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MASTER OF ARTS IN COMMUNICATION STUDIES

COMMUNICATION RESEARCH PROJECT

RESEARCH TITLE

u THE PROCESS AND EFFECTS OF ALCOHOL, ADVERTISING IN THE LIVES
OF THE KENYAN YOUTH ^

BY

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DECLARATION

Declare that the work presented herein, is my original work and has never been presented to any other Institution for any other academic awards.

Signature... ^7777*1_____Date.. Off./! ^ ^

Mr. Emmanuel .K. Njoroge
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I approve the above statement, and this communication project has been submitted for External Examination with my approval as the supervisor.

Signature.....r O T T T ^? Date.. A®).! .J.'h^?..^..

Dr. Joseph Mbindyo

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PREFACE

This is a report for a Project in partial fulfilment of the requirements of the Masters of Arts in Communication Studies at the University of Nairobi, Kenya.

This project report provides the scope and context of the project undertaken. It details the intended user group and the value that the system will have to them. It also provides a detailed description of the whole project development process undertaken from the onset of it to the time when the final product was obtained. It entails a list of all the deliverables and presentations already performed and those yet to be done.

The intended audience of this document are the alcohol brewing companies, advertisers, mass media institutions, policy makers, parents and the general public who are involved in the debate of alcohol abuse among the youth.

ABSTRACT

This research project although driven by the need of establishing possible linkage between alcohol advertising and alcoholic behaviour, selects a title that explores the **process**, uses and functions of alcohol advertisements in the lives of the Kenyan youth within their various categories rather than simply on a straightforward analysis of "effects." This is a personal belief that the term "effects" is misleading in that it suggests that alcohol advertisements does something to youthful population. The connotation is that the advertisements are the actor while the youth are acted upon. The youth are thus made to seem relatively inert; advertisements relatively active. Youth are sitting victims; advertisements bite them. Such notions although may not be further from the truth, it is important to emphasize that the youth are not passive entities being acted upon by alcohol advertisements. To the contrary: the youth use such advertisements not the advertisement use the youth. Indeed such a scope is important in order to ascertain how the Kenyan youth within their various categories are approached by marketers through communication.

To achieve a better understanding of this study, the research draws an analogy between alcohol adverts and popular eating joint/hotel/cafe. From the advertisements just like the hotel the youth selects what they need. It is the belief that the alcohol advertisement's bill of fare contain many dishes heavy in fantasy, and that there are large slices of knowledge and certainly less variety in the menu than some of the patrons may prefer at any one time. Thus in order to understand the effects of alcohol advertisements, it is necessary to understand a great deal about the lives of the Kenyan youth. There is the need to know what is in their lives that make them reach out for a particular experience in the

advertisements. Only then can we know how their lives interact with and are influenced by the advertisements.

This research takes into account the rapid development of the media industry in Kenya. With certainty it acknowledges that 'Advertising is everywhere'. We cannot escape billboards, TV and radio, newspapers, posters, branded clothes and shops painted to advertise products and services. While sometimes the amount of advertising may seem overwhelming, we cannot ignore the fact that it points to a growing economy. Although, there are many reasons why people advertise, the underlying reason is to influence consumers purchasing decision. In this light, advertising is nothing but planned communication aimed at bringing out certain practices among target groups by impacting desired knowledge, attitudes and beliefs.

In Kenya, advertising is categorised as commercial speech and has a constitutional legitimacy under freedom of expression which also guarantees freedom to make public (publicise) events. More importantly too, mass media institutions are protected under the law and rely heavily on advertising as the most reliable means of revenue. Advertising agencies have invested heavily on mass mediated forms such as billboards and other forms of transit media. However advertising through the mass media especially the radio, television and billboards has often faced criticism as it cannot discriminate target groups from the rest of the society reached by those channels.

As much as advertising is both legal and essential, alcohol advertising in the Kenyan mass media has been facing government scrutiny in light of a perceived "drinking culture" in the country. Even though medical research hails moderate use of alcoholic beverages as beneficial to health, prolonged use and overindulgence has serious side effects in the long run or ultimately lead to death. Today's alcoholics were probably yesterday's first timers or even moderates and today's first timers or moderates are probably tomorrow's alcoholics. That's why images of drunken teenagers sometimes in their school uniforms becoming a common feature in our mass media such as television and newspapers are a disturbing trend among stakeholders. Whatever the reasons are for engaging in alcohol consumption the consequences of alcohol abuse cannot be overemphasized. Apart from the much obvious social-economic reasons alcohol abuse has found itself victimized for a number of road accidents in the country as well as leading cause of irresponsible sexual behaviour which is fatal in the era of HIV/AIDS. A recently released *Horizons research paper* reported that alcohol has several effects that increase people's vulnerability to HIV. In addition to blunting one's self-monitoring behaviour, thus increasing the likelihood of having multiple partners and unprotected sex, the paper noted that "evidence suggests a direct biomedical link between alcohol consumption and HIV infection and disease". In that "Heavy and sustained alcohol use depress the immune system and cause alcohol-induced malnutrition, which can cause vulnerability to HIV infection," it said. "Emerging laboratory evidence suggests that alcohol may morphologically alter cellular structure to increase both HIV infectivity and vulnerability of cells."

With such a possibility, protecting vulnerable groups like the youth from anything that entices them into alcoholism is indeed a worthy cause. Recent statistics indicate that the youth constitute a large percentage of Kenya's population and over 60% of Kenya's workforce, whom if not checked their productivity can be wasted by alcohol abuse. Often drug abuse is often associated with wastage of manpower, poverty and increased crime.

Kenya's government's recent proposal to ban alcohol advertising in the mass media has mainly become an issue at the political circles. An academic reference to this matter has been citations from previous researches done in the developed world. Although nothing is wrong with such move the need for a Kenyan study on the matter is indeed begging furthermore we are dealing with Kenyan adverts exposed to the Kenyan public.

Since this study approached the issue at hand from a perspective that visualizes alcohol advertisements as appeals that call for action from the consumer, then it explored how the adverts interacted with categories of youth to either produce or not produce certain ends. Through knowledge, attitude, belief and practice (KABP) survey, the research established what exactly appealed to what group and assessed the expectations of the youth in accordance to the appeals.

The survey method research design was employed for the study where 200 randomly selected subjects drawn from Nairobi were subjected to questionnaires based study. This provided me with primary data for this study. The outcome of this study established surprising results. First it was clear that alcohol advertisements played crucial informative

roles through awareness creation especially on existence of several alcoholic beverages. Secondly these advertisements had a socialization function with approximately 70% of the youth acknowledging that they shared or discussed about the advertisements they **observed**, mainly among friends.

As the research also found out, friends and peers formed an integral part among the lives of the youth and were main sources of information on many issues. The findings also indicated that the youth had strong value systems they treasured in life or society and they even named some of the values they wanted to be associated with them. The danger posed by alcohol advertisements is that some of them associated some of these values with alcohol. While some of the figures showed that at least 57% of the youth demanded respect from their friends, ironically this value was perceived to have an association with some alcoholic brands.

There were other advertisements that directly told the youth on time or occasions best suited for alcohol consumption such as 'baada ya kazi' (after work). However, some of the youth by inferencing on the advertisement were able to state some of the time or occasion they thought were best suited for alcohol consumption. For example by observing 'many people dancing in an advertisement' probably indicated occasions such as parties or celebrations. However, a large proportion of the respondents attributed that the information to consume alcohol was actually personal views. As found out too, alcohol advertisements created expectations among its audience. While some of the

expectations did not match relayed experience for some of the respondents, for some, the expectations were skewed along relayed experiences in the media.

On the issues of knowledge, attitude and practice the research results showed that most youths were able to distinguish falsehoods in the advertisements and expressed no chance in exhibiting observed behaviour in the advertisements. However for some, there were serious indications that some of the ideas portrayed by some of the advertisements were quite overwhelming.

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LIST OF ABBREVIATIONS AND ACRONYMS

NACADA	-	National Campaign Against Drug Abuse
HIV	-	Human Immunodeficiency Virus
AIDS	-	Acquired Immune Deficiency Syndrome
KABP	-	Knowledge, Attitudes, Beliefs and Practice (survey)

CHAPTER ONE: INTRODUCTION AND BACKGROUND

1.1 Background

The recent government proposal to ban television and billboard advertising of alcoholic products is nothing new but a much larger step over series of measures to reign control of a perceived 'drinking culture' in the country. It is a radical move in light of mild historical safeguards against alcoholism found in public education and supplemented by religious and other social teachings. At stake is the legitimate concern over underage drinking and rising cases of alcohol abuse by teenagers around the country, vis-a-vis the revenues linked to the adverts.

As early as the government formed the National Campaign Against Drug Abuse (NACADA), the war against drug abuse was taken a notch higher with alcohol industry becoming one of the casualties of such national efforts barely because alcohol is the most abused drug in the Kenyan market. As early as February 2005, the move to ban liquor and tobacco companies from advertising near schools was instituted by the government, following a complaint by NACADA.

Much recently, the national coordinator of NACADA was quoted in the Press recently as saying the organization was pushing for a total ban on alcohol advertising to protect the youth from alcohol abuse. While such a move would conflict with a constitution provision on freedom of expression which may classify advertising as "commercial" speech, there were reports in the media citing that such laws needed to enforce the new policy were being finalized by the Attorney General, the Office of the President and the Ministry of Health. (Peoples Daily Online, June 2005)

1.2 Problem Statement

There is no doubt that alcohol advertisements are competing sources of information working against society's socialization process that has worked all along to discourage alcoholism. Manufactures, advertisers and the media on one side with the government of Kenya on the other side are all fronting valid arguments which all bear social- economic consequences. If alcohol advertisements are inculcating the Kenyan youth to the "drinking culture" then the Kenyan youth are at great risk of alcoholism and its socio-economic cost. The blanket ban proposal on all alcohol advertisements in the media by the government might not only meet stiff resistance but will have direct personal and national socio-economic costs and its proponents (government et al) must have a valid argument to justify it In the absence of a comprehensive study like the one proposed by this research then the Kenyan field is open to speculation without ascertaining the exact position of the matter.

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1.3 Main objective

The overall objective of this research is to establish the process and the aftermath of youth's exposure to alcohol advertisements especially in promotion of alcoholic behaviour.

1.4 Specific Objectives

- 0 To determine the communication channels in which alcohol advertisements reach the youth.

- ii) To analyse the interpersonal communication networks among the youth in terms of whom they talk to, where they seek information and what information they seek.
- iii) To assess values and norms idolised by the youth and the extent in which they are utilised by alcohol advertisers to formalise their advertising messages and appeals.
- iv) To evaluate the effectiveness and efficiency of the alcohol advertisements especially in promotion of alcoholic behaviour, mainly in terms of message presentation, recall and retrieval.

1.5. Justification of the study

The reasons for conducting this research are listed below

- i) Communication scholars have established that interpersonal communication through social groups and community leaders (E. Roger 1976) is very effective in bringing about attitude and behaviour change. This report will try and establish the possibility of mass mediated alcohol advertisements on using symbols or figureheads idolised by or familiar to the youth thus helping inculcate alcoholic behaviour among them
- ii) Communication scholars have explained behaviour as the result of environmental and cognitive factors. More importantly is the observation that many of the behaviours we learn through modelling are first observed in the mass media (A. Bandura 1977). This research will try establish the extent in which mass mediated messages, observed by the youth can probably result in alteration of behaviour.

- iii) The outcome of this study will increase the understanding of the social-cultural, economic and other factors that influence the youth's attitudes and behaviour, which makes them susceptible to alcohol advertisements thus contribute to increase in alcoholic behaviour.
- iv) This study will provide systematic information in the hope of providing insight in planning and designing interventions aimed at minimising alcoholism among the youth

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1. Introduction

This chapter proposes a framework for assessing the effects of alcohol advertisements on audience. This is based on models and concepts in communication studies as a discipline, as well as past research studies in public communication campaigns. The main thrust of this chapter is identification and discussion of the of various research theories, models and concepts relevant to the topic of study shedding light into how they could be synthesized into a single novel model against which the effects advertisements as a deliberate communication programme is assessed.

2.2. Alcohol advertising

The approach to defining the term may begin by first looking at advertising in general. Kingman (1965), looks at advertising as one enormous offer, motivated undisguisely by the interests of sender rather than the receivers. It is always planned and purposeful, but also extremely diverse in its aims.

Advertising has effects Ward et al (1977) observes those most are short-term behavioral effects (consumption) but also the longer-term formation of (favourable) images of products, brands, firms etc and reinforcement of long-term habits. Unplanned side-effects have been postulated for example socialization into consumption, consumerism, materialism and high expectations.

To produce the effects, the mechanisms is to put expectations of personal rewards from products is probably the primary basis of effect, but advertising sometimes uses other bases of appeal: symbolic coercion (appeal to fear or anxiety); referent power (endorsement by stars; etc); authority (use of experts). There are also sometimes appeals to deeper psychological motivations. The balance between processes of cognition, attitude formation and behaviour change is very reliable, as is the sequence in which these processes may occur (Ray, 1973). Effects of advertising seem to depend primarily on the frequency and relative predominance of exposure to the message, with attention sometimes a sufficient as well as always a necessary condition of effect. Associated conditions of effect are likely to be found mainly in the characteristics of source, channel and message rather than the receiver. However, it seems that social contact network can make a positive or negative contribution and low involvement is more likely to be helpful than not. Possibility of acting on the message is a necessary condition. (McQuail, pp 294)According to 'Wikipedia free encyclopedia', Alcohol advertising is the promotion of alcoholic beverages by alcohol producers through a variety of media. Many alcohol advertising campaigns have attempted to increase consumption, brand and customer loyalty.

The intended audience of the alcohol advertising campaigns has changed throughout the years, with some brands being specifically targeted towards a particular demographic. Some drinks are traditionally seen as a male drink, particularly beers and lagers, while others are predominantly drunk by females. Some brands have allegedly been specifically developed to appeal to people that would not normally drink that kind of beverage.

2.3. The nature of Kenyan alcohol advertisements

In Kenya, alcohol advertisements can be visualised as direct or indirect. Direct **advertisements** are all those advertisements which are only concerned with promotion of particular alcoholic beverages or brand. Indirect advertisements come in form of sponsorship and corporate social responsibility efforts relayed in the media. Through such efforts a company's brand image is enhanced and it is easy to associate it with their products.

2.4. Operationalisation of 'drinking culture'

Cultures are dynamic. Culture helps in identity and indeed describes a way of life. In order to operationalise the concept 'Drinking culture' the study refers to previous use of alcohol in African traditional settings. Although culture differs from community to community, a general pattern on alcohol consumption was visible among various communities and was governed by occasion and age. Occasions associated with celebrations were marked with alcohol consumption and was consumed by the old men "*wazee*". Presently there is a shift from the norm where the drinking field is now open to people of various ages and is not necessarily bound to time and occasion. Contemporary times drinking culture encompasses some of the following characteristics:

- i) Drinking prowess is a status symbol among certain groups
 - u) Recognition of Fridays and weekends as drinking times among certain groups
- Majority of Kenyans especially the youth, use alcohol. Between 2001 and 2002, the National Agency for Campaign against Drug abuse (NACADA),

conducted the first-ever national baseline survey on young people (10 to 24 years old) in Kenya. The survey showed that: 1) substance abuse is widespread, affects the youth mostly, but cuts across all social groups; 2) alcohol, and other drugs such as tobacco, marijuana, and miraa (a local stimulant) are the substances most often abused; Nearly 90% of the not in school youths in Nairobi used alcohol as opposed 40.9% of students. Currently 60% of the not school youths are using alcohol as opposed to 9% of youths in school.

2.5. Theories and concepts

In a nut shell, this study utilizes several theories of Paul Lazarsfeld et al 1944, theories of selective influence and bases them upon three major categories namely i) individual differences, ii) social categories and iii) social relationships. Individual differences are concerned with mental abilities while social categories are concerned with age, sex and social class which may determine the ways in which the youth used alcohol advertisements and therefore determine how they were influenced by the advertisements. Social relationships on the other hand would help determine the possibility of seeking fantasy or escapism experiences in advertisements. The tenet on the contemporary meaning theory becomes useful in the study to discuss the ways in which alcohol advertisements could modify the youth's perception of the world.

Importantly, advertisements can be visualized as programmed communication, which is strategically planned to influence the consumers purchase behaviour. In order to

effectively capture the objectives the study, the research borrows Fly and Cook (1989) strategy of analyzing communication campaign. According to Fly and Cook, the assessment of a communication strategy can be described by answering six types of questions. The first is about the audience particularly its size, and characteristics in terms of composition, and socio-cultural description. The second type of question concerns implementation of the planned programme particularly the source and characteristics of the message, frequency of the exposure and media channel. The third feature is concerned with a question of effectiveness. This answers the question of how communication program such as an advertisement causally affects those who received it the communication at an acceptable level of quantity and quality, such as how the information in the advertisement has influenced knowledge, attitudes and behaviour. A fourth type of question concerns impact, which means the long term effect of the communication to individuals and the society at large. Fifthly, also considers the aspect of cost effectiveness. Finally, a sixth type of question concerns causal processes. This goes beyond assessing the effectiveness of the programme to establishing why specific effects did or did not come about. In summary, this type of research is conducted to determine the strategy's inputs, output, outcome, effects and impact, under operating conditions in order to provide a scientific basis for decisions by programme officials (E. Rogers 1976).

2.6. Models

A review of public communication or behaviour change literature indicates three broad types of conducting this research, which can be conducted through three major communication models namely: (i) Advertising Model (ii) System Approach Model (iii) Communication/persuasion model (input/output matrix McGuire (1968)). These models are discussed below.

2.6.1. The Advertising Model

This is a research in advertising used for evaluating media based campaigns for attitude and behaviour change and entirely relies and audience survey so as to (i) determine audience exposure so as to tell whether or not campaign reaches the target audience. In other words it seeks to establish the reach and frequency of the message, (ii) assess the extent to which the target audience so exposed recognize or recall campaign materials, (iii) assess the degree to which the audience liked the campaign materials, (iv) estimate the self reported intention of the audience to act in response to their new knowledge and attitude, (v) to gather information about why certain messages reached certain audience more than others, why certain parts of the message are remembered better and vividly than others, and why people do not think they will act upon their beliefs. Thus advertising surveys aimed at answering the above question have mostly been used in evaluating media campaign more than inter-personal communication for attitude and behaviour change.

Usually when data collected in the survey show a correlation between exposure and either recall or change in attitude and behaviour intention, it is possible to tell campaigns effectiveness. This evaluation model is basically pre-occupied with assessing the **successive** response sub steps in causal chain required if communication campaign is to **be** effective in bringing about attitude and behaviour change (McGuire 1968). These are: attention, comprehension, yielding retention and action. In communication research, these are called dependant variables. The major weakness of this model is it does not evaluate the aspects of source, message, channel, receiver and destination referred to as input variables. By failing to combine process of causal chain with audience evaluation this model faces difficult of easily telling at what point in the implementation process the activities failed to give the desired results.

Secondly, the model gives little chance to the assessment of the skills requirement to enable the target audiences utilize the newly acquired knowledge and attitude to change their behaviour. >

2.6.2. The Systems Approach Model

This system looks at a communication programme as consisting of inputs, processes, outputs, effects and impact as useful guide for conducting research on effects of communication programme on the audience. Project resources referred to as inputs of funds, personnel, material, message and know-how are processed to produce goods and services (output) that are expected to have effects on knowledge, attitudes and other behaviour. These effects in turn should have impact on rate of purchase behaviour,

industry performance and economic growth in general. This impact should reduce the **problem** condition that was required in the first place.

Compbell and Stucky (1982) on applying this model concluded that taking a systems **perspective** leads to a widening of the scope of original assessment or evaluation **question**, increasing the range of assessment tools necessary to understand the system.

2.6.3. Input/Output Matrix of Persuasion Communication Model

Developed by McGuire (1968), this model embraces to a large extent, all the aspects and components of a communication programme producing a framework that enables us to order and evaluate persuasion communication public campaign that influence attitude and behaviour. First the model identifies the different components in the communication process namely the source, message, channel and the receiver. In public communication campaign, these components are referred to as input factors. They are independent variables and persuasive message options that can be manipulated to elicit attitude and behaviour change. McGuire breaks down the persuasive process into 12 steps, which can be, summarized into six broader steps namely: (i) exposure (ii) attention (iii) comprehension (iv) yielding (v) retention and (vi) action

According to McGuire, the receiver generally should go through all of those steps in **succession** if the communication is to have any effect on him or her at all. These 12 sub **step** constitute a useful checklist for constructing an evaluating a communication **campaign**

To assess an existing campaign, one should analyze input factors potential for evoking each of the dozen output steps and where they seem deficient for evoking one or more steps the communication should be beefed up by adding input factors that will elicit the neglected response steps. This model becomes very relevant as a clear guide to process and impact. It emphasizes the aspects of system evaluation because the probability that the communication will evoke each of the twelve output steps is conditional upon the occurrence of all the preceding steps.

Considering the impact of every input to evoke one or two solvent output steps among the 12 communication/persuasion matrix helps in the assessment of the net efficacy of adding a given input by drawing attention to each of the possible effects thus revealing possible negative side effects via some steps in the chain that may outweigh its benefits. This model stresses the importance of pre-testing persuasion messages and its relevance to the target audience.

Though this model is sufficiently straightforward to help one keep up with the research literature, design new campaigns and evaluate or improve existing campaign constructing warning and guidelines that might be overlooked

INPUT (Independent Communication Variables/factors)		SOURCE	MESSAGE	CHANNEL	RECEIVER
		<ul style="list-style-type: none"> • Demographics • Attractiveness • Credibility • Likeness 	<ul style="list-style-type: none"> • Type of appeal • Type Information • Inclusion/omission • Repetitiveness 	<ul style="list-style-type: none"> • Modality • Directness • Context 	<ul style="list-style-type: none"> • Ability • Demographics • Personality • Lifestyle • Immediate delay
1	Exposure to the Communication				
2	Attention to it				
3	Comprehending it (Learning what)				
4	Skills acquisition (Learning how)				
5	Yielding to it (Attitude change)				
6	Memory storage of content and/or agreement				
7	Retention information search and retrieval				
8	Information search and retrieval				
9	Deciding on the basis of retrieval				
~KT	Behaving in accord to decision				
TP	Reinforcement of desired acts				
~12~	Post behavioural consolidation				

McGuire's Input/output matrix of persuasion communication Adapted from McGuire, 1968

2.7. Limitations of the Models

When applying these models in assessment of communication campaigns for attitude and behaviour change its important to address their limitations below

A major limitation of most of these models is that they tend to emphasis and largely confine their scope to assessing the input/output, effect and impact of the message and interpersonal communication on the attitude and behaviour change giving little emphasis to non-communication components of the campaign that must be made available to facilitate change of attitude and behavior Equally, these theories and models gives little regard to the assessment of the skills required to bring out behaviour change. In other words assessment of casual processes that helps to tell why specific effects did or did not come about is put at the periphery.

2.8. Synthesis of these Models

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Models and methods discussed so far shows that the assessment of communication components in alcohol advertisements cannot be completely separated from the other aspects within communication program. Both independent and dependent variables have to be carefully assessed because their interrelationship determines the extent to which such an advertisement impact on people's facts, opinions, behavior and perceptions. While the system model gives a comprehensive assessment framework relevant to this study which consisting of: (1) inputs (2) process (or activities), (3) output (4) effects and (5) impact, it fails to take cognizance of Lasswellian (1948), concept of communication Process of source, message, channel, receiver and destination. These are captured m

McGuire (1968) persuasion communication model which takes into consideration the steps in persuasion summarized as attention, comprehension, yielding, retention and action, which are key indicators of a communication program impact. According to McGuire, failure to consider interactions between communication variables (independent variables) and the different steps in persuasion (dependent variables) often lead to difficulties in organizing and interpreting communication results. This model therefore combines the strength of both the system and marketing evaluation models, as well as addresses their weakness

2.9. Relevance of the Models

Under the guide of these models, the study tries to describe the use of information in alcohol advertisements by the audience in terms of how it shapes personal characteristics and social contacts. The characteristics of the message in terms of relevance, comprehensibility, emotional appeal etc..., will be looked into in relation to their ability to effect the expected attitude and behaviour change. The channel of communication and the characteristics of the communicator (e.g. alcohol companies) in terms of reliability, acceptability by the audience. The models provide a framework of measuring facts, opinions and perception of the audience as well as impact on their knowledge, attitude and behaviour. Thus these models give a foundation not only for assessing the alcohol advertisements impact on predisposition, attitude and behaviour of target audience but becomes a crucial guide for understanding the process of change. Without the models, critical and stepwise assessment of the inputs (independent) and outputs (dependent) variables of the alcohol advertisements cannot be possible.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Research design

The research design in this study is modelled along survey research, which has been utilized by many communication programs. The necessity of KABP survey as a research tool for study influences in behaviour is because 'K' 'A' 'B' and 'P' (Knowledge, Attitude, Beliefs and Practices) are the logical measures of the effects of alcohol advertising to behaviour. While the most probable measure to ascertain the influence would be to subject the study group to a longitudinal study in an experimental design where they become exposed to alcohol advertisements and compared to a control group held at optimum conditions, such a design would be difficult due to the length of time it may take to accomplish it as it may require follow up of individuals at various stages of their entire lifespan and secondly is the complex nature of human behaviour. It is often difficult to place human beings at definite conditions for the sole purpose of serving as control group. In such a short measure of communication impact as the knowledge, attitude and behaviour are often used.

According to Alexis Tan (1984), field survey is most appropriate in descriptive studies when the researcher intends to identify the existence of certain characteristics in a population. Thus in this project, describing peoples attitudes and behaviour as affected by alcohol advertisements can best be done in a natural as opposed to a controlled field experiment situation. This means that field experiment research design also used in communication research is not appropriate for this study. It is only appropriate where communication program has some of the variables controlled which is not practical in

this study. This makes the proposed survey design superior than the other methods in this context.

It is also important to note that though highly structured and quantitative; the design helps in generalization of the results. However this research method (survey) is supplemented with less structured methods in order to capture the process of behaviour change. Indeed, combination of two research methods is usually superior to utilizing either of them alone. The research methods employed in this research include observation, in depth-questionnaire and content analysis.

The questionnaire was structured in three major sections. The first section sought background information among the target groups. The information not only comprised of demographic characteristics of age, gender, level of education and institution type but also sought much needed information on important aspects of the youths' lives. These aspects included the nature of relationship between them (youth) and important people who surrounded them such as parents/ guardian, peers/peers, neighbours, teachers, health workers, religious leaders. Although the research aimed at identifying closeness of the youth to the identified persons, it recognized that teachers, health workers and religious leaders were professionals whose relationship would be best considered in terms of friendliness with the youth. They were also asked to state how often they discussed or sought information on important topics touching on entertainment, financial, sex, health, sports, relationships and drugs specifically alcohol and cigarettes and from whom they sought such information. They were then asked to state how often others sought information from them regarding those identified topics. This was deliberately used to

establish instances where the youth were opinion leaders. Later on the youth were required to determine the value system they considered important in society and which they would wish to be identified with. This was later summed up with an opinion analysis of the best thing they wished others did to them. Within the background information the youth were also asked to state what they thought their country (Kenya) needed from them and what values they thought other people thought about the Kenyans in general. They were then asked to describe how they spent their free time especially weekends and holidays and whom they spent their time with. All these were thought to give information on important aspects of the youth life relevant to this research.

The second section of the questionnaire dwelt on source characteristics and asked the respondents to identify forms of media they know that are used by advertisers. They were then asked to describe what happened or went on in the advertisements they observed and asked to state their expectations as per the advertisements. This section also sought opinion on time/occasions when the youth thought people needed to consume alcohol and dug further on source of that opinion, establishing if the youth were on the opinion that some advertisements informed them on when to take alcohol. This section also sought to know other ideas the youth got from advertisements as well as message preferences. At the end of this section the youth were asked if they knew people especially peers who consumed alcohol and asked to state whether they exhibited the expectations as per some of the advertisements they had observed.

Section three was structured under three sub sections each with specific purpose. First sub section focused on awareness/knowledge level in which questions were modelled to

elicit truthfulness or falsehood of information. The second sub section focused on attitudes surrounding alcohol use and also required the youth to establish if those attitudes were true or false. The third sub section focused on practice where ideas propagated by the advertisements were first isolated and then structured as a story that invoked respondent's imagination and application in real life under similar circumstances.

3.2. Sample Design and Sampling Techniques

Nairobi area was selected as the study region. This is driven by the fact that Nairobi as the capital and centre of business has elaborate communication networks superior to the other regions. This range from more broadcast channels for both radio and television as well as variety of print media. Bill boards and other roadside advertising were indeed much developed than other regions.

Quarter sampling was used to get 200 interviewees between 15-24 years. They were then selected at random to fill in the in-depth questionnaire which took approximately 30 minutes.

Although respondents were picked at random special characteristics touching on restricted environments like boarding schools as opposed to those day schools were also put into consideration in the belief that their exposure level with the mass media may be different.

Though there were over a dozen target groups for this project, the youths in this age bracket (15-24) consists a particularly important and challenging target in alcohol

consumption. Several factors make this age bracket a special group or increase the probability of alcohol consumption by the youth

- a) Existence of several mass media channels, both print and broadcast in the country that target the youth audience
- b) Curiosity, experimentation and exploration
- c) The group are considered school going population at risk of alcohol abuse, education is both a society and national interest
- d) Dysfunctional beliefs and attitudes towards alcoholic beverages
- e) The peer group network

3.3. Data Sources and Data Collection Methods

Primary and Secondary sources of information. Primary data derived from the samples of the youth who were interviewed and filled in the questionnaires in the research. Secondary data derived from existing alcohol advertisements in the mass media as well as literature on assessment of communication programs. For data collection purposes the following survey protocols were devised and field tested.

3.4. Recruiting personnel

Four trained interviewers were each given 50 questionnaires to distribute and net the 200 persons identified in the sample.

3.5. Pre- Testing of the Questionnaires

Some 20 questionnaires were printed and pre-tested in Nairobi on a sample of respondents. This pre-testing exercise helped to standardize the interview tools. Also standardized were the wording of questions, their order and instructions to respondents. This made it easier to quantify code and analyze responses and to compare responses among sample members.

The actual field data collection took five days. The daily activities involved distribution of questionnaires which took averagely 30 minutes to fill in.

3.6. Data Control, Processing and Analysis

Where possible, strict checks and reporting were ensured through telephone. Efforts were made to scrutinize the data in the field, keeping track of distributions and reasons for any cancelled questionnaire. Each interviewer and questionnaire distributor was expected to produce a written report of the field operations detailing any survey implementation/operations problems. Where necessary quick revisions were done to ensure data reliability. The collected data was checked for reliability and consistency of response. In a bid to achieve objectivity, a team of five data analyst was picked to undertake data coding which was to match audience responses with a set of numerical codes. These codes were then entered into an SPSS computer programme to run frequencies and cross tabulations. This data base is the foundation of the findings displayed and discussed in the later chapters.

CHAPTER FOUR: RESEARCH FINDINGS AND RESULTS

4.1. Introduction

Among the 200 respondents between the ages of 15-24 were each given an in-depth questionnaire to fill in. The specific objectives of this information gathering process were to:

- i) To determine the communication channels in which alcohol advertisements reach the youth
- ii) To analyse the interpersonal communication networks among the youth in terms of whom they talk to, where they seek information and what information they seek.
- iii) To assess values and norms idolised by the youth and the extent in which they are utilised by alcohol advertisers to formalise their advertising message appeals.
- iv) To evaluate the effectiveness and efficiency of the alcohol advertisements especially in promotion of alcoholic behaviour, mainly in terms of message presentation, recall and retrieval.

The results and assessments are presented separately and then combined to summarize the findings.

4.2. Audience characteristics

Audience here refers to the target group exposed to alcohol advertisements and were use to gather information for this project. Among the 200 randomly selected respondents, 41% were male respondents and 59% female respondents all belonging to the 15-24 year age bracket. There was no much emphasis on age as a variable, but was included as a precautionary measure to ensure the research netted the right age group for the research.

The ages were distributed as per the following table.

Table 4. 1: Percentage distribution of age

Age in years	Percentage distribution
16	9
17	11
18	6
19	5
20	13
21	13
22	17
23	10
24	16
Total	100

- On matters of religion, at least 59% of the respondents identified themselves as belonging to the protestant wing of the Christian faith while 26% were Catholics. Only 10% were of Islamic faith while Atheist were 3% and Hindu were 2%.
- On education levels, 66% of the respondents were from the University while 10% were from colleges. Secondary school made up 22% and primary school 2%. Within this group 93% admitted to be currently in school (not finished) while 7% were out of school either dropped, completed schooling or out or pursuing economic interests. Among those in school 49% of them categorized themselves as boarders while 45% were day scholars within their respective institutions. Among the day scholars 19% of them lived with their parents as they attended schooling while 18% of them lived on their own. 5 % of them lived with older relative while 3% lived with a friend.

4.3. Audience relationship

The people who were thought to have specific bonds or relationships with the youth such as parents, Friends, neighbours, guardian, teachers, health workers and religious leaders were first identified to establish how the youth related with them. As earlier said, the research considered that the professionals such as teachers, health workers and religious leaders were largely professionals who were best considered under a scale of whether the youth considered a friendly relationship or not. The rest were considered in terms of how close they were to the youth and is shown on the table below. Although numerical values below 5% are ignored in statistics this research has included them.

4.3.5 Relationship with teachers

As per the table below, majority of the respondents said they had satisfactory relationship with their parents, with more than half of the respondents saying they had a 'very close' relationship with parents.

Table 4. 2: Percentage distribution on nature of parent-respondent relationship

How would you classify your relationship with (Parents	Percentage
Very close	64
Close	22
Somewhat close or somewhat not close	14
Not close	1
Total	100

4.3.2 Relationship with friends/peers

From the table below, it is possible to say that most respondents had satisfactory relationship with their friends or peers. At least more than half of them were 'close' to friends. Those who considered themselves as 'very close' to their friends were actually 29% of all the respondents. All the scales tipped towards what was considered 'good relationship with peers.

Table 4. 3: Percentage distribution on nature of respondent's relationship with peers

"How would you classify your relationship with Friends	Percentage
Very close	29
Close	57
Somewhat close or somewhat not close	13
Not close	1
Not close at all	1
Total	100

4.3.3 Relationship with neighbours

Unlike earlier observed where the scales tipped towards a close relationship with parents and friends, there were notable differences as regards nature of relationship with neighbours, where majority had a relationship which was considered 'average' that is not considered as 'close' and at the same time 'not close' . However the slight changes observed on relationship between respondents and their neighbours were probably because most urban population are considered largely independent or busy and hardly do they find time to interact frequently with their neighbours. Most of the youth interviewed in the project were attending schooling. The results are illustrated in the table (4.4) below

Table 4. 4: Percentage distribution on nature of respondent's relationship with their neighbours

"How would you classify your relationship with Neighbours	Percentage
Very close	6
Close	32
Somewhat close or somewhat not close	42
Not close	11
Not close at all	9
Total	100

4.3.4 Relationship with guardians

This research identified respondents who had a link to their guardian. Guardian did not necessarily mean the absence of a parent or parents but, referred to anyone who had some sort of responsibility to the youth. Among those who had guardians, most respondents said they had a 'close' relationship with their guardians. The table below (Table 4.5) shows how the respondents identified their relationship with their guardians

Table 4. 5: Percentage distribution on nature of respondent's relationship with their guardians

How would you classify your relationship with Guardian	Percentage
Very close	21
Close	43
Somewhat close or somewhat not close	25
Not close	6
Not close at all	5
Total	100

4.3.5 Relationship with teachers

Table 4. 6: Percentage distribution on nature of respondent's relationship with teachers

How would you classify your relationship with teachers	Percentage
Very friendly	10
Friendly	61
Somewhat friendly/unfriendly	23
Unfriendly	4
Very Unfriendly	1
Not applicable	1
Total	100

The respondents in this question also included those out of school. Most of the respondents (61%) agreed that they had a 'friendly' relationship with their teachers.

4.3.6 Relationship with religious leaders

Most of the respondents (48%) had a 'friendly' relationship with religious leaders. The rest of the distribution is shown in the table below.

Table 4. 7: Percentage distribution on nature of respondent's relationship with religious leaders

How would you classify your relationship with Religious leaders	Percentage
Very friendly	21
Friendly	48
Somewhat friendly/unfriendly	22
Unfriendly	6
Very Unfriendly	3
Total	100 -

4.3.7 Relationship with health workers

Health workers formed integral part in society. They were people mandated to undertake health care in society. As shown in the table below (Table 4.8), majority of the respondents (46%) had a friendly relationship with their health care provider. Almost a similar number considered their relationship to be average.

Table 4.8: Percentage distribution on nature of respondent's relationship with health workers

How would you classify your relationship with health workers	Percentage
Very friendly	5
Friendly	46
Somewhat friendly/unfriendly	40
Unfriendly	6
Very Unfriendly	4
Total	100

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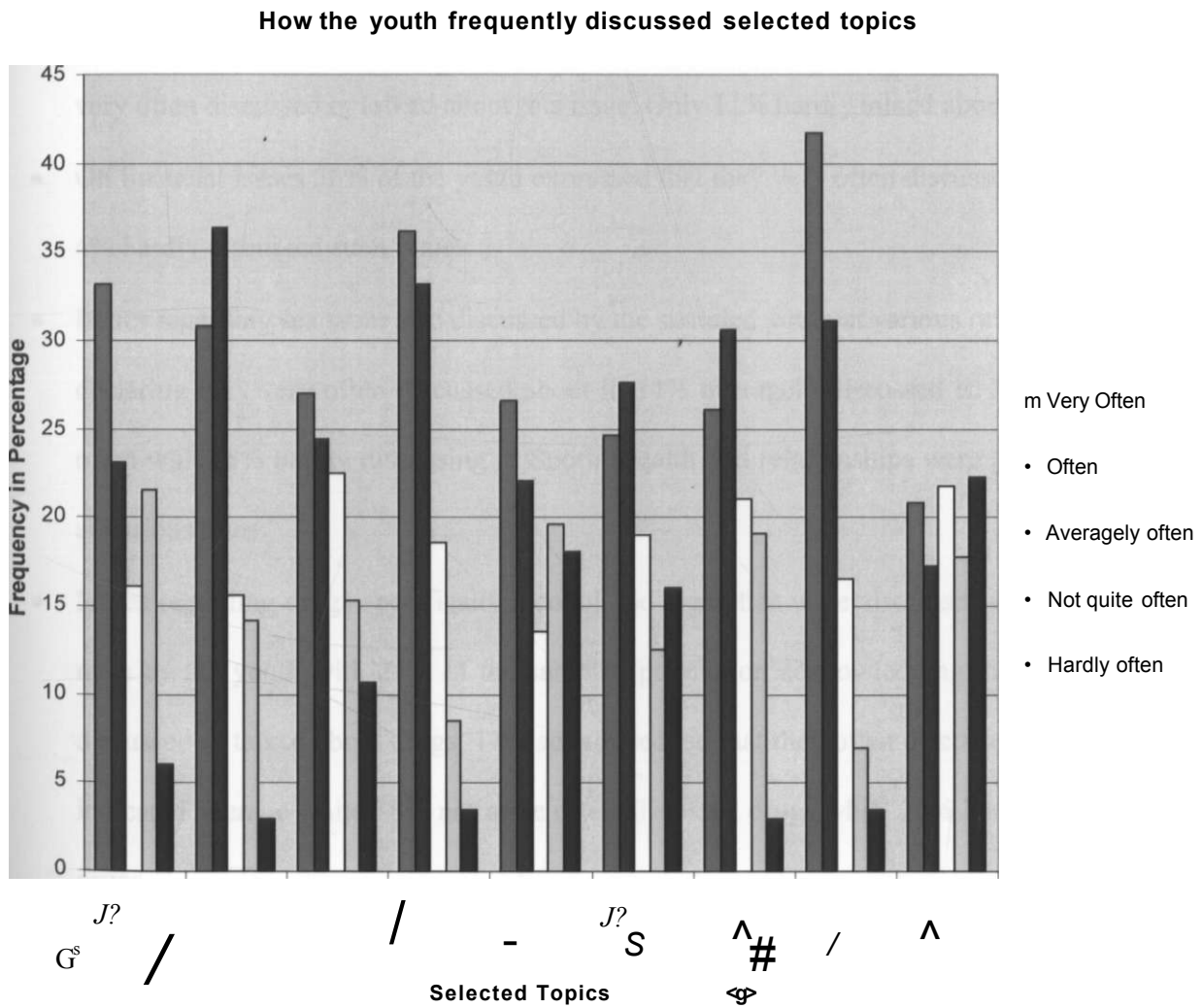
4.4 Information seeking behaviour among target audience

Issues that were thought to surround the youth and whose relevance to the research were useful were detailed in terms of Entertainment (Cinemas, TV programmes, going out), Financial, Sex, health, sports, relationships, and drugs (alcohol and cigarettes). The youth were then asked to state how frequently they discussed such topics. The results are displayed on the graph below

4.4.1 Frequency of information seeking

Entertainment (Cinemas, TV programmes, going out), Financial, Sex, health, sports, relationships, and drugs (alcohol and cigarettes) issues were considered important aspects of the youths life and the research also aimed at establishing the frequency of opinion seeking among these issues. The results are displayed in the graph (4.4.1) below

Graph 4.4. 1: Frequency of opinion seeking as reported by respondents

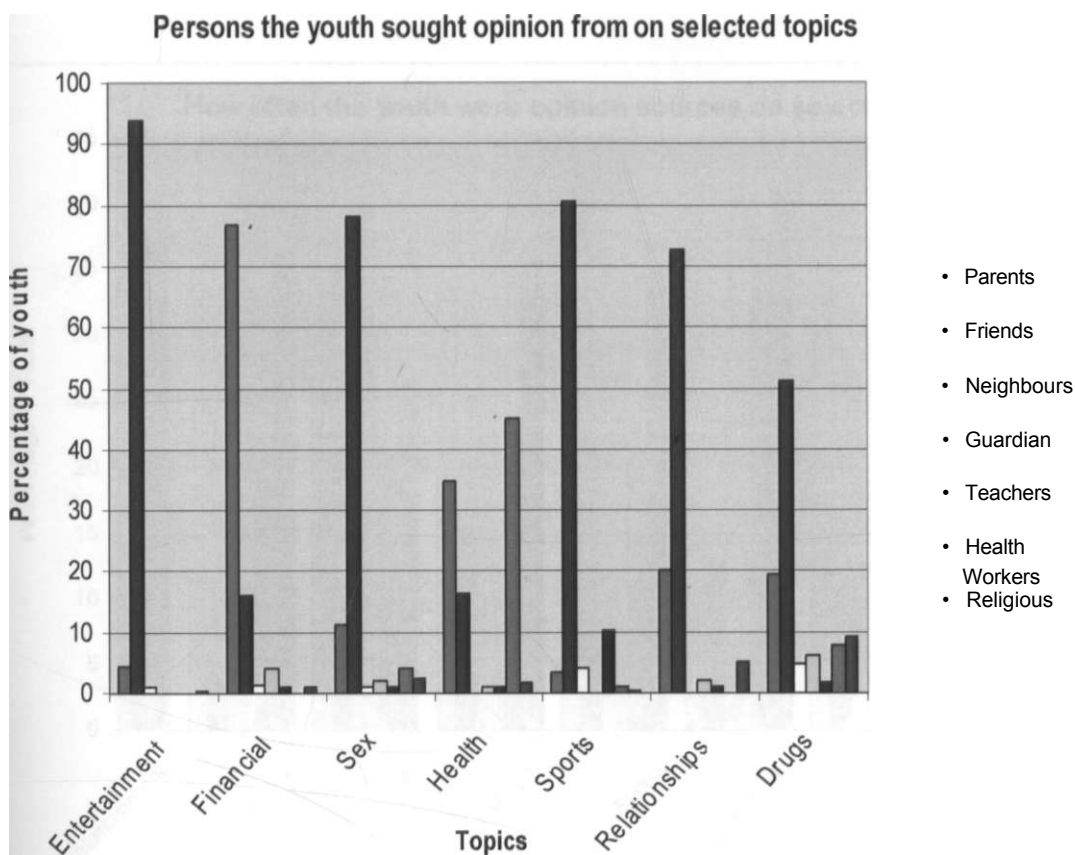


- From the graph above (33%) of the sampled youth very often discussed issues surrounding cinemas/films/movies. At least 23% often discussed such issues while 16% averagely discussed it while 22% not quite often discussed. Only 6% hardly talked about the issue.
- Issues regarding media programmes 31% very often talked about them while 36% often talked about those programmes. 16% expressed that they averagely talked about programmes. 14% not quite often discussed programmes while 3% hardly talked about them.
- Going out was equated to dancing and clubbing and 27% of the youth thought that they very often discussed or talked about this issue. Only 11% hardly talked about this.
- On financial issues 36% of the youth expressed that they very often discussed them. Only 4% hardly discussed such issues.
- Issues regarding sex were also discussed by the sampled youth at various rates. With 27% declaring they very often discussed about it. 14% averagely discussed it, 20% not quite often with 18% hardly discussing it. Sports, health and relationships were also discussed at various rates.
- Issues regarding drugs specifically alcohol and cigarettes were also discussed at various rates by the youth with 21% of the sampled population acknowledging they very often discussed or talked about drugs. 17% acknowledged that they often discussed drugs. 22% indicated average while 18% not quite often discussed drugs while 22% hardly discussed drugs.

4.4.2 Sources of opinion for the youth

The other analysis looked at persons whom the youth related with and who provided opinion on those topics of interest. The persons were listed as parents, friends, neighbours, guardian, teachers, health workers and religious leaders. The results are displayed on the graph below.

Graph 4.4. 2: Persons the youth sought opinions from on selected topics



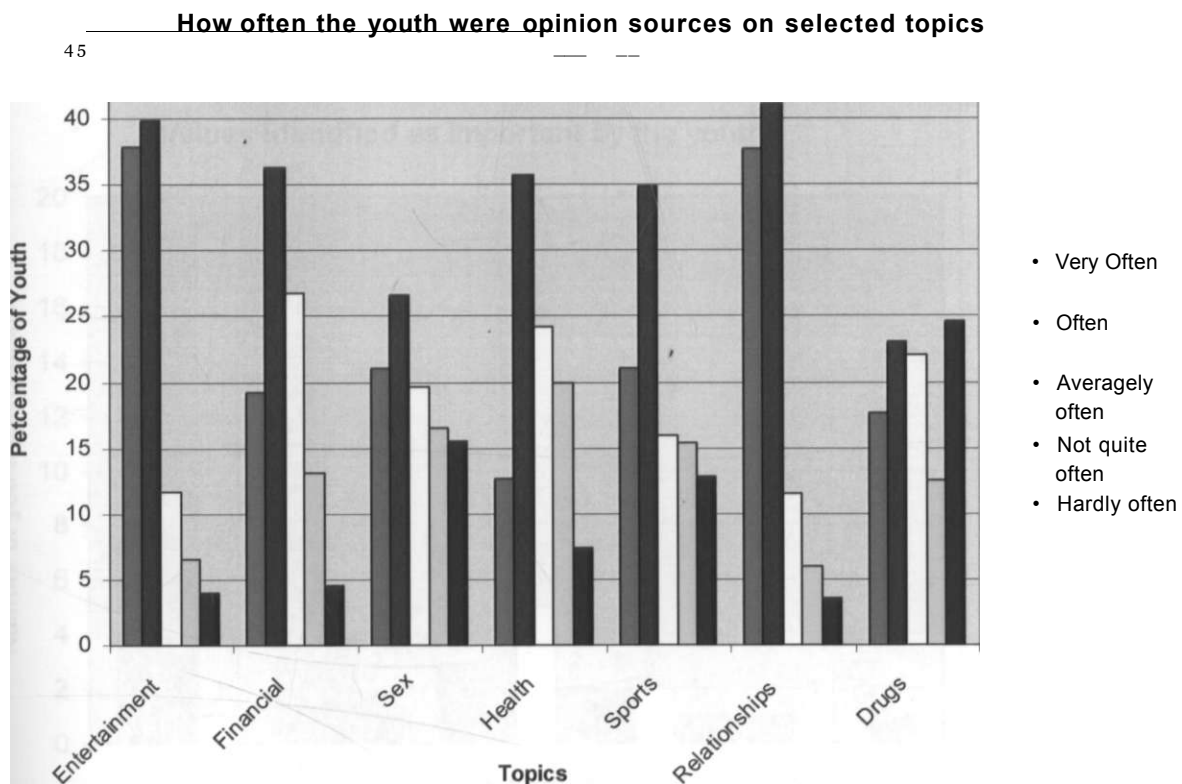
From the graph it is possible to deduce that peers formed an integral part in youth's life. They provided opinions on most issues especially on entertainment, sex, sports, relationships and drugs. However parents were vital source of information when it came to financial matters, health matters were best discussed by health workers who also featured in providing information

on drugs to at least 8% of the youth. However friends/peers provided more opinion on drugs than parents and health workers. At least 9% of the youth sought opinion on drugs from religious leaders.

4.4.3 Youth as opinion sources

The research went further to identify instances in which the youth themselves became opinion sources. This aimed at finding out the sort of information that would likely get from the youth

Graph 4.4. 3: Frequency of opinion giving as reported by the respondents



Result analysis indicated that the sampled youth were also active sources of information and the frequency of information sought from them depended on the topics of interest. This helps indicate that more often than not, communication is a two way process that also involved the

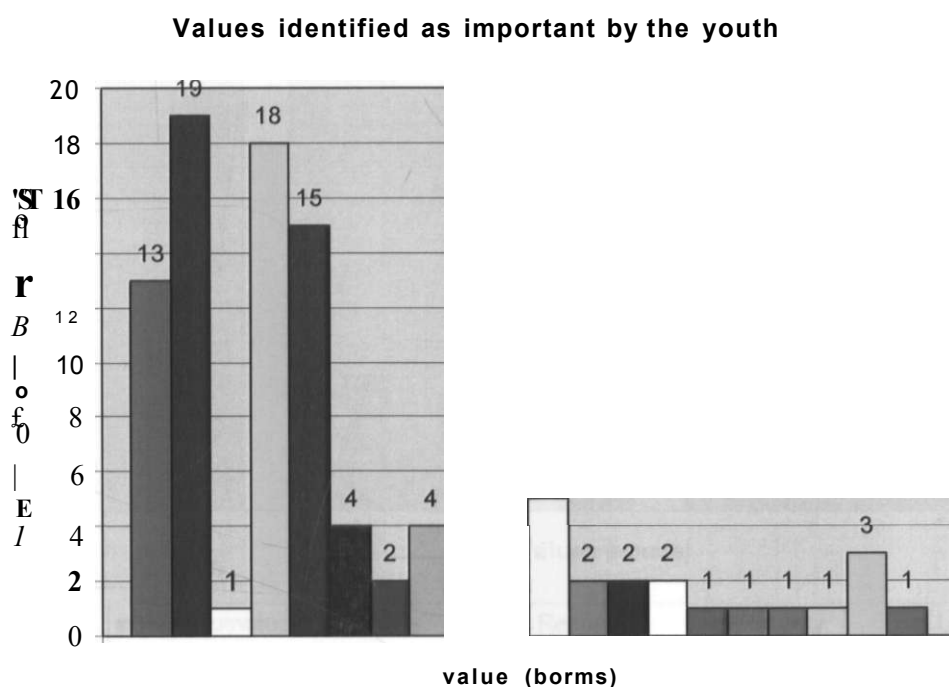
youth as sources as well as receivers. The respondents are not merely passive entities in this study, but also opinion sources.

4.5. Value systems among the youth

At least 99% of the respondents expressed that values or norms were important in life or society. Some of the values or norms they considered important in life or society were identified and given as below.

4.5.1 Values identified by the youth as important in society

Graph 4.4. 4: percentage distribution of values identified as important



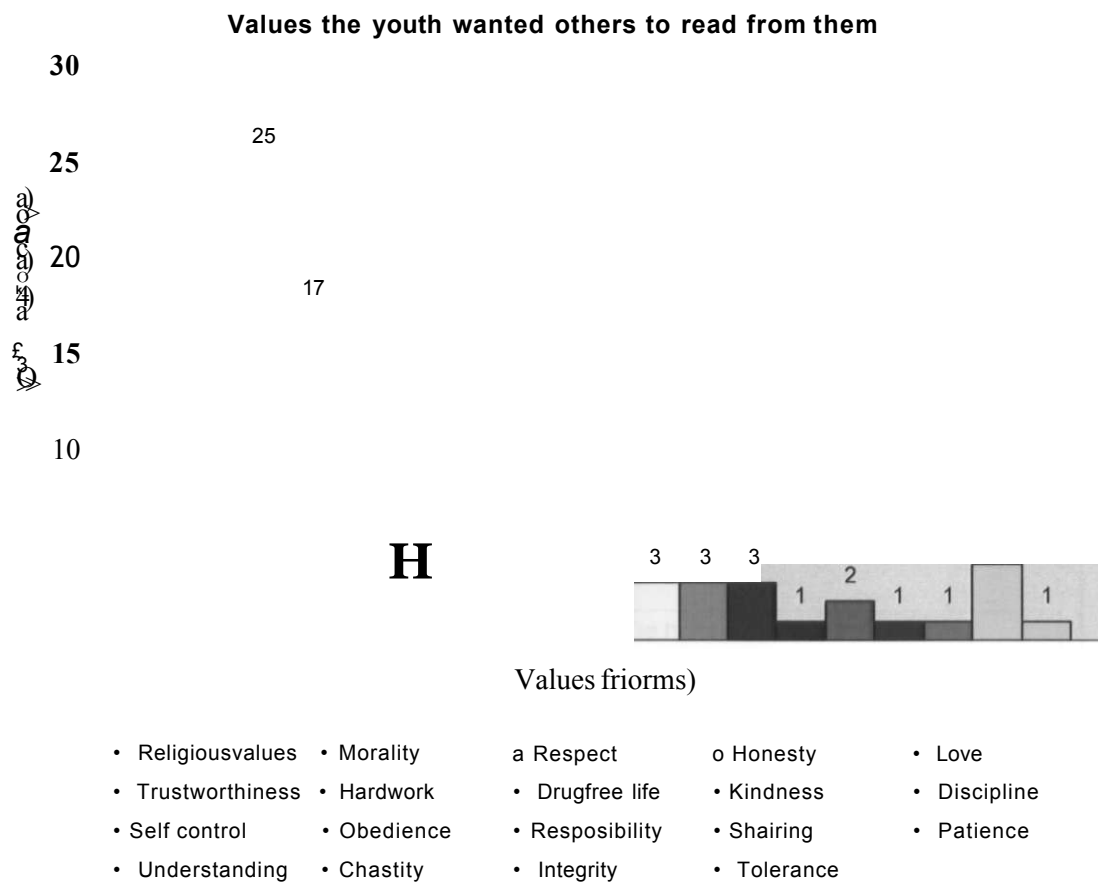
- | | | | | |
|-------------------|-------------------|-----------------|------------------|-------------|
| ● Religiousvalues | ● Morality | ● Social Values | ● Respect | ● Honesty |
| ● Love | ● Trustworthiness | ● Hardwork | ● Drugfree life | ● Kindness |
| ● Discipline | ● Self control | ● Obedience | ● Responsibility | ● Shairing |
| ● Patience | ● Understanding | ● Chastity | ● Integrity | ● Tolerance |

As per the bar graph above, morality, respect, honesty, religious values and discipline were identified more with values above 5%. The rest although identified, were negligible.

4.5.2 Values the youth wanted to be associated or identified with them.

Asked which values they wished to be associated or identified with them or other s read from them, the results are displayed in the graph below.

Graph 4.4. 5: percentage distribution of desired values

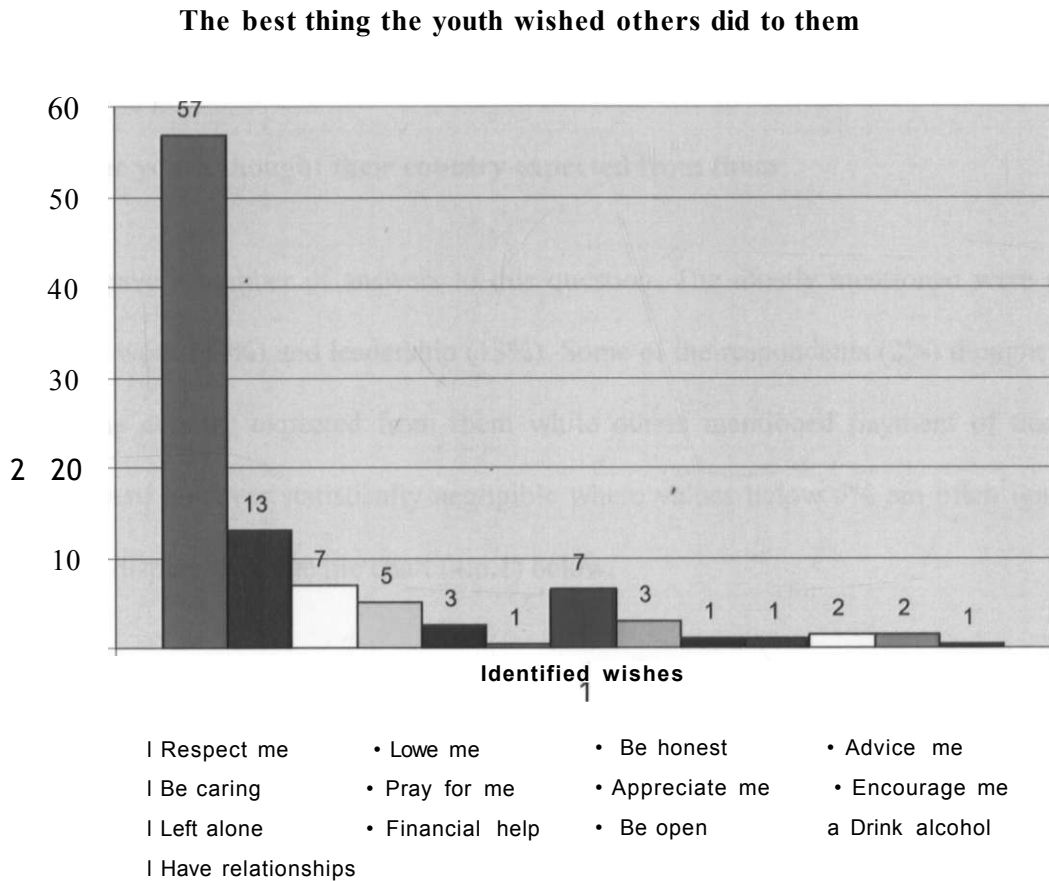


Among the values (norms) above 5% numerical value, respect (25%) was highest followed by honesty (17%), discipline (8%), love (7%), morality (7%) and hard-work (6%) in that order.'

4.5.3 What the youth wished most from others

Asked further the best thing they wished others did to them, the audience response varied but some responses were similar and occurred frequently. The results are displayed in the bar graph below.

Graph 4.4. 6: Percentage distribution of best thing respondents wished from others



More than half the respondents expressed opinion that the best thing they wished others did to them was at least 'respect' them. Others that had numerical values exceeding 5% were love, honesty and appreciation

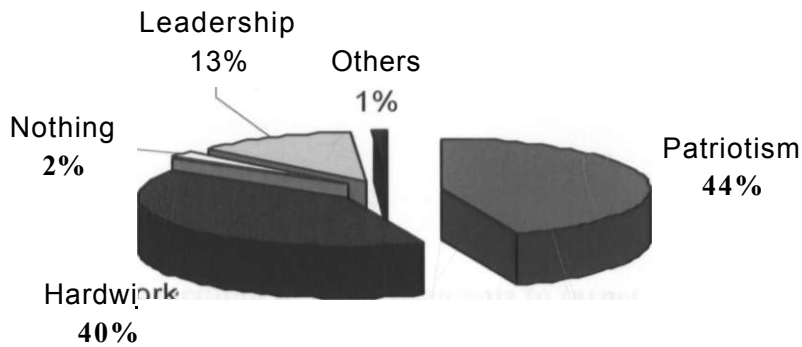
Since some of the alcohol advertisements in Kenya had content of animals, apart from being 'human', the research emptied to find out if the youth wished to be any other animal. Although 5% wished to remain man, many other animals were mentioned but the top three were as follows. The most frequently mentioned by the youth was a lion with 22%. 16% would become doves. 14% cat. Reasons why they wished to be animals they had chosen were given with those who chose lion doing so as because they thought it was most respected. Other top qualities looked at peace/harmlessness, cleverness of the animals chosen.

4.6 What the youth thought their country expected from them

The youth gave a number of answers to this question. The mostly mentioned were patriotism (44%), hard work (40%) and leadership (13%). Some of the respondents (2%) thought there was 'nothing' the country expected from them while others mentioned payment of taxes. These responses were however statistically negligible where values below 5% are often ignored. The answers are displayed on the pie chart (4.6.1) below.

pie Chart 4 .6.1: Percentage distribution of what the respondents thought their country expected from them

What the youth thought their country expected from them



4.7 Values that described Kenyans

Asked further if they thought there were values that identified Kenyans as a whole or what others **said** about Kenyans. Top three of the responses were that 29% of the respondents said Kenyans **were** hard working, 27% said Kenyans were friendly/ welcoming and 12% thought they were described as peaceful.

4.8 How the youth spent their leisure time

Leisure was spent in various ways; however there were common ways in which the youth spent their leisure time. Top responses are analysed as follows

At least 41% of them spent their time on some form of media which included films, television, radio, internet, newspapers and magazines. However 20% of them preferred socializing with friends. With at least 7% attending some religious activity while another 6% spent time on charity work with some specific mention which included visiting the sick and community aid. At least 3% admitted to be involved in alcoholic consumption.

SOURCE CHARACTERISTICS

5.1 Channel and medium of advertisements to target groups

All the respondents who filled in the questionnaire admitted that they knew about alcohol advertisements in the media. When asked to mention the media they have observed alcohol advertising, 42% said television, 24% said radio, 22% said newspapers, 3% said magazines, 4% billboards, 1% brochures and banners, 2% said trade fairs and promotions and 3% said specialized advertisements such as T-shirts and caps.

Asked to rank the means of advertising most common to them, 80% of the respondents identified advertising through television as the 'most common' means of advertising as opposed to 18% who thought it was 'common'. According to the respondents, radios, newspapers, bill boards, specialized media like T-shirts and caps were 'common' as opposed to 'most common' or 'not common'. Films, internet and vehicular media were considered 'not very common' by many respondents.

5.2 Message reception among targeted audience

When the respondents were asked to describe what happened in such advertisements, there were various responses from respondents. Some respondents acknowledged that Kenyan alcohol advertisements contained animals. However some specific descriptions included the following. Those below 5% although not statistically viable, were also included to show variety of responses.

Table 4. 9: Percentage distribution of recalled observations

Observations	Percentage (%)
People dancing	13
People excited/happy	11
Alcohol portrayed with some form of power/strength/energy/heroism •	18
Drinking and driving is not good	2
People getting/receiving gifts/prizes	10
Encourage people to drink alcohol	8
People getting aggressive/violent	1
Beautiful people drinking/ consuming alcohol	6
Shows nice feeling when taking alcohol	13
Talk about responsible drinking	3
Associating famous people with alcohol	1
A man drinking and socialising with hottest girls	3
Indecent behaviour with members of opposite sex	3
People surrounded by many drinks on a table	3
Someone getting recognised and successful	2
Friends meeting after work and heading for drinks	2
Talk of dangers of drinking to health	3
TOTAL	100

5.1 Expectation building

Advertisements identified by the respondents were also associated with some expectations. Expectations were varied and sometimes were not particularly restricted to a particular advertisement. For some of the youth, there was a direct correlation with a given advertisement such that those who had observed for example, 'some dancing' in an advertisement expected to feel like 'dancing' once they participated or engaged in the advocated behaviour. For some of the respondents they expressed they did not believe in that particular advertisement and would feel 'nothing' or 'remain the same'. For some respondents, they expressed an expectation that was contrary to the advertisement such as 'be addicted' or 'affect their health'. Those below 5% although not statistically viable, were also included to show variety of responses as shown in the table below

Table 4. 10: Percentage distribution of expectations as reported by respondents

Expectations	Percentage
I'll feel like/be dancing	6
I'll feel good/be happy	19
I'll feel/be great	6
I'll be aggressive	1
I'll be miserable	4
I'll get addicted	6
I'll die young	2
I'll win/get some gifts/prizes/money	9
I'll be stress free	1
Courageous/ overcome shyness	1
Loose control	-8

Popular	2
Sweet/smooth/good drink	4
Affect health	3
Get involved in sex	3
Get drunk	8
Successful and famous	2
Nothing/No effect/No change	11
Meet new people	1
Drink responsibly	1
Be dis-united	1
Feel relaxed	1
Be respected	1
Look stylish	1
Be energized	1
TOTAL	100

From the above observations, most of the respondents had expectations revolving around 'happiness' or 'nice feeling'. Those who expected to win some money had previously admitted to have observed advertisements where people won some prizes.

5.4 Opinion on 'when' to consume alcohol

The respondents were asked to express their opinion on time they thought people should consume alcohol. 'When' was interpreted by some of the respondents to include some of the following attributes: time of day, situations, events, occasions and period (age). Some of the respondents expressed the opinion that people should 'never' consume alcohol at all. Since this was an open ended question, numerous responses were given. At least 15% of the respondents thought that 'weekends' were best suited for alcohol consumption,

while another 15% said that 'after work' were best times for alcohol consumption. At least 10% said 'evening', while 12% of the respondents opposed the statement and said 'none'. However, some of the responses occurred more than once and are displayed on the table below. Those below 5% although not statistically viable, have also included to show variety of responses

Table 4. 11: Percentage distribution of opinion on when to consume alcohol as reported by respondents

Time	Rounded percentage
Evenings	10
Celebrations/parties	6
After work	15
When socializing	1
Weekends	15
Never/None/No time	12
When stressed	5
When tired	1
Anytime	9
At leisure time	9
At work	1
Before sleeping	1
When not driving	1
At home	3
When quiet	1
Night	9
Above 18 years old	1
TOTAL	100

5.5 Opinion source on when to consume alcohol as reported by respondents

The respondents were asked to state where they got their opinion on when to consume alcohol. Majority of the respondents based their opinion on 'personal view'. However others outrightly pointed to some mass media channels, while others said they watched adults. It is important to know that some of the respondents also listed religious books such as the Bible and Koran. Those who had pointed to the bible as the source of their opinion had expressed the view that people should 'never' consume alcohol.

Table 4.12: Percentage distribution of opinion sources as reported by respondents

Where respondents got information on when to consume alcohol	Rounded Percentage
Personal view	42
Television/TV	13
Radio	3
Newspapers and Magazines	1
Friends/peers	<i>f</i> 16
Adult actions	9
Religious leaders	1
Parents	1
Relatives	1
Bible/Koran	3
Folklores/narrations	1
Billboards	1
Magazines/Journals	2
Experience	4
Family members do it	1
Health workers	1
TOTAL	100

5.6 If some advertisements indirectly informed the respondents when to take alcohol

In a Yes/No situation the respondents were asked to state whether they could derive information from alcohol advertisements on when to consume alcohol 52% said Yes while 42% said No.

The 52% who said 'Yes' represented more than half of the total respondents, and were prodded further to name some of the instances / occasions which they thought some of the advertisements, informed them on when to consume alcohol. Although majority were quick to point 'Baada ya Kazi' others indicated that advertisements where people were in celebratory mood, was also the time for alcohol consumption and probably referred to important functions in life. This elicited the following responses as shown in the table below.

Table 4. 13: Percentage distribution on time, occasions or instances that advertisements had information on when to consume alcohol as reported by the respondents

Occasions/instances/time to consume alcohol that respondents got from advertisements	Rounded percentage
When celebrating with friends	17
Evenings	5
Baada ya Kazi /After work	22
When socializing	3
When watching football	2
Major holidays-New year/Christmas	5
Weekends	3
When not driving	2
Parties-Weddings/Graduations/Birthdays	20

Rituals-Circumcisions	2
When stressed	5
In the clubs/discos	5
With lover	1
Need to relax	4
After exams	1
At night	1
Looking for money	1
Above 18 years	1
TOTAL	100

5.7 Other information found in the adverts

All the respondent? were required to state some of the ideas that they found in alcohol adverts. While others failed to identify the information, those who responded stated the following messages.

#

Table 4. 14: Percentage distribution of other messages in advertisements as reported by respondents

Other ideas/messages in advertisements	Rounded Percentage
Don't drink and drive	23
It should not be sold to people under 18	18
Beer makes you steady like a lion/(Imara kama samba)	4
Alcohol is good for your health	5
Alcohol is not good for your health	8
Alcohol is good for energy	7
Alcohol helps relieve/suppress stress	2

Excessive alcohol is not good for your health	11
Can lead to irresponsible sexual behaviour	2
Drink responsibly	4
Alcohol associated with pretty women	1
Alcohol makes people equal	1
Drink and win-Cash/prize promotions	5
Retail price and amount	2
Manufacturing process of alcohol	1
Youth appearance in the adverts	2
Noticed/stand out	1
Drink after work	1
Unity/Togetherness	1
Tusker milele	1
TOTAL	100

5.8 Message preference

Asked whether they were particular messages in advertisements they preferred, 54% said yes while 46% said no. Those who said yes were further asked to state their favourite messages and reasons.

Numerous responses were given but for easier analysis the research considered the responses as either positive or negative. Positive referred to any response that respondent considered as encouraging alcohol consumption or glorified it. Negative responses considered those that discouraged outright consumption or excessive consumption. 81% preferred the positive ones as opposed to 19% who preferred those that discouraged alcohol. The actual responses are displayed in the table below.

Table 4. 15: Percentage distribution of preferred messaged as reported by respondents

Favourite advert	Rounded percentage
Tusker my country my beer	10
Pilsner beer imara kama simba	14
Safari cane " macho" advert- man winning a girl	5
Tusker na chapaa/Chapaa na Tusker	9
Smirnoff "cold ice" advertisement	11
Tusker milele	8
Unavyokunywa zaidi ndivyo unateleza zaidi	7
Guinness-There is a drop of greatness in every man	4
Michael Power Guinness advertisements	1
Don't drink and drive	10
Amarula /Baileys advertisements	3
Malta Guineas energy	8
Tusker we are Kenya we are	2
Heineken advertisement	2
Alcohol can affect your health	1
Richot Brandy-inner peace	3
Drinks should not be sold to people under the age of 18	1
There is a drop of greatness in every man	1
TOTAL	100

5.9 Reasons for message preference

Reasons fronted sometimes overlapped and it was possible to find reasons that applied to more than two advertisements. The reasons given are listed below (Table 4.16).

Table 4.16: Percentage distribution of reasons of message preference as reported by respondents

Reasons	Rounded percentage
It is local to Kenyan products	7
It shows happy people	2
It shows someone respected and recognized	2
Lucky people can win money/prizes/gifts	9
Promotes responsible drinking	9
Great presentation	8
Teaches about dangers of drinking	6
Its about brand uniqueness- some things just don't mix	2
About greatness in life	5
Shows heroism	3
Cares about life	10
Gives a sense of belpning/patriotism	8
Doesn't show indecency/immoral deeds	9
Shows people with energy	14
Shows respect to somebody	8
Thick chocolate colour	1
Shows nice cold refreshing taste	2
Gives image of inner piece	1

- Those who chose 'tusker my country my beer' said the advertisement had a theme on sense of belonging (patriotic), others said it was local to Kenyan products, showed energy while others said it is because it showed happy people.
- Those who preferred 'pilsner beer imara kama simba' gave reasons It shows someone respected and recognized and it showed power or energy

- Those who preferred 'Tusker na **chapaa**/Chapaa na Tusker' said that it gave people a chance to win money/prizes/gifts
- Those who preferred messages that were considered negative such as 'Don't drink and drive', ' Alcohol can affect your health', ' Unavyokunywa zaidi ndivyo unateleza zaidi' and 'Drinks should not be sold to people under the age of 18' primarily did so because they thought it cared about life, taught about dangers of drinking and promoted responsible drinking
- Others chose the adverts they preferred only because they thought it had beautiful graphical presentation which include the sequence and the songs involved

5.10 Two step flow of communication (information sharing)

Majority of the respondents (69%) admitted they would discuss or share messages, ideas or information from advertisements in the media with other people. Majority of them (65%) expressed they would best share the information with peers or friends. Only 2% would share it with parents. This demonstrated that flow of communication from the mass media source, was further enhanced or spread to others by some of its receivers

5.11 Observed behaviour against observed advertisements

The respondents were further asked if they knew people especially age-mets who consumed alcohol. At least 91% of them said 'Yes' while 9% said 'No'. Among those who said 'Yes', when asked to state whether they demonstrated the behaviour they

expected as per the advertisements they had observed, 49% of them said 'Yes' while 51% said 'No'.

The respondents were asked to explain their response. Since this was an open ended question, numerous responses were observed. However some of the responses were similar or occurred more than once and have been shown on the table 4.17 below. Some of the respondents admitted that some of their peers when drank, danced and even sang the same songs as used in the advertisements. Those who had observed advertisements of 'people winning or receiving prizes' and expressed 'Yes" that their peers exhibited behaviour they expected or anticipated , mainly said they saw their friends actively collect or keep bottle tops in order to participate in the competition. Others who said 'No' to their expectations mainly gave negative responses. The distribution of given responses are shown in the table below.

Table 4. 17: Percentage distribution of observed behaviour as reported by respondents

Observation	Frequency in percentage
Fight a lot	2
Encourage others to drink	1
Generally unruly	8
Act opposite of what is shown as good	12
Stagger	5
Destroy their lives	2
Easy to interact with	3
Happy / have good feelings	17
Miserable and in need of finance	9
Overcome shyness/gain confidence	3
Well behaved	„ 4

Don't drive after drinking	1
Sexually irresponsible	6
Addicted	4
Have bad breath	1
Poor relationships with parents and guardians	2
Quiet and composed	1
Order drinks in volumes	1
Experience memory loss	2
I keep away from them	1
Show a lot of energy	4
Actively collect bottle tops	3
No change/just remain the same	2
Do exactly as the ads, sing same songs when drank	3
Relaxed and refreshed	1
Have many sexual relationships	1
Still drink and drive	4
Avoid drinking if underage	1
Heavily drunk	1

KNOWLEDGE, ATTITUDE AND BEHAVIOUR

6.1 Exposure level

- As the research established, the results on awareness/ knowledge level were very high among the respondents. At least 86% of the respondents acknowledged that they knew about existence of several alcoholic drinks due to advertisements as opposed to 10%. This shows the important role alcohol advertisements played in creating awareness on variety of alcoholic products available in the market.

- 58% of the respondents said it was false that alcohol advertisements informed them that moderate use of alcohol is beneficial to health. 30% said it was true. 9% said they did not know.
- Asked if they knew that the established quantity of alcohol is more than two measures, 19% said true while 39% said disapproved it. 35% didn't know while only 7% never responded.
- Asked whether they were aware that excessive alcohol is good for health, 15% said true while 76% disapproved it. 5% didn't respond.
- Asked whether they knew that alcohol should be sold to people below the age of 18 years, 9% said true while 87% said false.
- Whether they knew that alcohol advertisements warned them that prolonged use of alcohol can cause liver cirrhosis (disease) 23% said true while 68% said it never did that. 7% did not know.
- Asked if they were aware that alcohol advertisements informed them that alcohol can interfere with sound judgment 27% said true while 60% said false. At least 10% said they did not know.
- Asked 'the most confident way to drive is to first take alcohol, and then drive' 94% of all the respondents said 'false'

6.2 Attitude information

- At least 29% of the respondents believed that people who consumed alcohol were easy to get along with as opposed to non- alcoholics while 63% disapproved the belief. At least 6% of the respondents said they did not know.

On issues surrounding those who do not consume alcohol "teetotalers", 28% of the respondents believed that they were generally boring people. 64% of the respondents believed it was not true while 6% did not know.

On the issue surrounding friends and alcohol, 18% of the respondents believed that they would lose favour with friends if they did not know about alcohol, while 78% of the respondents believed it was not true.

On the issue surrounding socialization among the youth, 27% of the respondents were of the opinion that they would socialize better with members of the opposite sex when a little drunk while 67% of them thought the belief was false. At least 6% did not know.

On issue surrounding parties and celebrations, 47% of the respondents were of the opinion that a party without alcohol was not a party while 48% thought it was not necessarily true. 5% of the respondents did not know.

On matters surrounding dancing 42% of the respondents believed that one danced better when drunk. At least 49% did not share similar beliefs while 7% of the respondents said they did not know.

On matters surrounding patriotism, 24% of the respondents believed that some alcoholic beverages portrayed patriotism to their country more than others while 59% believed it was not true while 13% did not know. At least 5% refused to respond to this question.

At least 25% of the youth believed that strong alcoholic brands were actually meant for men with 57% of them believing this was not necessarily true. At least 15% did not know.

- At least 26% of the respondents believed that taking/consuming alcohol beverages that depict strong images or symbols signifying earning respect among peers. A total of 61% believed it was false and 10% did not know.
- At least 25% of the respondents also believed that better deals and agreements are reached when some alcoholic drinks are involved, while 67% believed it was not true while 5% said they did not know.
- Asked to evaluate those who buy drinks for others, 57% of the respondents were on the opinion that those who bought more rounds of drinks were generally considered highly than the rest. At least 30% disapproved it while 10% did not know.
- Asked if meat consumption especially roasted meat 'nyama choma' should be accompanied by alcoholic intake, at least 40% of the respondents believed it was true while 45% thought it was false. There were 11% who did not know.

6.3 Practice

- i. When the respondents were asked to imagine themselves in the story that asked them to visualize themselves as a person who has never tasted alcohol before and you have been having low moments in life. Suddenly you have observed an alcohol advertisement featuring sad people who have just consumed a particular alcoholic drink and have began enjoying and dancing, what are the chances that you may take the particular drink, 36% said there was a high chance, 23% said they had low chance while 40% said there was no chance.

When asked to imagine themselves in the following story ...You have been known to love your country and you may have been accustomed to non alcoholic beverages and soon an advertisement has been airing depicting a particular alcoholic brand as signifying patriotism, that is when you consume it, "you show love for your country". What are your chances that you may shift to the new brand? At least 19% admitted there was a high chance, while 32% said the chances were low with 49% saying no chance.

When asked to imagine themselves as someone who has been experiencing problems making friends especially in social gatherings involving your peers on numerous occasions. But of late in alcohol advertisements you have seen strangers becoming friends especially because they consume an alcoholic drink, what are the chances that you may consume alcohol to socialize with them? At least 28% said there was a high chance, while 24% said they had a low chance with 49% saying there was no chance at all.

You love a particular sport e.g. football, wrestling, rugby etc and your favourite team or sportsman has shown up for practice in outfits branded particular alcoholic beverages of choice. What are the chances that you may prefer their particular taste of beverage? A total of 22% said there was a high chance while 29% said there was a low chance while 49% said no chance at all.

- v. As a person belittled by peers and friends you have observed an advertisement depicting a certain alcoholic beverage as symbolized with images of respect. What is the probability of you consuming it to gain such respect? A total of 24% of the respondents said there was high chance while 24% said there was minimal chance with 52% said there was no chance.
- vi. You hate beers because of the bottle colour but suddenly there are advertisements of the repackaged beer to your most favourite colour. What are the chances that you may consider consuming it as you identify well with the colour? 25% said there was a high chance with 33% said there was a low chance with 42% admitted there was no chance at all.
- vii. A particular advertisement has landed in town depicting a young man or woman at a social function winning over a beautiful girl or handsome man purposely over the particular drink of choice. What are the chances that in such a place and in need of a companion of the opposite sex you may try out the drink to determine its success? 31% said there was a high chance with 26% saying there was a low chance and 43% saying there was no chance at all.
- viii. Someone you probably know has won huge sum of money due to an ongoing competition on a particular alcoholic beverage. Would you consider taking that alcoholic beverage to try your luck too? 32% said there was a high chance while 31% said there was a low chance and 37% admitting there was no chance.

- ix. As someone who takes regular local drinks but cannot afford branded alcoholic beverages, you have become exposed to the advertisement of launch of a very affordable branded alcoholic beverage that talks of safety in its production. Would you consider change to the advertised brand? 42% said there was a high chance while 26% said there was a low chance. 33% said there was no chance.

6.4 CO- RELATION OF RESPONSES

A cross tabulation was done mainly the issues surrounding practice. Issues that were related were identified and cross tabbed to determine if there was any observable pattern or relationship.

6.4.1 Value on respect against related alcohol attitude and practice

A cross tab between (a) best wish respondents wanted from others, (b) attitude based on alcohol and respect and (c) number (v) above targeting respect, was done. This was deliberately done based on a major finding as explained below:

Since 'respect' was highly identified by at least half of the entire respondents as the best thing most wished others did to them, it was measured against attitude or belief surrounding 'respect' and number (v) which had asked respondents to imagine themselves in a story which relayed that as a person be-littled by peers and friends you have observed an advertisement depicting a certain alcoholic beverage as symbolized

with images of respect and state the probability of you consuming it to gain such respect.

The results re displayed on the table below.

Table 4. 18: Percentage description on how respect(value/norm) interacted with attitude and practice

Best thing I demand most from others	Taking a alcoholic drink which depict strong images or symbol signifies earning respect among peers	As a person be-littled by peers and friends you have observed an advertisement depicting a certain alcoholic beverage as symbolized with images of respect. What is the probability of you consuming it to gain such respect?			
Respect		High Chance	Low chance	No chance at all	TOTAL
	True	52	26	22	100
	False	16	33	51	100
	Don't know	10	30	60	100
	No response				

Among those respondents who wished for respect ^nd held the belief as 'true', they also had a higher chance of engaging in the alcoholic behaviour than those who had found the belief as false.

6.4.2 Patriotism against related alcohol belief and practice

Another cross tab was done to establish possibility of correlation between what the respondents along the lines of patriotism to their country, attitude on alcohol and patriotism and practice that asked the respondents to place themselves in the following story 'You have been known to love your country and you may have been accustomed to non alcoholic beverages and soon an advertisement has been airing depicting a particular

alcoholic brand as signifying patriotism, that is, when you consume it, "you show love for your country". What are your chances that you may shift to the new brand?' those who held 'true' the belief, also had a 'higher chance' in engaging in the behaviour compared to those who said 'no chance', this was unlike those who disapproved the given belief where the majority said they was 'no chance' in engaging in the behaviour, while only a few who found the belief'false' said they had a 'high chance' of engaging I the given practice. The results are illustrated in the table (4.19) below.

Table 4.19: Percentage description on how patriotism interacted with attitude and practice

As a Kenyan, what do you think your country expects most from you	Some alcoholic drinks signify your patriotism to the country more than others	You have been known to love your country and you may have been accustomed to non alcoholic beverages and soon an advertisement has been airing depicting a particular alcoholic brand as signifying patriotism i.e. when you consume it, "you show love for your country". What are your chances that you may shift to the new brand?			
Patriotism		High Chance	Low chance	No chance at all	TOTAL
	True	36	41	23	100
	False	8	42	50	100
	Don't know		67	33	100
	No response	50		50	100

6.5 Nature of Relationships, Information sources, frequency of opinion seeking vis-a-vis alcoholic behaviour (practice)

A cross tabulation was done across a series of multiple responses. Nature of relationships referred to 'closeness' of the respondents to various named persons. Information sources referred to people the respondents sought opinion from on various topics while practice was the last section that focused on alcoholic behaviour.

The beginning point looked at the majority of respondents who were 'very close' to their parents, although they said they considered a 'very close' relationship, the cross tabulation indicated that it did not necessarily translate into a fact that they sought all the opinions on all given topics from parents. Indeed it shows that majority of all respondents in the survey sought opinion on most issues from friends as opposed to parents. The other group of opinion sources was actually negligible except where opinion on 'health issues' was involved as most sought opinion from health workers. The nature of relationship between parents and the respondents was cross tabulated against opinion source on entertainment and alcoholic behaviour (i) which had asked each respondent to visualize himself or herself as a person who had never tasted alcohol before but experiencing low moments in life. Suddenly he/she had just observed an alcohol advertisement which featured sad people who had just consumed a particular alcoholic drink and began enjoying and dancing, what were the chances that you (respondent) may take the particular drink? While earlier results indicated that 36% of total respondents said there was a high chance, 23% said they had low chance while 40% said there was no chance.

Results indicate that, all the respondents irrespective of the nature of relationship and whether they had a 'high chance', 'low chance' or 'no chance at all', sought most opinion on entertainment from peers/ friends. However, 'high chance' had almost none of the respondents seeking information from parents. Where 'low chance' and 'no chance' was recorded, the percentage of respondents seeking opinion from parents also rose tremendously reducing, the percentage of respondents seeking information from friends.

Such patterns were observed in almost all the cross tabulation done in the entire research, where friends were major opinion sources on almost all issues except health issues and finance. However highest percentage of respondents with 'No chance' of engaging in all the alcoholic behaviour called upon by this research, were mainly found where information sources came from either parents, teachers or health workers on selected issues irrespective of the nature of relationship and frequency of opinion seeking.

The frequency of opinion seeking when added to the research did significantly little to disrupt the pattern. Only that those with 'no chance' said did not frequently discuss the given topics.

CHAPTER FIVE: SUMMARY AND RECOMMENDATIONS

7.1 Introduction

A logical way to end this report is by providing a brief discussion of the major findings of the survey with the view that emerging facts will be applied in the larger Kenyan debate on effects of alcohol advertising on the audience. In so doing, the section will summarise the various issues emerging from this study based on theoretical directions. This will provide new direction for project progress and development.

7.2 Short coming of the research

Communication research, such as this one helps understand how information can lead to behaviour change. However human behaviour is considered complex and information is not the only thing that can alter behaviour.

This research was limited in cause- effect analysis as it was a survey. From this survey data one can make inferences but not with reliability and precision of an experiment method.

The categories used to measure some of the responses were very many and would not give larger values that are considered statistically viable. For example, establishing nature of relationship under the scale of five namely: 'Very close', 'close', 'averagely close', 'not close', and 'not close at all' is not very helpful in determining relationship between variables as it will give significantly divide the numerical values making them statistically not viable at some instances. Secondly determining where 'averagely close' lies is definitely impossible one cannot tell if it is on the upper scale or lower scale.

However limiting the scale to at least two variables may help in viable comparison, however it may not be a logical measure on the nature of relationship existing between individuals. This also applied to other questions in the Questionnaire that had a wide scale of categories. The study was also limited in sample size which limited reliable interpretations or generalisation of results also for rigorous statistical analysis.

The origin of attitudes on alcohol cannot be really ascertained, it is not possible to establish if alcohol advertisements creates those attitudes or the advertisements just exploit some of the already existing attitudes in society

However the study comes up with salient issues that are involved in the process and effects of alcohol advertisement such as values incorporated in formalising advertising campaigns.

7.3 Values and beliefs system

Values or norms in society were valued by the youth, with over half of all respondents naming 'respect' as the best thing they wished from others. When this value was run against a related alcoholic belief on respect and associated practice, some of the youth were able to reject the advocated practice but for some they were practically overwhelmed.

7.4 Information seeking behaviour

The youth also sought opinion on number of selected issues some with more frequency than others and from variety of sources. However, the peers were the most opinion source for many topics, except serious issues like health and finance where opinion source came from adults like health workers and parents respectively. The respondents were also opinion sources on those selected topics and they shared information that also included 'advertisements' among each other.

7.5 Functions of alcohol advertisements

From the findings, a major function played by alcohol advertising is based on the crucial role of awareness creation on alcoholic products available in the market with at least 84% of all the respondents saying that they knew more about alcoholic products due to alcohol advertisement. Knowledge level across the target group on drinking and driving was also very high with at least 94% of the respondents acknowledging that one should not drink and drive. Although acknowledging the health side effects caused by prolonged use of alcohol and over indulgence in alcoholic beverages, most youth said that most alcohol advertisements failed to create awareness on these aspects.

A second aspect relates to the 'socialization function' which alcohol advertisements played. Nearly 70% of all the respondents admitted that they would share what they considered 'interesting alcohol advertisement' mainly with peers or friends.

The third aspect relates to 'influence' where alcohol advertisements could influence positively or negatively the youth depending on the message, source of opinion seeking

on a number of issues that surrounded the youth as well as the association of the message with the youth's most desired norms or values.

7.6 Message characteristics

Apart from outright advocacy and promotion of products, there were also other advertisements highlighted by the respondents, which worked against promotion of alcoholic behaviour such as 'do not drink and drive' as well as 'restricting sale of alcohol to people under the age of 18 years'. However this messages that worked to discourage alcoholic behaviour were basically factual as opposed to those that worked to promote alcoholic behaviour that was sometimes intertwined with emotional beliefs.

As the research found most of the information content in these advertisements was met with expectations by the respondents. Although some of the respondents said they expected 'nothing' that was advocated by the message they identified, for some of the respondents the expectations had direct correlation with the advertisements. Others although identifying advertisement that advocated for alcoholic behaviour, they expected negative rewards; negative rewards in the sense that the respondents expected some harm to come to them.

The expectations or rewards that were positive were based on either psychological or physical satisfaction. More importantly is the economic dynamics which advertisements played on, promising gifts, prizes or cash awards to participants.

7.7 Recommendations

As long as the marketers in the alcohol industry continue researching and identifying some values/norms highly regarded by the youth and associating them with alcohol, then they pose a possible influence to some youth, especially those who do not seek opinion from adult sources especially parents.

Alcohol advertisers should change their strategy from youth based values in advertisements and adopt values that appeal more to adults than the youth. This will help reduce manipulation of the youth in search of identity and recognition. Regulation on timing alcohol advertisement and sponsorship issues must be formulated among the relevant stakeholders in this business.

According to the respondents, Television remains the most identified means of advertisements used by alcohol advertisers. The others such as radio, billboards, and magazines although considered 'common' by the respondents, were not as more common as television. Any efforts aimed at sensitizing the youth against alcoholism should also take suite and utilise the same channels of communication.

Since there was an indication that adult information sources especially parents, helped tremendously in reducing alcoholic behaviour as advocated by advertisements, the government as a central player in the regulation industry should target parents informing them on the need to be opinion sources on major issues afflicting the youth, as a strategy to reduce the possibility of the youth being lured into advertisements

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APPENDIX: Survey Questionnaire for respondents

UNIVERSITY OF NAIROBI

ASSESSING ALCOHOL ADVERTISING IN THE LIVES OF THE KENYAN YOUTH

FOR USE WITH YOUTHS- TARGET GROUP 15-24

Introduction: "My name is.....I'm working/researching for...University of Nairobi.. We're interviewing people here to give us your opinion on alcohol advertising in the mass media.

Confidentiality and consent: Your answers are completely confidential. Your name will not be written on this form and will never be used in connection with any of the information you will tell me. However, your honest answers to these questions will be highly appreciated. Your selection in to the survey has been done on purely random basis and as one of the youths, would you be willing to participate?

Background characteristics

1. Age of respondent
2. Gender of respondent
 - i. Male
 - ii. Female
3. Where do you live? (Ask place of residence/ estate)
4. Which religion do you identify with?
 - i. Catholic
 - ii. Protestant
 - iii. Islam
 - iv. Hindu
 - v. Atheist
 - vi. Others
5. What level of education are you or reached so far (select one)
 - i. Primary
 - ii. Secondary
 - iii. College
 - iv. University
6. Are you still in school now?
 - i. Yes.
 - ii. No

(If you answer YES proceed to question 10,11 & 12)

(If a respondent answers No go to question, 7, 8 and 9.)

7. Is there a specific reason why you are not in school?

8. Although not in school whom are you currently living with
- i. On my own
 - ii. With parents
 - iii. Older relative
 - iv. Friend
9. a) Are you currently employed/working or doing an economic activity?
- i. yes
 - ii. No
- (if Yes proceed to 9 (b))
- b) What is your occupation?
10. Is your school/ institution a day school or boarding?
- i. Day school
 - ii. Boarding school
11. Would you categorise yourself as a boarding student (boarder) or a day scholar?
- i. Boarding student
 - ii. Day scholar
12. As a Day student, whom would you say you are living with as you attend schooling?
1. On my own
 2. With parents
 3. Older relative
 4. Friend
13. Given a scale of 1-4 in terms of very close, Close, Somewhat close and Not close at all how would you classify your relationships with your parents, friends, or guardians

	Very close	Close	Somewhat close/somewhat not close	Not close	Not Close at all
Parents	1	2	3	4	5
Friends	1	2	3	4	5
Neighbours	1	2	3	4	5
Guardian-relative	1	2	3	4	5

14. How would you classify your relationship with some of these professionals/experts/personnel

	Very friendly	Friendly	Somewhat friendly/unfriendly	Unfriendly	Very Unfriendly
Teachers	1	2	3	4	5
Health workers	1	2	3	4	5
Religious leader/pastor etc	1	2	3	4	5

15. Given the following issues on Entertainment, Financial, Sex, Health and Sports; How often do you find yourself discussing or talking about them

Topics	Very Often	Often	Often/Not often	Not quite often	Hardly Often
Entertainment- Cinemas, programmes, going out etc					
Financial					
Sex					
Health					
Sports					
Relationships					
Drugs- cigarettes, alcohol					

17. Given the following issues on Entertainment, Financial, Sex, Health and Sports; from the following people you relate with, whom are you MOST comfortable to seek their opinions?
(Tick one person per topic)

Topics	Parents	Friends	Neighbours	Guardian	Teachers	Health Workers	Religious Leaders/ Pastor
Entertainment							
Financial							
Sex							
Health							
Sports							
Relationships							
Drugs- cigarettes/ alcohol							

18. How often do others seek opinion from you on the following issues?

Topics	Very Often	Often	Often/Not often	Not quite often	Hardly Often
Entertainment					
Financial					
Sex					
Health					
Sports					
Relationships					
Drugs- cigarettes, alcohol					

19. Do you think values or good norms are important in life?

- i. Yes
- ii. No

20. In your opinion which values do you consider important in life or society?

21. What values or norms would you like others to read/get from you or associate with you?

22. In your opinion, what is the best thing you would wish others to do to you?

23. (a) Given a chance to be an animal, what animal would you like to be and why?

(b) Why?

24. As a Kenyan, what do you think your country expects from you?
25. As Kenyans do you think there are values that identify with us or what do other people say that you consider positive about the Kenyans?
26. How do you normally spend your free time especially weekends and holidays?
27. With whom do you spend your time with?

PART TWO

Source Characteristics

28. Do you know of any alcohol advertisements in the media?
- i. Yes
 - ii. No
29. Through which form of media is this?
- i. Television
 - ii. Radio
 - iii. Newspapers
 - iv. Magazines
 - v. Billboards
 - vi. Brochures and banners
 - vii. Trade fairs and promotions e.g. road shows
 - viii. Specialized advertisements on T shirts, Caps
30. What happens in such advertisements?

31. From what happens in the particular advertisements you have identified above, what is your expectation if you engage in it

32. I'm now going to read you some forms of media used in advertising and in a scale of 1 to 3 i.e. in terms of Most common, Common and Not very common, tell me according to you which forms would you consider frequently used by alcohol advertisements (Tick one only) ?

Means of advertising	Most common	Common	Not very common	Not seen/heard/read
Radio	1	2	3	99
Television	1	2	3	99
Newspapers	1	2	3	99
Magazines	1	2	3	99
Internet	1	2	3	99
Posters and Banners	1	2	3	99
Bill boards	1	2	3	99
Films	1	2	3	99
T-shirts/caps or hats etc	1	2	3	99
Vehicular media	1	2	3	99

33. In your opinion, what time do you think people should consume alcohol?

34. Where do you get this information on when to take alcohol?

35 a). Do you find some of those advertisements in the mass media informing/telling you when to have a drink for example occasions, instances etc ,even though not directly?

- i. Yes
- ii. No [*proceed to Question 41*]

b) If answer is yes, which instances or occasions are these?

.....

36. What other information do you find in other alcohol advertisements you have come across?

37. a) Is there a particular message or advertisement do you prefer among them?

i. Yes

ii. No

b). If YES, then which one is your favorite alcohol advertisement?

38. Please explain why you best prefer that particular advert?

39. If you have watched, heard, or read a particular alcohol advert that you have found quite exciting, would you consider sharing that information with others?

i. Yes

ii. No (*Go to Question 38*)

40. Whom would you be comfortable to share it with?

i. Parents

ii. Peers/friends

iii. Teachers

iv. Guardian

41. Please explain why you would prefer to share it with such a person or people?

42. Are there people you know particularly your age mets who engage in alcohol consumption?

i. Yes

ii. No

43. If YES, what behaviour do they exhibit after that?

A. Knowledge Level:

Instructions: the following statements are about past and ongoing alcohol advertisements. Read each question then mark according to answer given by respondent

	QUESTION	TRUE	FALSE	DON'T KNOW	NO RESPONSE
1	I'm aware of existence of several alcoholic brands/drinks because of alcohol advertisements				
2	Alcohol advertisements have made me aware that moderate use of alcohol is beneficial to health				
3	Through alcohol advertisements, I'm aware that the established quantity of alcohol intake is more than two measures				
4	Most alcoholic advertisements inform me excessive drinking is good				
5	Most alcohol advertisements also inform that alcohol should be sold to people considered underage (below the age of 18)				
6	Alcohol advertisements contain a warning of liver cirrhosis disease as a future possibility over prolonged alcohol use				
7	Alcohol advertisements warn me of its ability to interfere with sound judgment				
8	The confident way to drive well is to first drink alcohol and then drive				

B Attitude Questions

	QUESTION	TRUE	FALSE	DON'T KNOW	NO RESPONSE
1	People who consume alcohol are easy to get along with as opposed to non alcoholics				
2	Non alcoholics/ teetotalers are considered to be generally boring people				
3	I loose favour with my friends if I don't know about alcohol				

4	I can socialize better with a member of the opposite sex when I'm a little drunk (tipsy)				
5	Better deals and agreements are reached when some alcoholic drinks are involved				
6	A party(bash) without alcohol is hardly a party enough				
7	One is more confident to dance better when drunk				
8	People who buy more rounds are regarded very highly				
9	You are a weakling if you get drunk fast				
10	Roasted meat (nyama choma) should be accompanied by some alcoholic intake				
11	Taking a alcoholic drink which depict strong images or symbol signifies earning respect among peers				
12	Strong alcoholic drinks are meant for real men while mild ones should be drunk by women				
13	Some alcoholic drinks signify your patriotism to the country more than others				

C. Practice

Instructions: Try imagining yourself in the story. Tick where applicable

	STORIES	HIGH CHANCE	LOW CHANCE	NO CHANCE
1	You have never tasted alcohol before and you have been having low moments in life. Suddenly you have observed an alcohol advertisement featuring sad people who have just consumed a particular alcoholic drink and have begun enjoying and dancing, what are the chances that you may take the particular drink?			
2	You have been known to love your country and you may have been accustomed to non alcoholic beverages and soon an advertisement has been airing depicting a particular alcoholic brand as signifying patriotism i.e when you consume it, "you show love for your country". What are your chances that you may shift to the new brand?			
3	You have been experiencing problems making			

	friends especially in social gatherings involving your peers on numerous occasions. But of late in alcohol advertisements you have seen strangers becoming friends especially because they consume an alcoholic drink, what are the chances that you may consume alcohol to socialize with them?			
4	You love a particular sport e.g. football, wrestling, rugby etc and your favourite team or sportsman has shown up for practice in outfits branded particular alcoholic beverages of choice. What are the chances that you may prefer their particular taste of beverage?			
5	As a person be-littled by peers and friends you have observed an advertisement depicting a certain alcoholic beverage as symbolized with images of respect. What is the probability of you consuming it to gain such respect?			
6	You hate beers because of the bottle colour but suddenly there are advertisements of the repackaged beer to your most favourite colour. What are the chances that you may consider consuming it as you identify well with the colour?			
7	A particular advertisement has landed in town depicting a young man or woman at a social function winning over a beautiful girl or handsome man purposely over the particular drink of choice. What are the chances that in such a place and in need of a companion of the opposite sex you may try out the drink to determine its success?			
8	Someone you probably know has won huge sum of money due to an ongoing competition on a particular alcoholic beverage. Would you consider taking that alcoholic beverage to try your luck too?			
9	As someone who takes regular local drinks but cannot afford branded alcoholic beverages, you have become exposed to the advertisement of launch of a very affordable branded alcoholic beverage that talks of safety in its production. Would you consider change to the advertised brand?			