604
Brand Image Awareness	-0.291	-4.244	0.000***
Low Level of Education	-0.267	0.972	0.332
Gender	-0.093	-0.468	0.640
R-Squared	0.114	Adjusted R square	0.091
F-Statistics	4.922(0.000***)	Durbin Watson	1.952

Source: Field Survey (2021)

The results of the analysis presented on Table 17 is a regression model with the second component of young people's purchase intention of alcoholic beverage as a dependent variable with all three components of brand awareness as independent variables. The results of the analysis indicates that R-squared=0.114, Adjusted R-squared=0.091, $F(5,92)=4.922$, $p=0.000$. This suggests that 11.4% of the variation in purchase intention is explained by the

regression model and the regression model is significant at 1% significant level. The results of the analysis also suggests that the only component of brand awareness that is significant is brand image awareness which is inversely related to purchasing intention. Beside brand image awareness, no other variable is significant in the model.

Discussions on Research Question 3

The findings of the study have shown that young people's intention to purchase alcoholic beverage is two dimensional and that these dimensions are significantly explained by the joint dimensions of brand awareness. This is consistent with the findings of Aziza and Astuti (2018) who observed that there exist a significant relationship between purchase intention and brand awareness. The findings of the current study is consistent with logic to the extent that brand awareness, which is an indication of how knowledgeable customers are about a brand is expected to inform customers on what to purchase. The findings of the current study therefore confirm Hameed and Awan (2017) who found the brand awareness is a precursor to purchasing intention. In the context of the current study, where the focus is on young people, it is important to recognise that young people are likely to be more gregarious and hence share information about brands of alcoholic beverage even if advertisement of alcoholic beverage is not intense enough to communicate brand information.

The argument that brand information is important to buying intention is a dominant feature of the extant literature. However, the findings of the current make an important observation that is worth mentioning. Thus, not all the components of brand awareness explain components of intention to purchase. From the findings of the current study, one component of intention to buy

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alcoholic beverage by the youth is explained by all three components on brand awareness. However, another component of intention to buy is explained only by brand image awareness. This is in line with the argument put forward by Sindhya (2013) who argued that consumer intention to buy goes beyond just brand knowledge and therefore the mere fact that there is knowledge of the particular brand does not mean there will be the intention to purchase. From Sindhya (2013) one can understand that probably the insignificant relationship between some components of brand awareness and intention to purchase is because the type of brand awareness does not provide all that is required to ensure intention to purchase.

Chapter Summary

This chapter presented and discussed the results of the study as estimated from the field data collected. The outcome provided enough information to answer all the research questions and, hence, addressed the stated objectives. It could be concluded from the analysis of the chapter that advertisement time of alcohol beverages influence the behaviours of the youth and also influence their purchasing decisions. The next chapter present a general overview of the entire study.

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CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter of the study presents the summary of the main findings of the study, the conclusions and the recommendations of the study.

Summary

The main purpose of the study was to examine the advertisement time of alcohol beverages and its influence on consumer behaviour among young people. The major areas of interest were the advertisement times in promoting the alcoholic beverages and its influences among the youth. The study adopted the functional theory, memory theory and the social learning theory as the theoretical framework based on which a conceptual framework was developed to explain the links among the variables of the study. The quantitative method approach was used following both the observational approach. The structured questionnaire was used as the data collection tool. The items on the questionnaire were placed on a rating scale ranging from 1 as strongly disagree to 5 as strongly agree. The inferential statistics was used for the analysis. The data were presented in table and chart forms. The primary data collected were analysed based on the states objectives and the main findings are presented in the next section.

Main Findings

The analyses of the study came up with a number interesting findings but the main findings that relates to the stated objectives have been outlined below:

1. The study is aimed at assessing the effect of time-based advertisement on the attitude of youth towards alcoholic beverage advertisement. The study found that there are three components of attitude towards alcoholic beverage advertisement, affect, cognitive and behaviour components of attitude towards alcoholic beverage advertisement. The analysis revealed that whereas time- based advertisement is negative and significantly related to cognitive and affect component of youth attitude towards alcoholic beverage advertisement. However, the behaviour component of attitude towards alcoholic beverage advertisement showed a positive and significant relationship between time-based advertisement and behaviour component of attitude towards alcoholic beverage advertisement. The study showed that even though the study showed that there exists a positive relationship between time-based advertisement and behaviour component of attitude towards alcoholic beverage advertisement, the models explained a very limited portion of the variation in behaviour component of attitude towards alcoholic beverage advertisement.

2. The study has shown that alcoholic beverage brand awareness is multidimensional with position, image and directional brand awareness components. The findings of the study revealed that the different components of alcoholic beverage brand awareness among the youth

respond differently to time-based advertisement. The findings of the study have shown that the only component of alcoholic beverage brand awareness that is explained by time-based advertisement is brand image component of brand awareness. The study showed an inverse relationship between brand image component of brand awareness and time-based advertisement. The other components of the brand awareness were found to be insignificant.

3. The findings of the study have shown that the effect of brand awareness on young people's intension to buy alcoholic beverage is dependent of the components of both brand awareness and young people's intension to buy. The findings of the study showed that both brand awareness and intension to buy are multidimensional and relate with each other differently depending on the dimensions being considered.

Conclusions

1. Time based advertisement restricts the time period advertisement can be aired. This means that accessing information of products through advertisement is limited to only the periods the advertisement is allowed to be aired. The findings of the study have shown that time based restricted advertisement has implications for both young people brand awareness, attitude towards alcoholic beverage advertisement. The study also revealed that young people's intension to buy alcoholic beverage is also influenced to some extent by brand awareness.

2. The study based on the findings, conclude that consistent with expectation, time-based advertisement may reduce young people access to alcoholic beverage information and with the consequence of

adversely affecting the attitude of young people towards alcoholic beverage advertisement. The study also concludes that the effect of time-based advertisement on brand awareness of young people varies with the component of brand awareness.

3. Thus, the different components of brand awareness respond differently to time-based advertisement. The study therefore concludes that time-based advertisement generally adversely affect young people's attitude towards alcoholic beverage advertisement with regards to affect and cognitive attitude. However, in terms of behaviour as a component young people's attitude, time-based advertisement inversely affect attitude.

Recommendations

1. Based on the findings and conclusion of the study, it is recommended for the consideration of the alcoholic beverage industry to find other innovative ways of communicating brand information to young people other than just advertisement. These may include outdoor activities outdoor activities organised by alcoholic beverage firms with the sole aim of communicating brand information to the youth.

2. It is also recommended that content of advertisement should be improved so that even within the limited time allotted for advertisement enough brand information can be churned out to catch the attention of the youth.

Suggestions for Further Research

The following suggestions are made for further studies:

1. The impact of time on advertisement of alcoholic beverage and Media Exposure on adolescent alcohol use

2. The effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: A systematic review

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APPENDIX

Section A

Respondent's Demography

Age

Less than 20[ ] 20-29 [ ]   30-39 [ ] 40-49 [ ] 50-59 [ ] 60 Plus [ ]

Gender

Male [ ]   Female [ ]

Education

Below SHS [ ] SHS [ ]   First degree [ ] Master's degree [ ] Others

pls specify……….

Occupation

Trader [ ]   Teacher [ ] Artisan [ ] Other Profession [ ]

Other Profession…………………………………..

Marital status

Married [ ] Separated [ ]   Divorced [ ]   Widowed [ ]

Section B

Advertisement and Consumer Attitude

Instruction: On a scale of 1 to 6 where 1 is strongly disagree, 2 is disagree, 3 is neither agree or disagree, 4 is agree and 5 is strongly agree please state the extent to which you agree or disagree with the statement

Variables	1	2	3	4	5
Advertisement portrays a positive image of a product to me					

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Alcoholic beverage advertisement attracts me as a consumer					
I find advertisement of alcoholic beverage interesting					
Advertisement of alcoholic beverage gives me enough information about the product					
Advertisement of alcoholic beverage is interesting to me					
Advertisement of alcoholic beverage gives ne enough information about the product					
Advertisement of alcoholic beverage make me curious about the product					
To a large extent advertisement influence my attitude towards alcoholic beverage					

Section C

Time Based Advertisement

Instruction: On a scale of 1 to 6 where 1 is strongly disagree, 2 is disagree, 3 is neither agree or disagree, 4 is agree and 5 is strongly agree please state the extent to which you agree or disagree with the statement

Variable	1	2	3	4	5
I prefer to have advertisement of alcoholic beverage after 8pm because that is when I have time to listen and view the advertisement					

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	1	2	3	4	5
I prefer advertisement of alcoholic beverage after 8pm because I do not want minors to listen or view that advertisement					
I prefer to have advertisement of alcoholic beverage after 8pm because I do not want to be disrupted by alcoholic beverage advertisement during the day					

Section D

Advertisement and Brand Awareness

Instruction: On a scale of 1 to 6 where 1 is strongly disagree, 2 is disagree, 3 is neither agree or disagree, 4 is agree and 5 is strongly agree please state the extent to which you agree or disagree with the statement

Variables	1	2	3	4	5
Advertisement of alcoholic beverage helps me understand what the product offers me.					
Advertisement of alcoholic beverage help me distinguish product of my choice from similar products.					
Advertisement of alcoholic beverage enhances my alcoholic brand recall.					
Advertisement of alcoholic beverage communicates all the information I need about the product.					
Advertisement on alcoholic beverage is informative.					

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Advertisement of alcoholic beverage help me to recognise the brand of alcoholic beverage.					

Section E

Brand Awareness and Buyer Intention

Instruction: On a scale of 1 to 6 where 1 is strongly disagree, 2 is disagree, 3 is neither agree or disagree, 4 is agree and 5 is strongly agree please state the extent to which you agree or disagree with the statement

Variables	1	2	3	4	5
Alcoholic beverage brand awareness equips me with enough information to determine which brand of alcohol beverage to buy					
I am able to recall all information I require to determine the brand of alcoholic beverage to buy					
I am able to retrieve all alcoholic beverage brand elements stored in my memory with ease					
I am able to make a decision on what alcoholic beverage to buy with ease					

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