

Marketing Responsible Drinking Effectively to Young Adults

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Abstract

The primary goal of this research is to identify and examine the components of responsible drinking advertisements. We will examine industry and government related advertisements as we try to understand one of our major questions: Does the source influence the validity of the message? The next group, of major questions that we will be looking to answer, is how are the vague quantifiers used in responsible drinking campaigns interpreted by the public? How many drinks do people consider "too much?" What does "drink responsibly" really mean? The third major question is whether or not an individual's current consumption patterns of alcohol have any effect on how individuals assess responsible drinking campaigns.

Our qualitative research has indicated that social influences can be strongly related with drinking patterns; this will be further examined in our quantitative research. Also, we will be looking into some of the psychology behind industry and government sponsored advertisements as well as gathering and interpreting information from a sample of our target demographic. Our target demographic consists of both male and females between the ages 18-24. Our literature review and qualitative analysis gave us good insight into some of the potential answers to our questions. We will use these potential answers, from our previous research, to guide us as we attempt to conduct conclusive research based on a sample data of 169 individuals. Our findings will aid us in developing conclusions and recommendations for Alberta Health Services.

Many bad habits begin to surface in individuals in their youthful adult years. The pressures to conform during these years can be difficult for an individual to manage. Commercial advertisements can present a desirable way of living, for a young adult, although these are not realistic. The impact that advertisements possibly have on the decision to consume alcohol in early adulthood is an issue worth looking into. A better understanding of what exactly encourages young adults to abuse alcohol can help us to understand how to confront alcohol abuse. There is little research to date on how marketing messages about responsible drinking are perceived; although, there is substantial research on how alcohol companies use marketing to encourage the consumption of their products, often to excess. To gain a better understanding of the issue, we conducted surveys and interviews to understand current drinking behavior among our target demographic. A literature review section facilitated our research ambitions by the use of secondary research to gain a broader understanding. Uncovering specific marketing practices used by organizations

that encourage excessive alcohol consumption will follow this. With the info and data we gathered, we will develop several hypotheses and recommendations to attend to the issue at hand. Ultimately, this research should bridge the gap in current research, providing health care professionals a better understanding on how to create impactful marketing messages for responsible drinking.

i. Background

Alcohol abuse amongst young adults persists to be an issue. The marketing of responsible drinking needs to be analyzed, to further investigate as to what defines a successful advertisement for individuals between the ages of 18-24 years old. A further understanding of why young individuals drink and the current issues behind responsible drinking campaigns need to be examined in order to improve advertisements. It was our goal to discover if there are any common trends towards effective responsible drinking campaigns. In particular, if the source of the message influenced the validity and trustworthiness of the message. It was also imperative to observe how vague quantifiers in advertisements were interpreted. Furthermore, it was essential to develop a profile of the consumer to gain better insight. Specifically, if an individual's differing level of alcohol consumption influenced how they assess drinking campaigns.

In our research we gathered and analyzed secondary sources to further develop our understanding of the issues of responsible drinking campaigns and ways that we can improve them. The articles that we selected brought well-rounded insight into how responsible drinking can be effectively and ethically marketed. We identified common trends within effective advertising campaigns that should be considered when designing an advertisement in order to transform an individual's behaviors. Secondary data has provided valuable information to consider with responsible drinking advertisements including: the confusing messages, conflicts of interest, vague messages, and the importance of health patterns (Atkin, McCardle, & Newell, 2008; Smith et al., 2006, cited in Lee & Chen, 2013; York, Brannon, & Miller, 2013). Our client wants also a critical source of information. She explained her goals and expectations with this research. She also gave us good leads as to where we should begin our research and provided us with insight and resources.

In order to understand our target demographic, we conducted five in-depth interviews to gain awareness on the effects that marketing has on alcohol consumption. We narrowed down the research problem with the first-hand information obtained. We were able to privately discuss the issues that pertained to each individual and further probe for explanations of all questions that were asked. It was common between the individuals that we interviewed that they were more likely to drink in a social setting; in fact, literature suggests that about 89% of students drink in a social setting (Beale, Heyliger, & Evans, 2013). That information needs to be further investigated and taken into consideration when

making an advertisement. It is essential to understand the target market's motivations and realize that social factors play a critical role in determining consumption levels. Tailoring the message to its audience will help viewers connect and relate to the messages increasing the benefits and effectiveness.

We distributed surveys to help us gather a greater number of respondents in order to provide us with quantitative data. Gathering this information provided the data to better understand what influences alcohol use. We have considered many suggestions in our conclusion and recommendation section on how to effectively market responsible drinking to young adults.

ii. Analytic Framework and Literature Review

Creating effective marketing campaigns to encourage responsible drinking is a broad, but complex marketing research problem, that can be examined using multiple components. Each component is further supported through academic literature and questions in our questionnaire to gain useful insight. Figure 1 shows our analytical framework in detail along with an overview of the relation between our overall dependent and independent variables. Ultimately, our dependent variable is the effectiveness of marketing campaigns that encourage responsible drinking, and our research looks at the influence of a variety of independent variables in this. The following framework and literature review looks at defining these independent variables, along with preexisting research on them, and looking at how to apply them in our own research.

The dependent variable of the effectiveness of marketing campaigns can be defined by the effect that campaigns have on a viewer. Although, intended behaviour can differ from actual behaviour, and therefore true changes in behaviour can be hard to measure, we can still study perception of these advertisements and relationships between constructs to understand the correlation between behaviour and environmental factors.

The following qualitative study was used to construct our research problem and form our hypotheses; it gave us the areas to explore and the overarching concepts for this problem. Each hypothesis comes from either our exploratory discussions or from using the literary review we conducted. We examined different areas of secondary research, and through our hypotheses we will test these areas and ultimately solve our four major research problems. For this reason, each research question is accompanied by our hypotheses and either secondary research or insight from our exploratory discussions that support the formation of these hypotheses. Together these four research questions form our overall study on the marketing of responsible drinking.

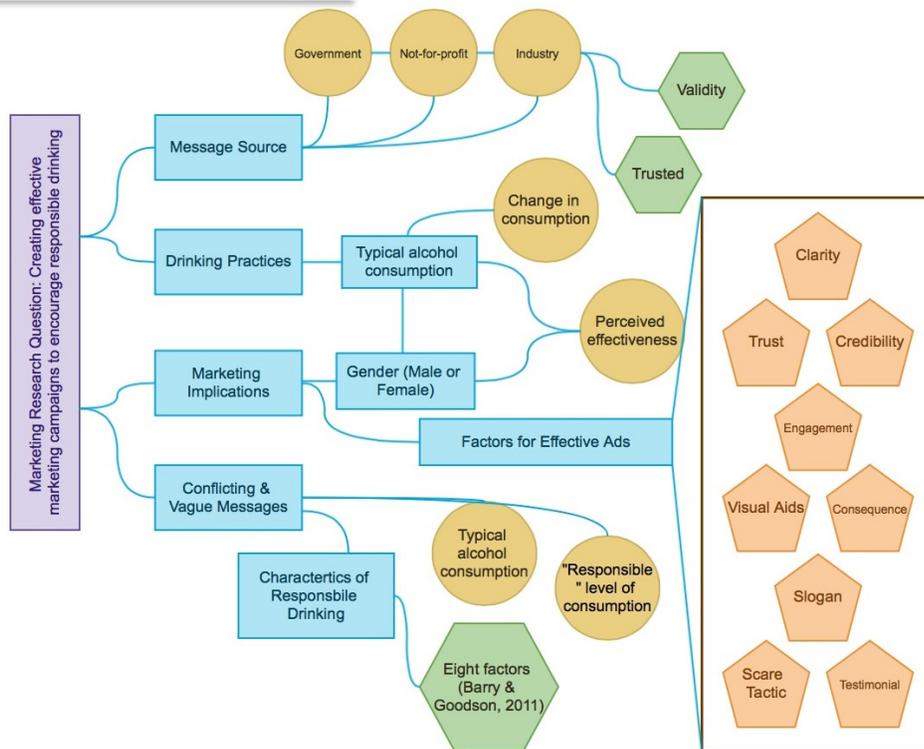


Figure 1: Analytic Framework

Component One: Message Source

Likely, the most important aspect of this research is determining the relationship between the source of the message and key variables like the effectiveness, trustworthiness, and validity. Our initial exploratory research, in form of conversations with the client and within our in-depth interviews, generated interest in the different sources of responsible drinking advertisements and the range of perceptions about them. In our questionnaire, we showcased three advertisements, two from government sources and one from industry. We asked questions about each ad to understand viewers' attitudes towards them. A portion of our questionnaire was also dedicated to perceptions to advertisements in general, examining trustworthiness, perceived validity, and effectiveness overall. The goal of these questions was to provide information on the effect of source for responsible drinking advertisements.

Research Question:

Does the source of the message in part determine the effectiveness of a responsible drinking message?

Hypothesis #1: Not-for-profit organization-sponsored and government-sponsored messages will be considered more valid than industry-sponsored advertisements.

Hypothesis #2: Not-for-profit organization-sponsored and government-sponsored messages will be considered more trustworthy than industry-sponsored advertisements.

Based on our discussions in our exploratory research, ulterior motives seem to discredit industry-sponsored advertisements, along with favor for government and not-for-profit advertisements; because, individuals seem to believe they have the facts and that they are more likely to be looking out for the well-being of the viewer on that merit alone. For these hypotheses, our questionnaire will provide a wealth of information on the level of validity and trust worthiness for all three sources of messages. Using questions from our questionnaire, we will also examine the specific reactions to different advertisements from either government or industry sources. We will be especially interested in the questions that look at the positive/negative spectrum of responses for those advertisements, how much they are liked, and whether or not they would change behaviour.

Component Two: Current Drinking Behaviour

In initial contact with Naomi Parker, she expressed interest in exploring how levels of alcohol consumption affect assessment of responsible drinking campaigns. In our preliminary research, students' preconceived norms and expectations of what other students drink is often overestimated which suggests that alcohol consumption levels can play a large role in how individuals over consume versus drink responsibly (Brannon & Pilling, 2005; Paek & Hove, 2012). Several of our questionnaire questions looked at classifying responses to get a better understanding of current drinking behaviors and perceptions. We asked when they started drinking alcohol, how often and how much they typically consume, where they drink, and their consequences of drinking. Our results on their own will provide an insightful profile of the drinking culture of our sample, and we can examine correlations between how much our respondents drink and their attitude toward responsible drinking advertisements.

Research Question:

Do typical personal drinking practices affect perceptions towards advertisements?

Hypothesis #3: The more alcohol a person typically consumes, the less likely they will be willing to reduce their alcohol consumption after being exposed to the two government responsible drinking ads, and the more likely they will increase their alcohol consumption after being exposed to the industry-sponsored ad.

Hypothesis #4: The more alcohol a person typically consumes in a night, the less effective they will think responsible drinking advertisements are in general.

The results of these analyses will be very interesting and useful in determining the true effectiveness of responsible drinking campaigns when individuals have different levels of alcohol consumption. Through the creation of a market profile for young drinkers in Alberta, advertisements can be better tailored to the population in terms of how much they already consume, where they drink, and their other drinking practices. Current research demonstrated the importance of segmenting the target market for these responsible drinking ads and in personalizing and tailoring them so that viewers connect, relate, and benefit from the ads (Brannon & Pilling, 2005; Lee & Chen, 2013). Especially for the younger demographics, changes in guidance and parental monitoring increase the reliance on proximal social influences, which affect drinking behaviors (Reyna et al, 2013). Past positive experiences and consequences of drinking, like talking to someone you may not of otherwise, overshadow what is really at stake in terms of negative consequences like drinking and driving or health issues (Brannon & Pilling, 2005; Jang & Frederick, 2013).

Component Three: Conflicting and Vague Messages

Conflicting and vague messages are common in responsible drinking advertisements and were noted by the client in our initial contact. Vague quantifiers refer to how terms such as “Drink Responsibly” lack any real definition that will guide and change behaviour. Because of the vagueness inherent in these messages, we believe there is a disconnect between what ideal behaviour is and perceived to be. Individuals do not seem to know what responsible drinking means, and advertisements provide vague slogans and recommendations that ultimately serve no benefit. The public may feel comfortable with drinking and approve of it, albeit not the obvious harmful effects of it; this cognitive dissonance can be altered with more facts about how much to drink, the health concerns, and what moderation means (Barry, 2007; Conibear, 2011). A common form of factual information comes from low-risk drinking guidelines. For instance, Wettlaufer, Cukier, Giesbrecht, and Greenfield (2012) demonstrated that popular media encourages heavier alcohol consumption levels than some guidelines suggest which can be misleading and show the competing interests between the health and alcohol industries. Although individuals may have some consensus on what responsible drinking means, the lack of consensus in marketing messages comes across as vagueness

and has no meaningful effect among teenagers (Smith et al., cited in Lee & Chen, 2013).

Research Question:

Is there a consensus on a definition for responsible drinking? What is considered too much and what is responsible drinking?

Hypothesis #5: The more an individual typically drinks, the higher they will estimate is a level of responsible drinking.

Hypothesis #6: The particular characteristics of a responsible drinker will be more commonly agreed with, than others, such as not drinking and driving, and knowing one's personal limit.

For our questionnaire, we decided to replicate a 2011 study from Barry and Goodson that looked to determine which characteristics of responsible drinking are, the most commonly agreed with, in order to develop a better definition of responsible drinking. Their results showed that abstaining from drinking and driving, and knowing one's personal limit were the strongest qualities, and that drinking in moderation, with no more than one drink a day for females and two for men, was resonated with least (Barry & Goodson, 2011). We will look to determine which of these eight characteristics are strongest and whether or not our results differ. We will also consider whether there are differences between demographics for this information.

Component Four: Marketing Implications

A large portion of our exploratory research provided insight into what works and what does not for responsible drinking campaigns. Similarly, a large portion of our questionnaire focused on disentangling effective tactics for these campaigns from ineffective ones. What being done now, arguably, is not enough due to a lack of detail, an exaggeration of how much people drink, and an overemphasis on drinking and driving where people are led to believe that as long as you are not driving, you can drink as much as you want (Wolburg, 2005). As we mentioned earlier, our secondary research showed the importance of personalization and targeting viewers in order to better connect with them. As well, a study by Lee and Chen (2013) showed how proactive-nonrestrictive messages such as "Do the right thing, drink responsibly" are more effective than negative-restrictive ones for the segment of underage binge drinkers, possibly, because those drinkers want to feel in control, and therefore being told what they cannot do, is not effective; these are important considerations for slogan design. Furthermore, the profile of drinkers is also important. The preliminary research we conducted led us to understand the importance of social setting, and especially the college experience; half of college students in the United States have binge drunk in a two week period sample and binge drinking accounts for approximately 500,000 injuries and 1,700 deaths in students aged

18 to 24 (Herschl, McCharque, MacKillop, Stoltenberg, Highland, 2012). Environmental factors and social norms play a huge role in determining consumption levels in that, college students in particular, are exposed to an environment with social and normative factors that encourage abusive drinking practices (Lorant, Nicaise, Soto, & d'Hoore, 2013).

We listed some of the most common factors in determining an effective anti-drinking advertisement and asked respondents to rate them in terms of importance. For each showcased ad, we also asked questions about the emotions elicited after being exposed to the ad, feelings towards it, and how much the ad was liked. Demographic information can also be related to the perceived effect of the advertisements to, again, better target these advertisements.

Research Question:

What factors create the best advertisements, and how can they be targeted to increase effectiveness?

Hypothesis #7: Men not only drink more, but are also less likely than females to consider responsible drinking advertisements effective.

Hypothesis #8: There will not be a clear distinction of what factors and tactics make responsible drinking advertisements most effective.

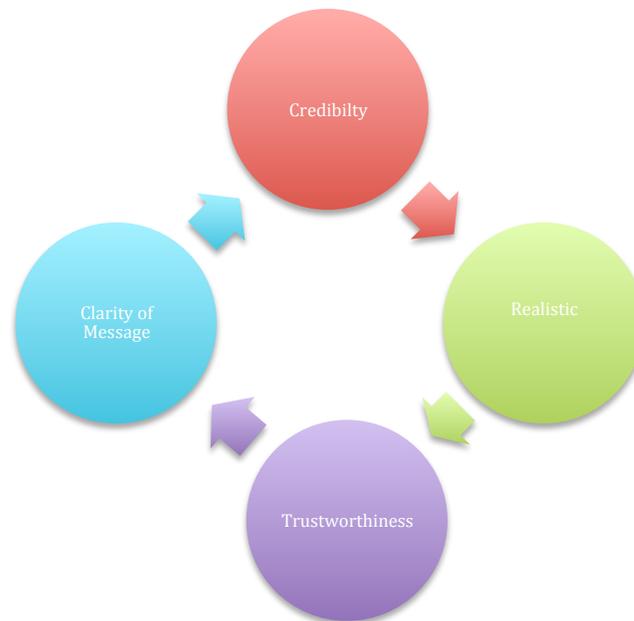


Figure 2: Factors that Make an Effective Advertisement

There is a lot of research to support that men drink more than females and are more likely to binge drink. Research has shown they also are less likely to support responsible drinking behaviors (Barry & Goodson, 2011). We will attempt to replicate these findings to determine whether or not gender is an important factor. Statistics Canada (2010) shows that 47.0% of males and 27.3% of females between the ages 18-24 report drinking five drinks on more than 12 occasions in 2008. As well, our research will attempt to conclude what factors and tactics in responsible drinking advertisements are considered most effective. Although, we hypothesize that due to a lack of consensus about what responsible drinking is, there will not be an overwhelming consensus on what tactics are the best. We should, however, be able to conclude which are more effective relative to one another. Our exploratory interviews provided some ideas of what factors ads often use and the most important we found are shown in figure 2.

iii. Methods

Design and Participants:

We were tasked with investigating the effects of alcohol advertising on people in early adulthood. We set to determine how the source of the message influenced the viewer's opinions, as well as discover how vague quantifiers are interpreted by this demographic. Our target demographic consisted of young adults, both male and female, aged 18-24 with various drinking patterns. Our group gathered information, conducted in-depth interviews, and developed surveys with the ambitions of examining some of these alcohol advertising effects. We conducted five in-depth interviews with people in our target demographic, with questions geared towards discovering drinking patterns, and the effects of specific advertisements on consumption patterns. These interviews were conducted on a one on one basis. Authors of this research were responsible for conducting one depth interview with a person of their choice who belonged in our target demographic. In a second-stage, we gathered data through the use of a questionnaire we carefully constructed. As part of a class, we managed to collect 169 complete responses. Figure 3 shows key characteristics of the sample.

Data collection:

The questionnaire was developed with potential influential factors in mind, such as social factors. We used an omnibus questionnaire, which the whole class contributed to. The class tested the questionnaire to assure a quality final survey. A quota was developed assigning each class member a quota of questionnaires to get completed; ultimately, the class was able to obtain 169 complete surveys. We distributed the survey electronically.

Ethical considerations:

As to be expected when dealing with the given subject matter, there were some ethical concerns for our team to consider. To begin with, it was important for us to ensure our participants were of legal drinking age. Also, we were cautious when conducting the surveys because we understood that alcohol abuse could be sensitive topic for many people, whether it was them who abused alcohol, or a friend or family member. We ensured to point out that they did not have to participate in the survey and could stop completing the survey at any point. This worked well for us when dealing with the ethical issues that were present. It is worth noting that although there was a great deal of ethical considerations, we did not come across any issues regarding ethics. Our precautions seemed to have sufficed.

Many of the questions selected were strategically chosen to discover drinking habits and responses to alcohol advertising. Also, there was a portion of the survey that we used to identify exactly which demographic the participant belonged to. We also asked a series of questions regarding the validity of the source provider. An example of this would be how questions such as “do you trust the message this advertisement is trying to convey” or “rate the importance of the following factors in determining an effective anti-drinking campaign” are trying to uncover the validity of the source provider. Questions asking where the participant is likely to drink alcohol or how many drinks the participant would typically drink on a night out were focused on understanding drinking patterns while questions such as how “much do you like the previous advertisement” or “is this advertisement likely to reduce your alcohol consumption” were more focused on discovering responses to certain advertisements. These types of questions allowed us to discover certain trends in the responses from our participants.

Operationalization of the variables:

From the omnibus survey, we selected items that would allow us to piece together the most over-arching questions from our analytic framework. We also considered responses from questions that appeared to be the least biased or likely to be misconstrued by respondents. The questions, we chose, also covered many areas from the individual themselves and their perception, to the influence of external and environmental factors. The relationships between these variables that were constructed in our data analysis could therefore provide us with useful results and insights in the marketing of responsible drinking, to the extent that our recommendations would be valid and useful. Regarding the survey that we created, we used many different question scales such as nominal and ordinal scaling, rank order, and likert semantic differential scaling. This variety of questions permitted us to conduct a variety of analyses on SPSS in order to take advantage of a variety of statistical tools.

Figure 3: Sample Characteristics (n=169)

Variable	# of respondents	% of respondents
Education level		
High school or less	29	17.2
Diploma / certificate	39	23.1
Bachelor degree	100	59.2
Masters degree or higher	1	0.6
Do you live with a parents/guardian or do you live on your own?		
I live on my own	63	37.3
I live with parents or guardians	106	62.7
How old are you?		
18-20	48	28.4
21-24	121	71.6
What is your gender?		
Male	74	43.8
Female	95	56.2
Household total combined annual income before taxes last year?		
\$50,000 or less	43	25.4
\$50,001 - \$70,000	23	13.6
\$70,001 - \$90,000	20	11.8
\$90,001 - \$120,000	24	14.2
\$120,001 or more	42	24.9
I don't know	17	10.1

The variables that we used also took into consideration some of the complications brought up in our literary review, and therefore we had to construct our questions and analyses in order to improve upon this previous research in considering factors that surprised previous researchers. Barry and Conibear explained that cognitive dissonance, used by the alcohol advertising industry, could alter how consumers perceive excessive and responsible drinking (Barry, 2007; Conibear, 2011). Much of our literature aided us in understanding the psychological factors and persuasion methods used by the alcohol advertising industry. Other social factors may also encourage excessive alcohol consumption, whether by family or by peer influence (Lorant, Nicaise, Soto, & d'Hoore, 2013). These social factors must be taken into consideration to understand the circumstance of individual people and how they perceive certain advertisements.

iv. Data Analysis and Results

Our findings and analysis has been organized similarly to our analytical framework in four main research questions.

Research Question 1:

Does the source of the message influence the validity and trustworthiness of the message?

To determine if there was a statistically significant difference in the way people felt about these ads, we conducted a Univariate test on the question that asked respondents to rate how they felt the source of message affected its validity and trustworthiness.

Hypothesis #1: Does a correlation exist between the source of a responsible drinking campaign and the campaign's perceived validity?

H_a: The perceived validity of government sponsored advertisements and not-for-profit organization sponsored advertisements will be higher than the perceived validity of the industry sponsored ads.

Conclusion: Due to the high degree of difference between the perceived validity of each source, we can accept the alternate hypotheses and conclude that the source influences the perceived validity of a responsible drinking campaign. We can also conclude that, responsible drinking campaigns from not-for-profit sources followed by government-sponsored ads are perceived to be the most valid (see Figure 4).

Figure 4: Comparison of Validity Means – results at 95% confidence level:

Mean of industry sponsored ads validity: Lower bound = 3.27
Upper Bound = 3.7

Mean of government sponsored ad validity: Lower bound = 4.20
Upper Bound = 4.73

Mean of non-profit sponsored ad validity: Lower bound = 4.56
Upper Bound = 5.06

Hypotheses #2: Does a correlation exist between the source of a responsible drinking campaign and the perceived trustworthiness of a responsible drinking campaign?

H_a: The perceived trustworthiness of government sponsored advertisements and not-for-profit organization sponsored advertisements will be higher than the perceived validity of the industry sponsored ads.

Conclusion: We observe that the perceived trustworthiness of government-sponsored ads is LESS than advertisements sponsored by not-for-profits, but MORE than advertisements sponsored by companies that sell alcoholic beverages (see Figure 5).

Based on these analyses, the source of the message has an effect on both the perceived validity of the message and the trustworthiness of the message.

Figure 5: Comparison of Trust Means – results at 95% confidence level:

Mean of industry sponsored ads trustworthiness: Lower bound = 3.13
Upper Bound = 3.62

Mean of government sponsored ad trustworthiness: Lower bound = 4.05
Upper Bound = 4.56

Mean of non-profit sponsored ad trustworthiness: Lower bound = 4.57
Upper Bound = 5.07

Research Question 2:

Does an individual's 'typical' level of alcohol consumption play a role in how they assess the responsible drinking campaigns?

One of the first questions in our survey asked respondents how many drinks they typically consumed. We used bivariate analyses to determine if a correlation

existed between this consumption and the likelihood of an advertisement to change alcohol consumption. A correlation was also conducted to see whether respondents felt that responsible drinking advertisements were effective overall, and if this was affected by consumption or gender.

Hypothesis #3: Does a correlation exist between drinking behavior and the advertisements likelihood to change consumption?

H_a: The higher a person's level of typical alcohol consumption is the less likely an advertisement is to lower their consumption level.

Conclusion: Because there was no p-value less than 0.05, we cannot reject the null hypothesis; a person's typical level of consumption has no effect on the likelihood of an advertisement to reduce their consumption rates (see Figure 6). We used Spearman and Pearson correlations, both provide similar results.

Hypothesis #4: Does a correlation exist between a person's typical level of consumption and their belief that responsible drinking advertisements are effective.

H_a: The higher a person's typical level of consumption, the less likely they are to perceive responsible drinking advertisements as effective.

Conclusion: A high p-value demonstrates that, we cannot reject the null hypotheses and therefore, we conclude that a person's typical level of drinking has no effect on the likelihood of a person perceiving responsible drinking advertisements as effective (see Figure 7). We used Spearman and Pearson correlations, both provide similar results.

Based on these correlation analyses, no noteworthy correlation was found between a person's typical level of alcohol consumption and their assessment of the effectiveness of responsible drinking campaigns.

Figure 6: Typical Drinking Behaviour vs. Change in Consumption – results:

	On a typical night of drinking, how many drinks would you say you consume?	
How likely would this advertisement reduce your alcohol consumption? – government ad	Pearson Correlation	-.115
	Sig. (2-tailed)	.138
	N	169
How likely would this advertisement increase your alcohol consumption? – industry ad	Pearson Correlation	-.070
	Sig. (2-tailed)	.363
	N	169
How likely would this advertisement reduce your alcohol consumption? – government ad	Pearson Correlation	-.081
	Sig. (2-tailed)	.296
	N	169

Figure 7: Typical Drinking Behaviour vs. Advertisement Effectiveness:

	On a typical night of drinking, how many drinks would you say you consume?	
On a typical night of drinking, how many drinks would you say you consume?	Pearson Correlation	1
	Sig. (2-tailed)	
	N	169
How effective do you think responsible drinking advertisements are?	Pearson Correlation	-.078
	Sig. (2-tailed)	.316
	N	169

Research Question 3:

How are the vague quantifiers typically used in responsible drinking messages interpreted by individuals?

For determining how the vague quantifiers used in responsible drinking messages were interpreted, we examined different aspects of our survey. We examined if a person's typical level of consumption had an effect on how many drinks they considered to be "too many" drinks and how many drinks they considered to be responsible. Our survey also listed some vague definitions of responsible drinking and respondents indicated which ones they related to the most.

Hypothesis #5a: Does a correlation exist between a person's typical level of alcohol consumption and the amount they consider responsible to drink?

H_a: The more alcohol a person consumes, on a typical night of drinking, the more drinks they will consider to be a responsible amount to consume.

Hypothesis #5b: Does a correlation exist between a person's typical level of alcohol consumption and the number of drinks they consider to be too many drinks?

H_a: The more a person typically drinks, the more drinks they will consider to be too many drinks.

Conclusions: Since p-value is less than 0.05 in all correlations, we can reject both null hypotheses and conclude that the number of drinks a person typically consumes has a direct association with the amount of drinks they consider to be responsible and the number of drinks they consider being too many (see Figure 8).

Hypothesis #6: Does responsible drinking mean different things to different people?

H_a: Responsible drinking's definition is widely varied

Conclusion: Descriptive statistics suggest some commonalities in responses. Most of the sample believes that knowing their personal limits and not drinking and driving are a major part of drinking responsibly; however, most of the population does not believe that consuming no more than one or two drinks is part of drinking responsibly (see Figure 9).

Altogether, the analyses suggest that the more a person drinks, the more alcohol they consider to be a responsible amount, and the higher number of drinks they consider to be too many. Most people consider knowing personal limits to be a part of responsible drinking, and most believe that it is okay to get drunk. Gender plays little to no role in these quantifications (based on ANOVA analysis not included here).

Figure 8: Typical Drinking Behaviours vs. Quantitative of Responsible Drinking:

	On a typical night of drinking, how many drinks would you say you consume?	
On a typical night of drinking, how many drinks would you say you consume?	Pearson Correlation	1
	Sig. (2-tailed)	
	N	169
How many drinks would you consider being "too many" drinks?	Pearson Correlation	.464**
	Sig. (2-tailed)	.000
	N	169
If you were setting out to drink "responsibly", how many drinks would you expect to consume?	Pearson Correlation	.368**
	Sig. (2-tailed)	.000
	N	169

Research Question 4: Marketing Implications

Throughout our examination of our data set, we came across some interesting correlations and results that, while they may not have directly related to our initial questions, were both interesting and useful in developing recommendations. We used bivariate tests, along with the examination of descriptive statistics that give insight into some solid recommendations for how marketing of responsible drinking should be conducted.

Hypothesis #7a: "Men not only drink more, but are also less likely than females to consider responsible drinking advertisements effective.

H_a: Men have a higher level of alcohol consumption than women

Conclusion: We cannot reject the null hypothesis at alpha 0.05 therefore we can conclude that gender has NO significant effect on a person's level of consumption (see Figure 10). **Hypothesis #7b:** Is one gender likely to consider responsible drinking advertisements more effective?

H_a: Women are more likely than men to consider responsible drinking advertisements effective.

Conclusion: We can reject the null hypothesis at alpha 0.05 and conclude that women consider responsible drinking advertisements to be more effective (see Figure 11).

These analyses indicate that gender was previously found to not be a major factor in consumption but it has a role for effectiveness of campaigns. It is statistically significant that women consider responsible drinking advertisements to be more effective.

Figure 9: Descriptive Statistics on the Characteristics of Responsible:

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
not drink and drive	169	1	5	4.50	1.191
know his/her personal limits (how much alcohol he/she can handle) and when to stop drinking	169	2	5	4.60	.701
ensure that his/her blood alcohol concentration (BAC) stays below 0.08%	169	1	5	3.33	1.233
consider when, how much, and where he/she is going to drink, before he/she actually starts to consume alcohol	169	1	5	3.90	1.073
consume no more than 1 drink a day if female, and no more than 2 drinks a day if male	169	1	5	2.29	1.246
monitor the amount of alcohol he/she consumes and stop drinking once he/she has reached a specific number of drinks	169	1	5	3.54	1.258
pace the speed which he/she drinking; not chugging or drinking quickly and pacing him/herself instead	169	1	5	3.99	1.012

Figure 10: Gender vs .Typical Drinking Behaviours

			What is your gender?		Total
			male	female	
On a typical night of drinking, how many drinks would you say you consume?	1 to 3	Count	27	39	66
		Expected Count	28.8	37.2	66.0
		% within What is your gender?	37.5%	41.9%	40.0%
	4 to 6	Count	26	35	61
		Expected Count	26.6	34.4	61.0
		% within What is your gender?	36.1%	37.6%	37.0%
	7 or more	Count	19	19	38
		Expected Count	16.6	21.4	38.0
		% within What is your gender?	26.4%	20.4%	23.0%
Total	Count	72	93	165	
	Expected Count	72.0	93.0	165.0	
	% within What is your gender?	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.851 ^a	2	.654
Likelihood Ratio	.847	2	.655
Linear-by-Linear Association	.725	1	.395
N of Valid Cases	165		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.58.

Hypothesis #8a: Are certain traits of responsible drinking campaigns considered to be more effective depending on person’s gender?

H_a: Men will perceive different traits of responsible drinking campaigns to be the most important part of a responsible drinking advertisement.

Conclusion: For the variable TESTIMONIAL, we can ACCEPT the alternative hypothesis and conclude that it is significantly different between men and women. For the rest of variables analyzed however, we cannot find significant differences (see figure 12).

Hypotheses #8b: Are certain traits of responsible drinking campaigns considered to be more important?

H_a: Certain traits of responsible drinking campaigns are considered to be more important by the population as a whole

Conclusion: Figures 13 and 14 show the list of the highest rated traits from the highest to the lowest as follows: *Consequences (4.3)*, *Credibility (4.27)*, *Clarity (4.15)*, *Visual Aids (4.07)* *Trustworthiness (4.11)*, *Engagement (3.89)*, *Scare tactic (3.53)*, *Testimonial (3.38)*, *Slogan (3.05)*. Additional analysis suggests that consequences, credibility, and clarity characteristics are considered more important than scare tactic, testimonial, and slogan, at 90% and 95% confidence level (see figure 15).

Figure 11: Gender vs. Advertisement Effectiveness & ANOVA

How effective do you think responsible drinking advertisements are?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
male	74	2.54	.954	.111	2.32	2.76	1	5
female	95	2.95	.763	.078	2.79	3.10	1	4
Total	169	2.77	.873	.067	2.64	2.90	1	5

ANOVA

how effective do you think responsible drinking advertisements are?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.885	1	6.885	9.493	.002
Within Groups	121.115	167	.725		
Total	128.000	168			

Figure 12: ANOVA on Advertisement Characteristics vs. Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Clarity	Between Groups	.094	1	.094	.108	.743
	Within Groups	161.767	185	.874		
	Total	161.861	186			
Trustworthiness	Between Groups	.194	1	.194	.195	.659
	Within Groups	184.159	185	.995		
	Total	184.353	186			
Credibility	Between Groups	.800	1	.800	.927	.337
	Within Groups	159.767	185	.864		
	Total	160.567	186			
Engagement	Between Groups	.482	1	.482	.415	.520
	Within Groups	214.620	185	1.160		
	Total	215.102	186			
Visual aids	Between Groups	.824	1	.824	.763	.384
	Within Groups	199.914	185	1.081		
	Total	200.738	186			
Consequences	Between Groups	.058	1	.058	.062	.803
	Within Groups	171.482	185	.927		
	Total	171.540	186			
Slogan	Between Groups	1.030	1	1.030	.753	.387
	Within Groups	253.067	185	1.368		
	Total	254.096	186			

Testimonial	Between Groups	11.957	1	11.957	9.200	.003
	Within Groups	240.449	185	1.300		
	Total	252.406	186			
Scare tactic	Between Groups	.361	1	.361	.230	.632
	Within Groups	290.324	185	1.569		
	Total	290.684	186			

Figure 13: Descriptive Statistics on Advertisement Characteristics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Clarity	169	1	5	4.15	.913
Trustworthiness	169	1	5	4.11	.966
Credibility	169	1	5	4.27	.916
Engagement	169	1	5	3.89	1.071
Visual aids	169	1	5	4.07	1.036
Consequences	169	1	5	4.30	.931
Slogan	169	1	5	3.05	1.174
Testimonial	169	1	5	3.38	1.154
Scare tactic	169	1	5	3.53	1.235
Valid N (listwise)	169				

Figure 14: Importance of Advertisement Characteristics

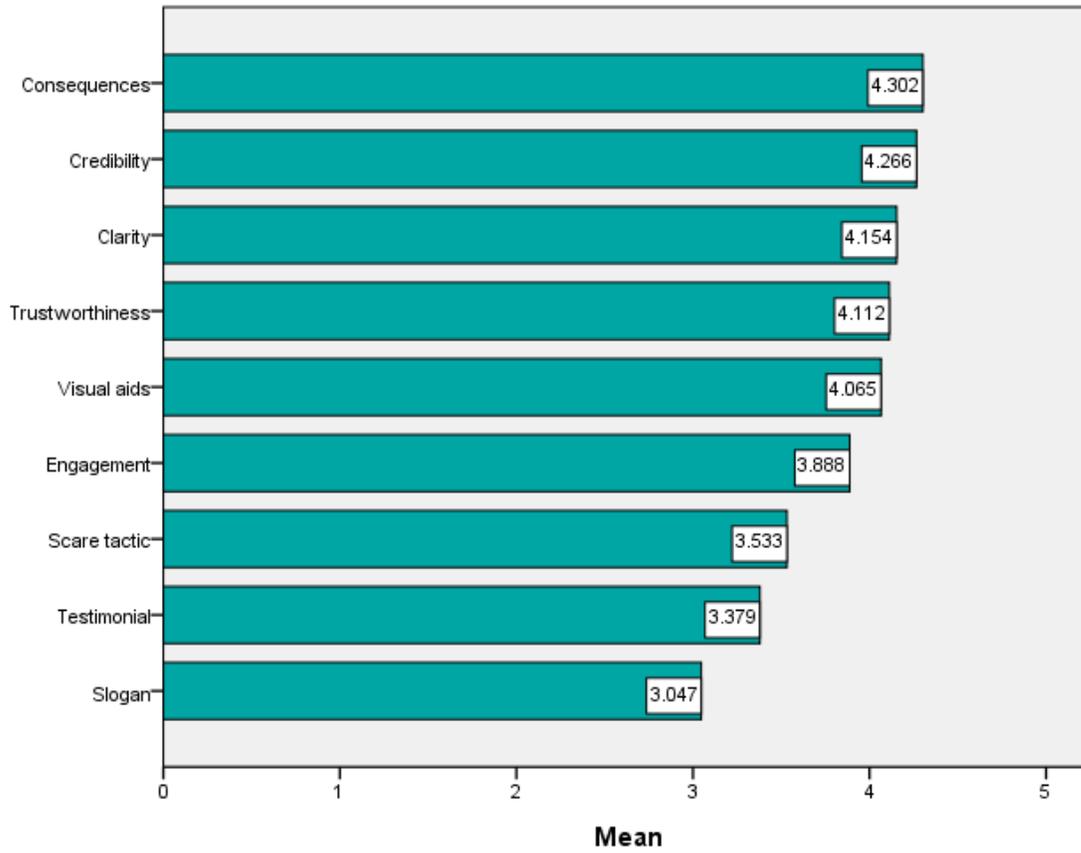


Figure 15: Significant differences on the Importance of Advertisement Characteristics

Advertisement Characteristics	Mean	S.D.	90% Confidence Interval		95% Confidence Interval	
			Lower Bound	Upper Bound	Lower Bound	Upper Bound
Consequences	4.3	.93	4.18	4.42	4.16	4.44
Credibility	4.27	.92	4.15	4.38	4.13	4.41
Clarity	4.15	.91	4.04	4.27	4.02	4.29
Trustworthiness	4.11	.97	3.99	4.24	3.97	4.26
Visual Aids	4.07	1.04	3.93	4.20	3.91	4.22
Engagement	3.89	1.07	3.75	4.02	3.72	4.05
Scare tactic	3.53	1.24	3.38	3.69	3.35	3.72
Testimonial	3.38	1.15	3.23	3.53	3.20	3.55
Slogan	3.05	1.17	2.90	3.20	2.87	3.23

Summary of Findings:

Non-profit sponsored ad campaigns are perceived to be both the most valid and most trustworthy campaigns. There is no noteworthy correlation between a person's typical level of consumption and the likelihood of an ad campaign to change their consumption, or their likelihood to believe responsible drinking campaigns are effective. Apparently, there is no noteworthy difference between men and women's consumption levels; however, women consider responsible drinking campaigns to be more effective than men. Men and women perceive most traits of a responsible drinking campaign to be equally important, except that women see clarity as more important than men. The more a person typically drinks, the more they consider a responsible amount to drink and the more drinks they believe are too many drinks. While the population surveyed considers not drinking and driving, and knowing your personal limits to be part of the definition of responsible drinking, they did not consider only drinking one or two drinks to be part of that same definition. The results seem to suggest that the population considers it acceptable to get drunk; however, they do not consider it acceptable to cross self-defined lines of tolerance. Finally, of specific advertisement characteristics, clarity, consequences, and credibility were determined to be the most important traits of responsible drinking campaigns.

v. Discussion and Recommendations

Our intention throughout our qualitative and quantitative analyses has been to identify the components necessary to create an effective responsible drinking ad. Our exploratory research, through in-depth interviews and secondary literature, was vital for the development of our analytic framework and ultimately, our questionnaire. The most comprehensive information received has been through the survey results and analysis of our target demographic of individuals between the ages of 18 – 24.

The results of our primary research proved imperative in decoding young adult's perceptions on drinking, and the marketing of responsible drinking. Among the most crucial of our findings was the importance of the organization behind an advertisement to gain trust and validity; non-profit organizations proved to be the best source to fulfill those credentials. Our research was consistent with previous studies, in that there is confusion behind the definition of responsible drinking. Participants in the survey believed that knowing their limit and not drinking and driving were what defined responsible drinking, rather than drinking no more than a beer or two, depending on gender as laid out by health guidelines. To complement the theme of ambiguity in defining responsible drinking, participants' results indicated that the more they drank, the higher the number of drinks they considered to be too many. With individuals' idea of responsible drinking varying by the amount they drink, it presents the idea that there is no universal answer behind the definition of responsible

drinking further complicating the dissemination of a clear responsible drinking message.

We analyzed whether or not consumption had any effect on how our demographic assessed responsible drinking campaigns, and concluded that there was no correlation between an individual's typical level of drinking and their likelihood to believe responsible drinking campaigns are effective. This was the most surprising of our results in that it would theoretically make sense that heavy drinkers would be less likely to find these advertisements effective, but this creates the opportunity to attract irresponsible drinkers to drink responsibly.

Our research provided some useful advice on the most effective ways in which responsible drinking should be marketed. Not only did we look at the effect of gender on the effectiveness of these campaigns, but we also looked at the tactics common in advertisements, to discover which were considered the most important by our sample. From a marketing standpoint, understanding the effectiveness and preference for these different tactics and methods allows agencies to make meaningful choices when constructing ads that will, eventually, lead to changes in behaviour. Our secondary research also provided information on responsible drinking campaigns from a more experimental, and causal perspective through exploring what has and has not worked in the past, and testing various campaigns on a sample.

The ultimate goal of this study was to understand what makes a marketing campaign to encourage responsible drinking effective. Through exploring our research questions, we have gathered sufficient data to recommend the characteristic that a responsible drinking campaign should possess:

- The advertisements should come from a non-profit organization
- Clarity, consequences, and credibility must be underlying traits in the ad
- Clearly define the responsible amount
- Aimed at both genders

If an ad is to follow this criterion, we believe that, it will be more successful than ads currently proliferating. Our hope is that through the construction of an advertisement following these guidelines, the result will be an increase in advertising effectiveness. It is, also, our hope that these components will ultimately result in young adults drinking responsibly, or at least contribute to a more accurate understanding about the topic.

vi. Limitations

One of our limitations was the sample size used in the quantitative research. Being students, we do not have the resources available to reach a massive audience for our survey. Having a larger sample size would have contributed to

making the information obtained in the survey more precise. Another limitation was that, our survey was only able to encompass young adults in Edmonton, which may not provide a broad enough range to make generalizations for all young adults in Alberta and Canada. Our final limitation is that, our survey was not made revolving specifically to solve our primary questions. It also included questions to be used from other teams of researchers. If our survey could have been directly related to our primary research questions our findings may have been once again more precise and accurate.

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