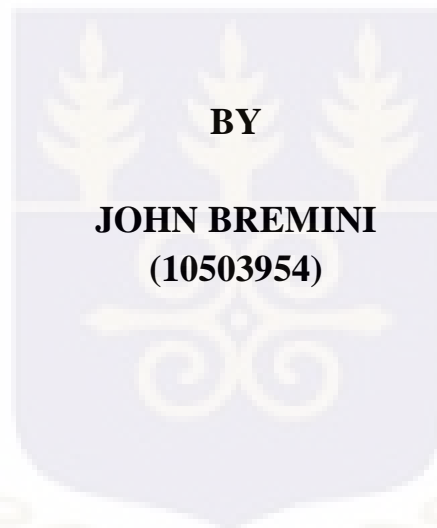


UNIVERSITY OF GHANA

**EFFECTS OF ADVERTISEMENT ON ALCOHOL CONSUMPTION
AMONG STUDENTS OF UNIVERSITY OF GHANA**



**A LONG ESSAY SUBMITTED TO THE DEPARTMENT
OF PUBLIC ADMINISTRATION AND HEALTH SERVICES
MANAGEMENT, UNIVERSITY OF GHANA BUSINESS SCHOOL,
UNIVERSITY OF GHANA, LEGON IN PARTIAL FULFILMENT
OF THE REQUIREMENT FOR THE AWARD OF MASTER OF
BUSINESS ADMINISTRATION DEGREE IN HEALTH
SERVICES MANAGEMENT**

JUNE 2019

DECLARATION

I do hereby declare that this thesis is the result of my own original research and has not been presented by anyone for any academic award in this or any other University. All references used in the work have been duly acknowledged.

I bear sole responsibility for any shortcomings in this document.

.....
JOHN BREMINI



.....
DATE

CERTIFICATION

I hereby certify that this research was supervised in accordance with procedures laid down by the University.

.....

NANA NIMO APPIAH-AGYEKUM

(SUPERVISOR)

.....

DATE



DEDICATION

I dedicate this work to the Most Blessed Holy Trinity for their Divine provision and protection.

I also dedicate this work to the Catholic Diocese of Techiman for the opportunity offered me to pursue this noble program. This work is also dedicated to my lovely parents, retired chief inspector Simon Yaw Bremini and Felicia Akua Bremini, and all my siblings. I am grateful for your love, support and encouragement. To all my parishioners at Star of the Sea Catholic Church especially Mr Brian Fosu and Mrs Millicent Dapaah for their prayers and support.



ACKNOWLEDGEMENT

With a humble heart, I wish to express my profound appreciation to my noble supervisor, Nana Nimo Appiah-Agyekum, for his tireless commitment, mentorship, and support throughout his supervision of this work. My genuine gratitude also goes to Mr James Lartey, Head of Communications of Food and Drugs Authority and Mr Francis Dadzie, the Executive Secretary of the Advertising Association of Ghana for granting me their thoughtful insights during my interview session with them. I appreciate their valuable time and knowledge shared with me on the enforceability of alcohol regulation in the country.

I thank all the students who participated in the study by spending their time and resource in answering the questionnaire.

I cannot fail to recognize the effort of Mr Dominic Nabil for his ceaseless contribution throughout this work. I am highly grateful to him.

My gratitude will be incomplete without acknowledging the assistance offered by Major Richard Osei-Boateng (37 Military Hospital, Accra) for editing this work.

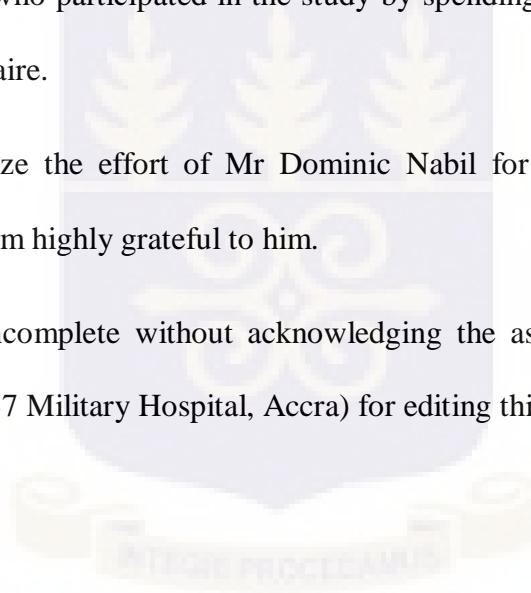


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LIST OF ABBREVIATIONS

AAG	Advertising Association of Ghana
AIDA	Attention, Interest, Desire, Action
FDA	Food and Drugs Authority
STIs	Sexually Transmitted Diseases
TV	Television
FM	Frequency Modulation
WHO	World Health of Organization



ABSTRACT

In recent times, alcoholism has become very common among youth. The growing incidence of alcohol consumption among the youth has become a topical issue within healthcare industry because of its potential negative effects especially on student youth.

To address these concerns, this study sought to identify the student youth source of information on alcohol consumption, explore their knowledge level on harmful alcohol consumption, benefits they derived from alcohol consumption and the existing national policies and their enforceability around advertising alcoholic beverages.

The mixed method research design was used for the study. A total of 530 questionnaires were used to collect data from the students. Simple random and purposive sampling technique was used in selecting the students and authorities of food and drugs authority as well as advertising association of Ghana.

The television set is the most watched media channel for adverts on alcoholic beverages. Majority, approximately 215 (41%) strongly agreed that, harmful alcohol consumption can cause a student to fail academic work. Close to 299 (56%) and 172 (32%) of the participants nullified the assertion that, alcohol can enhance studies. There are existing policies and laws regulating alcoholic adverts and consumption but their enforceability is a challenge.

Students have appreciable level of knowledge on alcohol consumption, its negative and positive effects. However, the absence of enforceability to regulate its consumption is a bane to controlling its intake.

Key words: alcohol, advertisement, enforceability, policy, students, youth

CHAPTER ONE

GENERAL INTRODUCTION TO THE STUDY

1.0 Introduction

This chapter presents the general background information on alcohol consumption. The chapter again includes the problem statement which among others illustrates the causes and effects of alcohol consumption and abuse among the youth with particular references to student youth. The objectives and research questions also served as a guide to achieve the overall objective of the study. The significance and scope of the study as well as the chapter outline and conclusion all constituted the chapter.

1.1 Background to the Study

In recent times, alcoholism is becoming very common among the youth, the world over (Pasch & Velazquez, 2013). The growing incidence of alcohol consumption among the youth has become a topical issue within healthcare professionals and policy makers because of its potential negative effects (Dave, 2014). Alcohol related health conditions are increasingly becoming common among the youth in some low and middle income countries (Chen *et al.*, 2016). Literature indicates that, one of the cardinal influencing factors for alcohol consumption among the young is media marketing (Pechmann & Catlin, 2016). Media advertisement and promotion of alcoholic beverages through websites and social media platforms have drawn the attention of some young adults to experiment its use (Lattie *et al.*, 2017). A large body of literature has long-established the negative influences of commercial marketing of alcoholic beverages through other forms of marketing particularly through the traditional media platforms such as television on the youth (Park & Lopez, 2017).

According to Sornpaisarn, Shield, Schwartz and Cohen (2015) even though advertisement has an influence on the youth intake of alcohol, the youth have adequate reasoning capabilities to oppose persuading media advert. On the other hand, Reid *et al.*, (2015) emphasized testimonial adverts on television sets on the usefulness of alcoholic beverages as the greatest contributor to youth alcoholism (Isgor, Powell, Rimkus & Chaloupka, 2016). Evidence suggests that, aside media proliferation of alcoholic information, youth exposure to alcoholism is also linked to the kind of education or sensitization on its use (Berends, Jones & Andrews, 2016). It is well noted that, individual's and parents level of formal education as well as the environment in which the individual lives all contributes to the youth understanding and attitude towards alcoholism (Martino *et al.*, 2016).

Some epidemiological literature such as (Auger *et al.*, 2015) reveals that, alcohol consumption is not an evil thing, rather, the rate and manner in which alcohol is being consumed by some of the youth makes it a public health issue. In alcohol consumption discourse, there are no clear guidelines on the required quantity an individual can consume (Tucker *et al.*, 2013). Chang *et al.*, (2014) argued that, rules and regulations on alcohol consumptions is not the panacea to healthy alcohol consumption among the youth, rather, re-examination of the socio-cultural practices such as funerals that encourages alcohol intake among young adults. Despite the arguments for alcoholic intake guidelines, (Pete, Rn, & Rn, 2012) maintains that, the current crop of youth is growing in media-rich environment which is almost controlling their behavioural intentions through their advertisements.

A number of studies have raised concerns over the timing of media adverts on alcohol consumption. It has been established that, alcoholic adverts that are detrimental to the youth should not be aired in their full view (Alsayyari & Albuhairan, 2018). It is also argued that, media advertisement is not the only factor that influences youth alcohol consumption, but also peer influence is a counting factor (Chen, Huang, Tseng, Chiu, & Chen, 2017). Wongtongkam,

Russell, Day and Harold (2014) lament that, most of the young ones who are into alcohol consumption are from poor resource settings from low and middle income countries who hitherto should not have indulged in such attitude if not for the influence of alcohol. Apart from the negative effects of alcohol consumption among the youth, Paswan, Gai, and Jeon (2015) established that, moderate alcohol consumption reduces the rate of heart diseases. On the other hand, heavy consumption of alcohol can be a prelude to cardiovascular and other diseases such as indigestion and gastrointestinal ulcer, obesity, metabolic syndrome and glucose intolerance, reproductive health problems, chronic kidney diseases, induce hypertension and liver diseases (Vahedi, Sibalis, & Sutherland, 2018). Although these are devastating health conditions pertaining to alcohol consumption, advertisement on the product continue to lie the youth to consume it.

Statistics from Ghana Demographic and Health Survey indicated the ubiquitous use of alcoholic beverages among the youth of the ages between 15-34 years in Ghana with Volta Region recording the highest prevalence among males constituting 42% while 37% of the females in the Upper West Region (Dennis-Antwi, J, Sam, A. & Asare, J. B & Twene, R., 2003). It is within this context that this study seeks to find out youth understanding of the effects of harmful alcohol consumption especially among the students of University of Ghana.

1.2 Problem statement

The unsafe use of alcohol has become a worldwide concern because hundreds and thousands of young men and women are losing their lives daily (Sampasa-kanyinga & Chaput, 2016). Harmful alcoholic consumption and loss of lives is not a causal factor, but also a precursor to injury and violence (Caama, Moure-rod r guez, & Doallo, 2017). According to Toomey, Lenk, Nelson, and Jones (2013), the hazardous and harmful use of alcohol is the major global contributing factor to death, disease and injury. Additionally, those who drink alcohol are prone

to negative health impacts such as liver cirrhosis, cancers and injury. To women, especially pregnant women it has a negative impact on foetal development (Hsu, 2013). It is estimated that, harmful use of alcohol resulted in 2.5 million deaths each year. Alcohol consumption is the world's third largest risk factor of disease, disability and the greatest risk factor in the middle income countries (Lgbt, Balsam, Molina, & Lehavot, 2013). Almost 4% of all deaths Worldwide are young ones and attributed to harmful alcohol consumption (World Health Organization, 2010).

Evidence suggests that, some young ones in middle level and higher educational institutions of low and middle income countries are dropping out of school on grounds of poor academic performance and alcohol related health conditions because of its harmful use (Biolcati, Passini, & Mancini, 2016). It is also reported that, most of the unplanned pregnancies among the young ones from peri-urban communities of low and middle income countries who found themselves in higher educational institutions today resulted from the desire to experiment what was showcased on television (Thomas, Lorenzetti, & Spragins, 2013). Most adolescents who became pregnant while in school are more often than not unable to have safe abortion because of their poor financial stand and resort to crude means of abortion which sometimes leads to permanent damage to the womb and even loss of life (Mohanty et al., 2013). According to Ajilore, Amialchuk and Egan (2016), most students who survive crude means of abortion in most cases go through psychological trauma which ends up affecting their successful academic work. Yet, harmful use of alcohol among the youth in most of the educational institutions especially within the urban communities of low and middle income countries remains a low priority in public policy including health policy (Johansson, San, Hammarström, & Gustafsson, 2015).

A study conducted in a senior high school in Accra, at a mean age of 17 years found that the rampant rate of lifetime alcohol ingestion was 25.1% among lifetime users; while 42% were currently alcohol consumers (Luginaah, I., & Dakubo, C. 2003). Then, the University is a best

place for this research as students have been restricted from the Senior High School level and so given the level of autonomy they have in the University; they have the potentials of indulging in such acts. They have the freedom to move about without any monitoring and some take advantage of this freedom and indulge in all forms of vices including bad alcohol consumption, smoking among others.

However, there is no or less control on the sale of alcohol at the University of Ghana campus and for this reason students can walk into any drinking bar or canteen to buy and consume alcohol. It is within this domain that this study seeks to examine the factors that influence these youths to take into harmful alcohol experiments while in school.

1.3 Objectives of the study

1.3.1 General objective

To examine the effects of advertisements on alcohol consumption among students of University of Ghana.

1.3.2 Specific objectives

- i. To identify how students get information on alcohol.
- ii. To explore knowledge level on harmful alcohol consumption.
- iii. To examine the benefits derived from alcohol consumption by students.
- iv. To examine the existing national policies and their enforceability around advertising alcoholic beverages.

1.3.4 Research questions

- i. How do students get information on alcohol?
- ii. What are the students' knowledge levels on harmful alcohol consumption?

- iii. What are the benefits derived from alcohol consumption by students?
- iv. What are the existing national policies and their enforceability around advertising alcoholic beverages?

1.4 Significance of the study

Harmful alcohol consumption is very detrimental to human life and drains individuals and family resources. Yet, most people including the most economically active population of the low and middle income countries are found excessively consuming this substance. The consumption of this substance among the youth could be blamed on their knowledge level and the key influential factors to its abuse. In this regard, this study will add to the body of knowledge in the field of alcohol consumption and the role of advertisement on its consumption. The study will therefore be of utmost importance to many institutions and organizations including the Ministry of Health and Ghana Health Services in their policy formulation and implementation on alcohol abuse. It could be adopted by Ghana Catholic Bishops' Conference as useful material for teaching Christ faithful catechesis in the Church on the harmful use of alcohol. It will serve as a document for policy decision on the sale of alcoholic beverages especially during social activities such hall week celebrations on campus.

1.5 Scope of the study

The study was carried out within the four colleges of the University of Ghana including College of Basic and Applied Sciences, College of Education, College of Health Sciences, and College of Humanities. The four main Colleges were earmarked in selecting respondents for the study as a way of ensuring a representative population in the study. Also, it was meant to ensure that there is fairness in the representation of views on harmful alcohol consumption among students on Campus. All the respondents were drawn from the main campus of the University of Ghana

excluding City Campus and Distance Students. The study sought to involve two important institutions concerning alcohol advertising in the country. These institutions are FDA and AAG.

1.6 Chapter outline

The study is made up of six (6) chapters. The first chapter is made up of the introduction to the chapter, background of the study, problem statement, general and specific research objectives, research questions, significance and scope of the study. The chapter two is also made up of review of relevant empirical and theoretical literature which laid the foundation for proper identification of literature gap and the formulation of research instruments. The research design, study area, study population, sample size, sampling techniques, instruments for data collection and analysis are all featured in the third chapter known as the methodology of the study. The limitations and permission to carry out the study was sought from University and can be found in the chapter three. Chapter four presents the results, interpretation while chapter five deals with discussions of the study. The chapter six gives the summary of the key findings, conclusion, recommendations, implications of the study and avenue for future research.

CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction

This part of the study is made up of reviews of relevant and related literature on alcohol consumption and especially among the young growing population. The gaps identified in literature form the basis for conceptualizing a model on the influence of media on alcohol consumption among student youth. The key concepts that are commonly used in this study are also explained in line with their meaning in the context of their study.

2.1 Definition of Key Terms

Advertisement

Lake (2012), defines advertisement as the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers. It is also referred to as a public notice, either by print or electronic media, offering or promoting the sale of a food product. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service (Smith & Foxcroft, 2009). Advertisements are basically intended to generate increased consumption of products and services through the creation and reinforcement of brand image and brand loyalty.

Alcohol: Alcoholic beverage means any drink that contains more than 0.5% ethyl alcohol.

Alcohol abuse: deliberate or unintentional use of alcohol which results in any degree of physical, mental, emotional, or social impairment of the user, the users family, or society in general.

Youth: According to Ghana's National Youth Policy (2010), youth is defined as those between fifteen to thirty-five years (15-35).

Students: A person following a course of study as in a school, college, university etc.

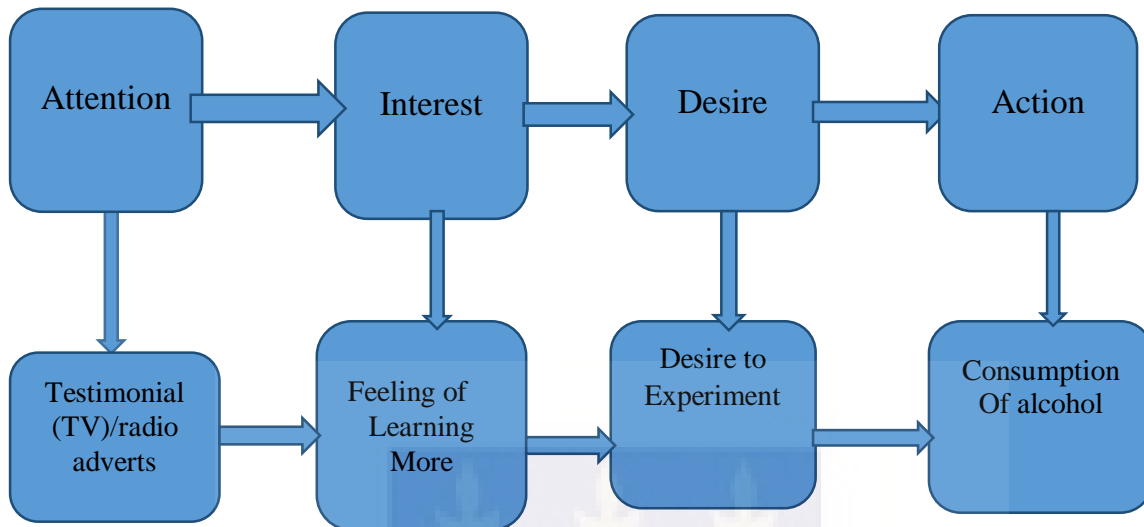
Effects: A change which is a result or consequence of an action or other cause.

2.2 Theory underpinning advertisement on alcohol consumption

There are a number of empirical studies on the effect of advertisement on alcohol consumption (Owusu-akyem, 2016; Osei-bonsu *et al.*, 2017; Adeyiga, Udofia, & Yawson, 2014). Although some of these empirical literatures on advertisement of alcohol consumption have played significant roles in their area of inquiry, the most common among them is the Attention, Interest, Desire and Action (AIDA) model (Lewis, 1899). The AIDA model is one of the longest serving models used in advertising. This model is widely employed in marketing and advertising industry and describes the sequence of events leading to client awareness of a product or service (Lewis, 1899).

Essentially, the AIDA model seeks to explain how advertisements influence consumer's decision on the choice of a brand or product (Shaughnessy, 1992). The AIDA model plays a significant role in increasing the market share and profit of beverage and alcoholic industry through testimonial adverts on Television sets and radio networks (Lgbt *et al.*, 2013). The AIDA model since its inception has seen a number of modifications to accommodate for new features in advertising media and communications to the extent that there are now variants of this model. Consequently, the AIDA model is one of a class of models, collectively termed as the hierarchical models or hierarchy of effect models (Howard, 1963). The principle underpinning this model is that promotion acts as stimulus which results in a 'conditioned response'. This model is linear or sequential and is based on the assumption that consumers go

through a series of cognitive (thinking) and affective (feeling) stage which culminate in a behavioural stage in this case the purchase decision (Lewis, 1899).



AIDA Model of Advertisement by Lewis (1899) modified by the author

Attention: The consumer becomes aware of a product or brand most often through advertising. According to the Handbook for Advertisers and Guide to Advertising, attracting attention or engaging the attention of the consumer is the most critical and initial step in drawing consumers’ interest to a product. The absence of this feature can possibly render an advert ineffective and therefore unsuccessful. More often than not, the advert draws the attention of the potential consumer through testimonial adverts from the television sets, radio advert or social media platforms in general.

Interest: The consumer becomes interested by learning about the brand benefits and how the brand fits with lifestyle. Arousing or whipping up the interest of the prospective consumer has been identified as the next important element in advertising after attention. Drypen (2008) considers this stage as challenging particularly sustaining the interest of the consumer in order to spend their precious time understanding the message. The interest on a product or service

through adverts is a leading factor to making the consumer want to feel more of the product which also translates to the consumer learning more about the product.

Desire: The second stage of interest join together the third stage of desire. After succeeding in sustaining the interest of the consumer it is crucial to let consumers realize why they need this product or service. The principle of scarcity has been employed in some advertisements in order to create a desire in potential consumers. Others use the element of approval or ratings by existing users to whip the desire. Some advertisers portray how the offer will solve their problem or meet their need. This leads to the consumer desire to experiment or try the product to see its efficacy.

Action: Ultimately getting the consumer to make up the mind to purchase a product or patronize a service is the goal of advertising. According to Lewis (1899), the action stage is regarded as the physical response to obtain what one desires and the willingness to assume the attendant risks and/or cost. Notwithstanding the effects alcohol consumption could bring to the consumer, the action of the consumer after receiving the attention, interest and desire, is to put all that into action by experimenting or consuming the substance.

This theory of AIDA demonstrates how adverts on various media platforms are designed to ignite interest and desire which influence the youth into drinking. Once an advert is aired or shown on the media with all kinds of actors portraying the efficacy of those products, young ones are attracted to learn more about the product that increases their desire for it and develop taste for the product by purchasing (Lewis, 1899)

2.3 Sources of information on alcohol consumption

The 2016 World Health Organization Global Status Report on Alcohol and Health reported more than half, 57% or 3.1 billion people of the world population aged 15 years and over had

abstained from alcohol consumption, a year preceding this study (WHO, 2016). Evidence suggest that, this category of population are not none alcohol consumers but abstained because of the potential effects of its consumption (Ayuka, Barnett & Pearce, 2014). It is estimated that, about 2.3 billion young ones have some sources of information on alcohol consumption. The sources of information available for these young ones are the internet, media and peers (Das *et al.*, 2016). It was also evident that, the most common sources of information on alcohol consumption by the youth is through the internet and television sets (Nagata *et al.*, 2016).

It is also argued that, the poor role of parents and guardians in monitoring the activities of the young ones is one critical factor that leads most of the young ones to experimenting what they see in television sets and hear from radio programs (Isabel, Lacruz, & Lacruz, 2010). On the contrarily, it is mentioned that, child monitoring has limitation since parents and guardians cannot follow the children everywhere they go and what they do beyond their stay with them (Lee *et al.*, 2018). It is estimated that, approximately 44.8% of total recorded alcohol consumption are in the form of spirits and harmful to human health (Ghandour *et al.*, 2016). Most of these spirits are made in smaller packages and some youth hid these spirits in their pockets and drink in secret.

Additionally, most of these young ones from low and middle income communities learn how to drink from peers and not necessarily from an advert from the media (Spear, 2014). Literature has also established that, some irresponsible media adverts are the root causes of some youth taking into alcoholic consumption (Kauppila & Hellman, 2018). According to the 2018 Alcohol and Health Report, the outcomes of the studies indicate that in many countries of the Americas, Europe and Western Pacific alcohol use starts sooner than the age of 15 years and pervasiveness of alcohol use among 15-year-old students can be in the range of 50–70% with remarkably small differences between boys and girls (Elder *et al.*, 2010). On the other hand,

studies reveals that, the intake of alcohol among these groups is as a result of information on the substance available to them (Cannon *et al.*, 2016).

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service (Smith & Foxcroft, 2009). Advertisements are basically intended to generate increased consumption of products and services through the creation and reinforcement of brand image and brand loyalty. Critics of alcoholic beverage advertising have maintained that the huge expenditure and attractive promotional messages result in increased levels of alcohol consumption (Hasler, Soehner & Clark, 2015).

2.4 Knowledge level on harmful alcohol consumption

Studies have confirmed that, the consumption of alcohol especially among school going age can be attributed to their knowledge level on the effects of the substance (Sherman *et al.*, 2013). Most students, though can read and write, adverts on alcoholic beverages and their potential benefits to them is the driving force for their consumption (Meacham, Bailey, Hill, Epstein, & Hawkins, 2013). It is also worth noting that, knowledge is different from understanding the issues, hence knowledge on alcohol is not the same as understanding the effects of its consumption (Patton *et al.*, 2018). Kyung and Shin (2017) submitted, the poor knowledge of alcohol consumption among the youth is the nuisance of their abuse of the substance leading to potential life loss. The young ones who are well brought up with good knowledge on the effects of substance and alcohol abuse are able to sustain during their youthful age (Sillice *et al.*, 2014). Other studies established that, knowledge on alcohol use can also be through good education by the media on the consumption of alcoholic beverages (Kponee, Siegel, & Jernigan, 2014).

The adverts on alcohol which is supposed to be educative against its negative effects, is rather encouraging its consumption among vulnerable groups (Surkan, Fielding-miller, & Melchior, 2012). Consumption of alcohol was ranked as the seventh leading risk factor for premature death and disability in the West African Sub-region among the growing youthful population (Soyka & Mutschler, 2016). It is believed that, most of these deaths would have been prevented if knowledge about the harmful effects of alcoholism and testimonial adverts on the television sets are controlled (Go & Ortiz-herna, 2009). The injuries and accidents resulting from alcohol consumption could have been well prevented if adequate knowledge on the substance was made known to its young generation of consumers (Bagge & Sher, 2008). The negative consequences of the use of alcohol is the development of some health conditions such as tuberculosis, diabetes, hypertension, digestive diseases, road injuries, violence and the contraction of sexually transmitted diseases (Moure-rodríguez, Caama, Doallo, & Juan-salvadores, 2014).

Harmful use of alcohol has impact on the health of women and children. Scott-Sheldon (2016) suggested that the link of alcohol intake with engagement in unprotected sex has increased the risk of incidence of unintended pregnancies. Alcohol consumption also affects pregnancy and has negative impacts for the new-borns (Boyas, Jin, Seek, Ruiz, & Gaines, 2017). Alcohol consumption among young adults is related to modifications in verbal learning, visual-spatial Processing, memory and attention as well as with deficits in development and integrity of grey and white matter of the central nervous system (Spear, 2018). These neurocognitive alterations by young adult's alcohol utilization seem to be related to behavioural, emotional, social and educational troubles in afterward life (Mathurin & Bataller, 2015).

Dave and Saffer (2008) pointed out that inadequate knowledge in alcohol intake has increased the risk of transmission of HIV/AIDS by increasing the risk of infectious and subsequent mortality from tuberculosis, and lower respiratory infection. For them there is a link between

consumption of alcohol and risky sexual behaviour which increases sexual risks and affects partner selection and the probability of unprotected sex. There are countless evidence in epidemiological literature that there exists the relationship between heavy consumption of alcohol and the incidence of cardiovascular diseases among the youth of low and middle income countries because of the poor knowledge on the negative effects and benefits of alcohol consumption (Kubacki, Rundle-thiele, Pang, & Buyucek, 2015). Alcohol consumption has also contributed to the causes of liver diseases such as alcoholic hepatitis, and the median survival time of patients with advanced liver cirrhosis (Yang, Schaninger, & Laroche, 2013).

2.5 Benefits derived from alcohol consumption

Alcohol advertisement according to researchers is common in low and middle income countries (Bill & Foundation, 2018) and Ghana is no exception. Experts say this has brought an explosive boom in the alcohol industry to the extent that the industry is willing to invest large sums into advertisements (Martineau, Tyner, Lorenc, Petticrew, & Lock, 2013). A study was conducted in Australia in 2009 which scrutinized thirty alcohol advertisements with the conclusion that at least one element known to attract young people while 23 of those advertisements compromising of two or more elements (Fielder *et al.* 2009). Dobson (2012) observed that alcohol advertising usually contains messages, elements and images that attract the young adults. Several experimental studies have demonstrated that young people are often drawn to celebrities, characters, story and humour, music and find the peculiar, playful, and seditious elements of alcohol advertisement charming (Andreoni & Sanchez, 2017).

Dordoye (2016) established that, alcohol advertisements in Ghanaian media appeal to the young people by convincing them that such products benefits on Sexual pleasure. It is portrayed in the Media that alcohol has sexual potentiating properties. This is often carried out on TV screen as cure for waist pains and many people refer to it as pain killer (Maldonado-molina,

Reingle, Delcher, & Branchini, 2011). Alcohol actually acts on the brain and raises the person's desire to have sexual intercourse that can last for a longer period. This notion encourages exuberant young people to involve themselves in excessive drinking in order to stay longer during sexual intimacy (Orlandini & Adablah, 2016). It is also noted that, alcoholic beverages are believed to be an appetizer and so consumers drink it ahead of a mealtime to facilitate them to eat well (Dennis-antwi, 2003). Some young men think that moderate drinking boosts appetite. This attitude has made many young people get addicted to drinking alcohol (Davids, 2004). In Ghana, it is believed that alcohol has some medicinal properties and has potential benefits for the heart (Owusu-akyem, 2016).

In most Ghanaian societies, alcohol is often used for various cultural and social functions. Alcohol is used during naming ceremonies that makes it an acceptable behaviour. This creates an impression in the minds of the young generation that the consumption of alcohol is normal and acceptable (Tampah-naah & Amoah, 2015). It is anticipated that 18 percent of young females in Ghana drink alcoholic beverages. Most of these young females' alcohol intake differs by age, employment status, marital status and region (Adeyiga, Udofia, & Yawson, 2014). Literature has also indicated that, some young ones learnt how to drink from their school days and the source of encouragement for their alcohol consumption was through various media platforms including television and radio (Osei-bonsu *et al.*, 2017).

Advertisements are almost always embedded with persuasive messages with genuine information. It is often the only means of communicating the existence of a product to potential buyers on a large scale (Hsu, 2013). It also increases the recognition of a company's name, reputation and enhances the opportunity of sales persons to create a sale, among others. Major mediums used to deliver these messages include television, radio, cinema, magazines, newspapers, and video games, sides of buses, internet and billboards (Toomey *et al.*, 2013). Alcohol use during adolescence and young adulthood remains a prominent public health problem. Despite growing

problems of global alcohol abuse, accurate information on the prevalence and pattern of use remain sparse (Chikere, & Mayowa, 2011). While adverse health outcomes from long-term chronic alcohol use may not cause death or disability until late in life, acute health consequences of alcohol use, including intentional and unintentional injuries, are far more common among younger people (Biolcati *et al.*, 2016). In many parts of the world, drinking alcoholic beverages is a common feature of social gatherings. This accounts for the factors that increase consumption of alcohol and its adverse risk on health and social consequences (World Health Organization, 2009).

In Nigeria, psychoactive substance misuse especially alcohol has for many years been an issue of increasing health and social importance. This is especially so for the critical adolescent period marked by several changes including the psychological phenomenon of experimentation. Studies carried out in the last decade in Nigeria have identified adolescents as a major group involved in the use of alcohol (Chikere & Mayowa, 2011). A substantial and rapidly-growing proportion of college students use energy drinks. Energy drink users tend to have greater involvement in alcohol and other drug use and higher levels of sensation-seeking, relative to non-users of energy drinks (Sherman *et al.*, 2013). Prospectively, energy drink use has a unique relationship with nonmedical use of prescription stimulants and analgesics. Drugs and alcohol users have a high-risk for substance abuse problems (Patton *et al.*, 2018). Underlying personality and temperament characteristics, family history of substance abuse, and comorbid mental health conditions are all risk factors for substance abuse that may also have relevance for energy drink and alcohol use (Sillice *et al.*, 2014).

High levels of youth exposure and high awareness of alcohol advertising were found for television, radio, print, digital and outdoor advertisements. Youth exposure to alcohol advertising has increased over time, even as greater compliance with exposure thresholds has been documented (Kponee *et al.*, 2014). Violations of the content guidelines within self-

regulated alcohol marketing codes are highly prevalent in certain media houses in various parts of the world (Surkan *et al.*, 2012). Exposure to alcohol marketing, particularly among youth, is also prevalent. Taken together, the findings suggest that the current self-regulatory systems that govern alcohol marketing practices are not meeting their intended goal of protecting vulnerable populations (Noel, Babor, & Robaina, 2017).

2.6 Policy regulation on alcoholic consumption among student youth

Several authors have put forth their definition of advertising with similarity in terms of content. One of such authors, Lake (2012), defines advertising as the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers (Soyka & Mutschler, 2016). Based on the above definitions, alcohol advertising focuses on alcoholic beverages as the object of interest in terms of the product been advertised (Go & Ortiz-herna, 2009). The Ghana National Alcohol Policy document published in 2016 defines alcohol advertising as the “specific mention of, or any public notice, representation or activity with the intention to attract attention to and promote an alcoholic beverage or any other form of edible alcohol (Moure-rodríguez *et al.*, 2014).The alcohol industry has become globalized with few multinational companies becoming the dominant players thereby controlling a chunk of the market (Jernigan 2009). This feat is hinged largely on the massive benefits of advertisements. It has become increasingly apparent based on the body of evidence that exposure to alcohol advertising considerably influences people’s decisions about drinking and even future use (Babor *et al.*, 2010). However, what lacks is a policy document restricting the consumption of alcohol (Kubacki *et al.*, 2015).

It plays a crucial role in maintaining a cultural environment in which drinking is perceived as normal. In view of this, alcohol producers and manufactures explore the various advertising

media to showcase their product with the view of out competing their rivals and controlling the biggest market share (Munro & de Wever, 2008). Traditionally, alcohol advertisement has been done via a mix of television, radio, the print media and promotion at the point of sales. In recent times, alcohol marketers have taken advantage of innovative technologies to advertise their products and this include social networking sites, personalized emails and text messages (Casswell & Maxwell, 2005). To this end, having effective policy to control how alcoholic beverages are consume is very essential for its moderate use (Maldonado-molina *et al.*, 2011). According to Pasch and Velazquez (2013), lack of well-defined policy regulations to control alcoholic advertisement on television is affecting sound consumption of the product. Alcohol sponsorship has become commonplace in our world today in vital areas of youth culture, sports, music, film and television (Alsayyari & Albuhairan, 2018). It is also argued that, lack of media policy regulating the king of advert that can be aired also has impact on the level of consumption that foe on in the media (Chen *et al.*, 2017).

The Advertising Association of Ghana like others has also put together some guidelines on the advertisement of alcohol which captures among others things that: Advertising of alcoholic drinks should not be directed at persons under 18 years in contravention of the Liquor Licensing Act 1970 (Act 331). Presentation of advertisements on alcoholic drinks likely to be of particular appeal to children should be avoided. Children should not be seen or heard in an advertisement for alcoholic drinks. In advertisements for drinks containing alcohol anyone associated with drinking should be or appear to be at least 18 years old. Advertisements for alcoholic drinks should not feature any personality who has a particular appeal to under age. In Ghana, Food and Drugs authority (FDA) is mandated to protect the health and well-being in terms of ensuring that populace consume wholesome food and drugs, also has an oversight responsibility in regulating the alcohol advertisement. These are some of the guidelines specifically to regulate alcohol advertising: The advertisement shall include the following

caution messages “Drink Responsibly”, “Not for sale to Persons under 18 years of age” and “not recommended for pregnant women” or similar statements and/or conventional symbols with the same meaning.

For television and print media advertisements, these messages when shown in text shall be legible and clearly visible. Radio and Television advertising shall be forbidden between the hours of 6:00 am to 8:00 pm. An advertisement shall not imply that consumption of alcoholic beverage is required for: social or professional achievement; personal success; any sporting activity; sexuality; pleasure, resolution of social, physical or personal problems, and appetite. In 2015 the FDA, place a ban on celebrities who are featured in alcohol advertisement particularly on television, a move to enforce the regulation stipulated in the WHO policy document. The Ghana media commission also has a mandate of regulating the advertisement on media and as it regards alcohol advertisement. It has put together guidelines to regulate this activity. The study would most likely add additional information to the Ghana Standards Authority on streamlining their policies on substance abuse and alcoholic abuse in particular.

2.7 Empirical Evidence

The empirical review for this study is centred on articles, journals or better still studies that have been carried out and established the role of adverts on alcohol consumption especially among the youth. The literature is discussed in line with its effects on the youth especially those pursuing academic career. For better understanding, the empirical review is done based on the objectives of the study. The objectives of the study serve as themes for this discussion.

2.7.1 Knowledge level on harmful alcohol consumption

A number of studies have established that, the knowledge level of alcohol consumers on its effects is fundamental to their decision on the level of consumption (Biolcati *et al.*,

2016; Thomas *et al.*, 2013; Adeyiga *et al.*, 2014). Literature has confirmed that, the consumption of alcohol especially among school going age can be attributed to their knowledge level on the effects (Sherman *et al.*, 2013). Most students, though can read and write, adverts on alcoholic beverages and their supposed potential benefits to them is the driving force for their consumption (Meacham, Bailey, Hill, Epstein, & Hawkins, 2013). It is also established that, the poor knowledge and intake of alcohol among the youth is attributed to the adverts which also leads to the increasing rate of STIs and unintended pregnancies in most of the Higher Institutions of study or academic pursue (Boyas, Jin, Seek, Ruiz, & Gaines, 2017). Alcohol consumption has also contributed to the causes of liver diseases such as alcoholic hepatitis, and the median survival time of patients with advanced liver cirrhosis (Yang, Schaninger, & Laroche, 2013)

2.7.2 Benefits of alcohol consumption among the students

The perceived benefits of alcohol consumption is the rationale for its consumption among some young ones of some low and middle income countries (Martineau, Tyner, Lorenc, Petticrew, & Lock, 2013). Ghana over the period has witnessed an upsurge in the advertisement of alcohol across the media landscape particularly radio and television. A study conducted in Australia in 2009 reveals that, alcohol advertisements attracts the young ones to its consumption. It was established that, one potential benefits of alcohol consumption among the youth is sexual drive (Fielder *et al.* 2009). In most Ghanaian societies, alcohol is often use for various cultural and social functions. Alcohol is used during naming ceremonies that makes it an acceptable behaviour. This creates impression in the minds of the young generation that the consumption of alcohol is normal and acceptable (Tampah-naah & Amoah, 2015). It is anticipated that 18 percent of young female in Ghana drink alcoholic beverages. Most of these young females alcohol intake differ by age, employment status, marital status and religion (Adeyiga *et al.*, 2014). Literature has also indicated that, some young ones learnt how to drink from their school

days and the source of encouragement for their alcohol consumption was through various media platforms including television and radio (Osei-bonsu *et al.*, 2017). Exposure to alcohol marketing, particularly among youth, is also prevalent. Taken together, the findings suggest that the current self-regulatory systems that govern alcohol marketing practices are not meeting their intended goal of protecting vulnerable populations (Noel, Babor, & Robaina, 2017).

2.7.3 Policy regulation on alcoholic consumption among students

Several authors have put forth their definition of advertising with similarity in terms of content. Lake (2012), defines advertising as the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers (Soyka & Mutschler, 2016). Based on the above definitions, alcohol advertising focuses on alcoholic beverages as the object of interest in terms of the product been advertised (Go & Ortiz-herna, 2009). The Ghana National Alcohol Policy document published in 2016 defines alcohol advertising as the “specific mention of, or any public notice, representation or activity with the intention to attract attention to and promote an alcoholic beverage or any other form of edible alcohol (Moure-rodríguez *et al.*, 2014).

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sale to Persons under 18 years of age” and “not recommended for pregnant women” or similar statements and/or conventional symbols with the same meaning. The study would most likely add additional information to the FDA on streamlining their policies on substance abuse and alcoholic abuse in particular.

2.8 Summary

Various researchers in the area of alcohol consumption have treated the topic in diverse ways depending on the focus of the writer. Some researchers were more concerned with social impact as well as the health implications of heavy alcohol consumption. Other studies have demonstrated that alcohol advertising indeed have great impacts on the youth and their intention to consume more alcohol. In Ghanaian context, many outstanding writers took the interest in discussing the alcohol intake in Ghana where they were more concerned with the causes and effects of indiscriminate intake of alcohol in Ghana due to rampant advertising. The conceptual framework of this research also discusses systematically the AIDA model of advertisement and summed up that rampant advertising in our Ghanaian media have great impacts on the youth in their resolutions to consume alcohol as a result of the circumspectly planned contents portrayed by advertisers drive or convinced the consumers to purchase the brand involved.

It is also clear from literature that, there are numerous guidelines that seek to regulate harmful impacts of alcohol consumption. Despite the availability of these guidelines, it seems there is lack of enforceability which is the weakness of regulatory bodies.

CHAPTER THREE

METHODOLOGY OF THE STUDY

3.0 Introduction

In this chapter, the study area, research design and approach, study population, sampling techniques, sampling size, data collection procedure, tools for data collection, ethical consideration and method of data analysis shall be the composition of the chapter.

3.1 Study Area

University of Ghana, formerly known as the University College of Gold Coast was founded on 11th August 1948 by the British Government for the purpose of providing and promoting University education, learning and research. It is the premier and the largest University in Ghana. The University is located in Accra, the capital city of Ghana. The vision of the university is “to become a world class research-intensive university over the next decade. The mission of university of Ghana is “we will create an enabling environment that makes university of Ghana increasingly relevant to national and global development.

It is positioned at middle of Legon about twelve kilometres northeast away from the centre of Accra, Ghana. It has many surrounding communities. It shares borders with, East and North Legon, Westlands, Achimota, Madina and Okpoglo. It is situated at the main road that connects Akwapim to Koforidua a few meters away from the biggest shopping mall in the country.

3.2 Research Design

Research design explains the framework of a study which includes data collection procedure, instruments for data collection and how the data collected can be analysed. Given the topic under investigation, the mixed method design or approach is adopted, thus, using both

qualitative and quantitative techniques of social science research. The quantitative data includes closed-end information that undergoes with statistical analysis and results in a numerical representation. Qualitative data, on the other hand, is more subjective and open-ended. It allows for the “voice” of the participants to be heard and interpretation of observations. This research made use of Google forms purposely designed to reach participants easily and conveniently. It made the answering of the questionnaire simple and easy without wasting much time.

3.3 Sources of Data

The sources of data consisted of primary and secondary data. The key primary data for the study was 530 responses obtained from the answering of the questionnaires. Primary information on policy was also gathered from FDA and AAG. Nevertheless, to augment data soundness and consistency, primary data was supplemented with secondary data for deeper understanding of the issue at hand. The secondary data comprised of prevailing data relevant to the subject under study. The secondary sources offered bases for evaluation and presented a valuable background for ascertaining the key questions and subjects needed to be addressed by primary enquiry.

These secondary data included publications on alcohol consumption among students, its harmful effects. The study also used secondary data originated from journal articles from credible databases on alcohol advertisement and policy regulations to support primary data from the area of study.

3.4 Study Population

A study population can be explained as a group of individuals or subjects of an investigation selected on the basis of inclusion and exclusion. The study population for this work included both graduate and undergraduate students between the ages of 15-35 years. Students who were below fifteen (15) and above thirty-five (35+) years of age were excluded from the study. All the respondents were drawn from the main campus of the University of Ghana excluding City Campus and Distance Students. These category of people were selected because the study was meant to assess the effects of alcoholic advertisement on student alcohol consumption. Since both graduate and undergraduates are all students and capable of consuming alcoholic beverages, there was the need to study such population. The effects of alcohol consumption among such population were the focus of discussion. The management of Food and Drugs Authority formed part of the participants of this study because issues of policy on substance abuse were of greater concern and formed the basis of these discussions. Advertising Association of Ghana were also interviewed on the kind of media adverts especially testimonial adverts that their members make on their stations, the rationale for the adverts and their knowledge on the effects of these adverts on consumers especially among students.

3.5 Sampling Size

Mixed method was used in the collection of data. These are quantitative and qualitative approaches. Out of the Twenty-nine thousand, five hundred and eighty-three (29,583), Five hundred and thirty (530) between 15-35 years were randomly selected to complete the questionnaires. The random selection of the participants was to ensure that there was no bias in the selection of subjects for the study. A study where bias is introduced into the methodology of selecting participants for the study, it affects results quality. With the quantitative design, the primary sampling unit is the Colleges. The Colleges were treated as clusters to facilitate

selection of respondents. In each cluster, random sampling technique was applied to select departments using the probability proportionate-to-size approach (Kothari, 2004). In each department, students were randomly selected for interviews. For the qualitative data, only the Director of Communications of the Food and drugs Authority and Executive Secretary of the Advertising Association of Ghana were purposely selected and interviewed for the study.

3.7 Limitations of the Study

The study was only carried out among regular students on main campus of the University of Ghana excluding students in medical school in Korle-Bu, City campus, Atomic school, and distance students. Again, it was extreme difficulty in obtaining the student population of the school from registry due to bureaucracy. The study was limited to only two regulatory bodies, that is, Advertising Association of Ghana and Food and Drugs Authority. Finally, due to several visits to Food and Drugs Authority and Advertising Association of Ghana affected the budgeted funds for transportation which in turn affected the time used in the data collection.

3.8 Instrumentation

Research Instruments are measurement tools, for example, questionnaires or scales designed to obtain data on a topic of interest from research subjects. The two main instruments used for the study were a questionnaire and an in-depth interview guide. Both instruments were designed in line with the objectives of the study and the theoretical framework underpinning the study. This was to ensure that the objectives and theoretical framework are fit for purpose. The two main tools were designed to solicit both quantitative and qualitative data for the study. The aim was to ensure that the weakness of each is addressed by the strength of the other. The in-depth interview guide was used to collect information on policy issues and the media role on alcoholic beverages adverts from the Food and Drugs Authority and the Advertising

Association of Ghana. The questionnaires were used to gather data on alcohol consumption among the students. This gave the investigator the opportunity to establish in quantitative form, how many students are involved in alcohol consumption approximately in the University and the reasons associated with such attitude.

3.9 Data Gathering Procedure

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The questionnaire after been constructed was pretested with three (3) participants to ensure its quality as in the information it sought to obtain. The instrument was first tested face to face with a cross section of the respondents to identify its validity. After inputs were made, the questionnaire was randomly forwarded to five respondents for pretesting its effectiveness in the Google forms. This was also streamlined and the questionnaires finalized for final data collection using the Google forms. This reduced the cost, especially the financial cost associated with the printing of questionnaires and the collection of data.

The researcher was the only person who forwarded the questionnaire using the Google forms to participants to complete the information. The answering of the questionnaire for each student participant according to the investigator observation through the time the questionnaire was forwarded and the time the response comes back was between 10 minutes and 15 minutes. The in-depth interview guide was however not pretested for its participants because they were very few. However, it was carefully constructed to contain the necessary details needed to obtain information from the respondents for the study. The in-depth interview with Food and Drugs Authority and Advertising Association of Ghana was a face to face interaction. Through this period, the respondent observed the mannerisms of the respondents which emphasize personal

experiences and feelings on the topic under investigation. The facial expressions and intonation of the respondents were considered in the analysis of results. The interview for each of them lasted between 35 minutes and 45 minutes. The data collection lasted for two weeks in April, 2019.

3.10 Data Analysis

Data analysis is a range of processes and procedures whereby the researcher moves from the data collection into some form of explanation, understanding or interpretation of the views expressed by the participants. Data analysis tools help researchers make sense of the data collected. It enables them to report results and make interpretations. Quantitative analysis used numerical data using the questionnaire to evaluate that include multiple choice items and ratings such as the Likert scale provide quantitative data for analysis. Since the data was collected using the Google forms, the statistical software, the Stata was used to generate the information for analysis using the various defined variables. The results were presented in frequencies indicating the pictorial nature of the findings. Qualitative Data Analysis Software provided tool to assist with qualitative research such as transcription analysis, coding, text interpretation and content analysis.

The audio records of the food and drugs authority and the advertising association were played twice for first-hand information of the nature of the interviews. This proceeded with transcription of the audios according to the intonation of the respondent. The transcribed data was then subjected to identification of major themes and presented as such for analysis bearing in mind its link with the objective and framework of the study. Qualitative analysis used descriptive data to understand processes of policy formulation for media advert on harmful alcohol consumption from the food and drugs authority and the advertising association of the study.

3.11 Ethical Consideration

Ethical clearance was obtained from Ethics Committee of the University of Ghana. This certificate was used to introduce the study to participants, institutions and Colleges involved in this study. Besides, it also added credibility to the study and results obtained. Permission was sought from Food and Drugs Authority as well as Chief Executive Secretary of the Advertising Association of Ghana with an introductory letter from the University of Ghana Business School (UGBS). Individual informed consent form was given to the selected individual participants and upon agreeing, signed a consent form before an interview was conducted. Anonymity was ensured by assigning identification (ID) codes to all participants. Names mentioned or descriptions that could easily be identified in the research report was omitted to ensure privacy.

3.12 Chapter Conclusion

The chapter three dealt with the various procedures through which the research was carried out. It was clear that some of the initial proposed techniques for the study such as accidental sampling were inappropriate in selecting the respondents for the study. However, the successful ending of the study indicates that, following a scientific approach to carrying out a study is beneficial. The various steps or stages outlined in the methodology are what was followed and led to the success of this study. The use of modern method of data collection, thus using the Google forms, played critical role in achieving the purpose of the study.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND DISCUSSION

4.0 Introduction

This chapter presents a detailed analysis and findings on issues relating to harmful youth alcoholism among students of the University of Ghana. The chapter equally examined the respondents' demographic features and how such could influence their alcohol consumption. The participant's sources of information for alcohol consumption, knowledge level on harmful alcohol consumption, benefits and consequences are all presented in this chapter. The policy issues regarding alcohol consumption among the youth are considered very essential in analysing and presenting findings of the study.

Table 4.1: Demographic characteristics of correspondents

Age	Freq.	Percent
15-20	8	1.51
21-25	446	84.15
26-30	64	12.08
31-35	12	2.26
Total	530	100
Gender	Freq.	Percent
Female	222	41.89
Male	308	58.11
Total	530	100
Marital status	Freq.	Percent
Single	509	96.04
Married	21	3.96
Total	530	100

Source: Field Survey, 2019

Age is one key determinant of human attitude and lifestyle. It is fundamental to the experiences that we gather at a certain stage in life. The results of the study reveal that, those who participated in the study were from under 15 to 35 years. The findings show that majority, approximately 446 (84%) constituting 21-25 years participated in the study. Also, 64 (12%) approximately, 12 (2.26%) and as low as 8 (2%) constituted ages 26-30, 31-35 and 15-20 respectively. Generally, most of the participants who participated in the study were among the active youth population. Also, Gender was considered essential in finding out participants' knowledge and engagement in harmful alcohol consumption. It is a great determinant in identifying which gender category among participants are most likely to engaged in harmful alcohol consumption. According to the study, approximately 222 (42%) who participated in the study were females and approximately 308 (58%) of the respondents were males. Again, there are a number of factors that can influence someone to engage in a certain activity. The results presented shows that, approximately 509 (96%) of the respondents were single at the time of this study with approximately 21 (4%) married.

Table 4.2: Alcohol Consumption

Consume alcohol	Freq.	Percent
Yes	173	32.64
No	357	67.36
Total	530	100
Frequent Consumption	Freq.	Percent
Never	316	59.62
Less than once a month	148	27.92
1-2 times per month	56	10.57
1-2 times per week	9	1.70
3-4 times per week	1	0.19
Total	530	100

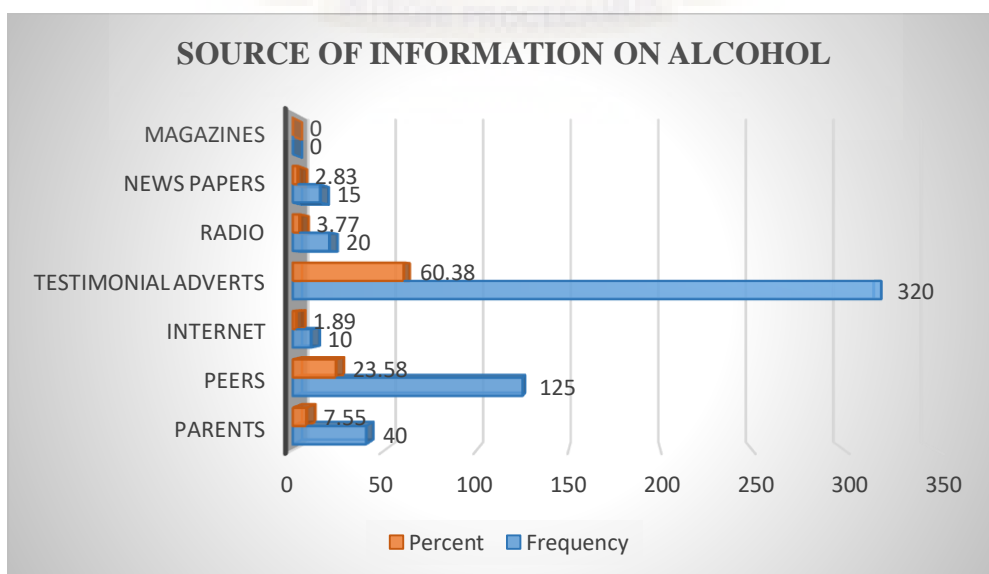
Source: Field Survey, 2019

Harmful alcohol consumption begins with the little intake of alcohol. In this regard, the study

sought to know among participants those who consume alcohol. The findings reveal that, approximately 357 (67%) of the participants do not consume alcohol and about 173 (33%) of the interviewees indicated their participation in alcohol consumption. Further, habit or addiction in the consumption of alcohol more often than not starts with how regular the consumer consumes the product. This necessitated the need to find out from respondents how often they consume alcohol. The statistics indicates that, approximately 316 (60%) of the interviewees never consumed alcohol, 148 (28%) consume alcohol less than once in a month and approximately 56 (11%) consume between 1-2 times per month. About 9 (2%) of the participants mentioned consuming alcohol between 1-2 times per week and approximately 1(0.2%) consumed between 3-4 times per week.

4.1 Students Sources of Information on Alcohol Consumption

This objective sought to find out from the participants their source of knowledge for alcohol consumption. This is to help policy makers and the advertising community to know how students get to know about alcoholic beverages. Figure 4:1: Youth source of information on alcohol consumption



Source: Field Survey, 2019

The results of the study as indicated in the figure above indicates that, there were seven key areas that the interviewer assessed the interviewees on their source of knowledge on alcohol consumption. The areas include parents, peers, internet, testimonial adverts on TV, radio, news Papers and magazines. The statistics show that, majority, 320 (60.38%) of the participants had their source of information about alcohol consumption through testimonial adverts aired on television sets, 125 (23.58%) had their information through their peers, 40 (7.55%) had information about alcohol consumption through their parents, 20 (3.77%) through radio, 15 (2.83%) through newspapers and 10 (1.89%) through internet. It was registered that, none of the respondents did not get information from the magazines.

4.2 Student Knowledge Level on Harmful Alcohol Consumption

This objective sought to be examined student knowledge on harmful alcohol consumption. This objective is considered very essential for the study because their knowledge level in the consumption of alcohol will greatly determine their attitude towards its consumption which could either be detrimental or helpful to their health. The information below explains the areas of assessment or examination of the student's knowledge level on harmful alcohol consumption.

Table 4.3: Student knowledge on harmful alcohol consumption

Academic Failure	Freq.	Percent
Strongly disagree	40	7.55
Disagree	104	19.62
Strongly Agree	215	40.57
Agree	129	24.34
Neutral	42	7.92
Total	530	100

Health Implication	Freq.	Percent
Strongly disagree	21	3.96
Disagree	16	3.02
Strongly Agree	378	71.32
Agree	106	20.00
Neutral	9	1.70
Total	530	100

Source: Field Survey, 2019

The participants were examined on their knowledge level on harmful alcohol consumption citing their level of agreement or disagreement on academic failure. The results show that, majority, approximately 215 (41%) of the participants strongly agreed that harmful alcohol consumption can cause a student to fail in academic work. About 129 (24%) of the interviewees also agree on the fact that, harmful alcohol consumption can negatively affect student academic performance. within the respondents, approximately 104 (20%) disagreed that harmful alcohol consumption can affect their academic work negatively with 40 (8%) approximately indicating strongly that harmful alcohol consumption cannot cause them academic failure. However, approximately 42 (8%) of the respondents were neutral in their view on harmful alcohol consumption on their academic success.

Further, participants were examined on their knowledge level of harmful alcohol consumption on their health. The responses show that, majority 378 (71%) approximately strongly agreed that harmful consumption can lead to negative health implications. It was also clear that, 106 (20%) of the study participants agreed or indicated that harmful alcohol consumption can affect their health status negatively. The results again indicate approximately 21 (4%) of the respondents strongly disagreeing that harmful alcohol consumption can affect their health, 16 (3%) disagree with the assertion and approximately 9 (2%) remained neutral on their position

on harmful alcohol consumption on their health.

Table 4.4: Harmful alcohol consumption on finances

Effect on student finance	Freq.	Percent
Strongly disagree	25	4.72
Disagree	61	11.51
Strongly Agree	294	55.47
Agree	127	23.96
Neutral	23	4.34
Total	530	100
Effect on Parents Finances	Freq.	Percent
Strongly disagree	45	8.49
Disagree	83	15.66
Strongly Agree	255	48.11
Agree	107	20.19
Neutral	40	7.55
Total	530	100

Source: Field Survey, 2019

The participants of the study were again assessed on the effects of harmful alcohol consumption on their finances. The findings indicate majority, 294 (55%) of the respondents had knowledge or strongly agreed on the fact that, bad alcohol consumption can affect their finances with 127 (24%) also agreeing that it has negative effect on their finances, 25 (5%) also strongly disagree, 61 (12%) disagree of the effects of alcohol on finances and 23 (4%) remained neutral. Most students are either depending on their parents or caregiver, yet some students abuse the monies given to them in school on certain activities such as alcohol consumption. The statistics of the study shows that, approximately 255 (48%) of the participants of the study strongly agree that irresponsible alcohol consumption can affect their parents' financial positions. Also, approximately 107 (20.19%) of the participants agree that harmful consumption by a student can affect parents' finances. Notwithstanding, approximately 45 (9%) of the respondents

strongly disagree with the assertion that alcohol consumption can affect parent finances, 83 (16%) disagree and 40 (8%) remained neutral.

Table 4.5: Shamefulness in Alcohol Consumption

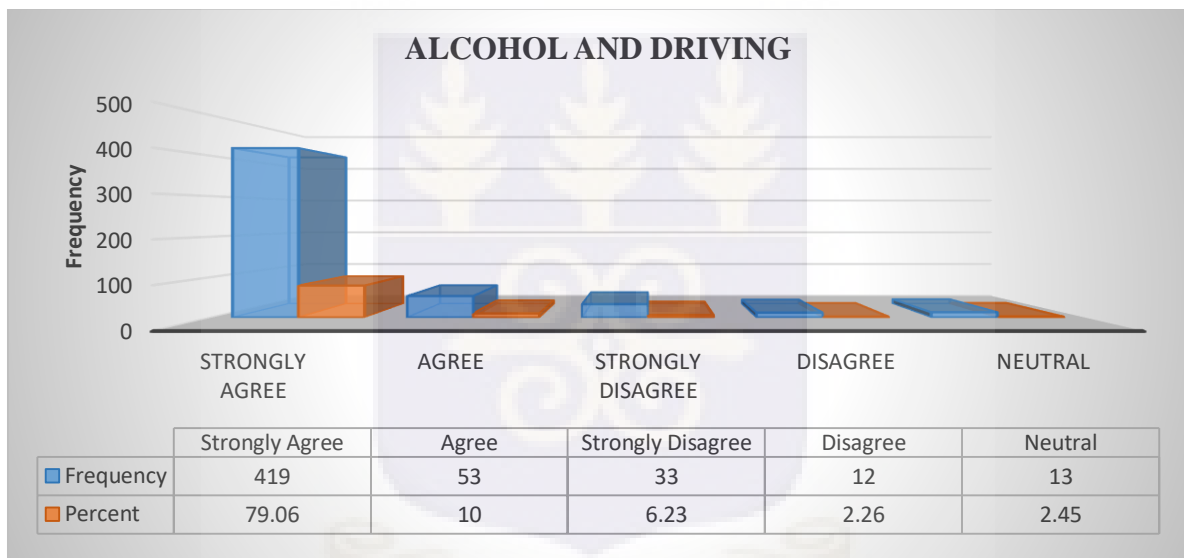
Public Disgrace	Freq.	Percent
Strongly disagree	28	5.28
Disagree	22	4.15
Strongly Agree	371	70.00
Agree	94	17.74
Neutral	15	2.83
Total	530	100
Daily consumption No effect	Freq.	Percent
Strongly disagree	323	60.94
Disagree	130	24.53
Strongly Agree	38	7.17
Agree	19	3.58
Neutral	20	3.77
Total	530	100

Source: Field Survey, 2019

Knowledge on the negative effect of alcohol consumption could be a prelude to potential alcohol consumers to either restrain its consumption or minimize it. The question above examined participants' knowledge on whether alcohol can be disgraceful to their person. The results show that, most of the participants, approximately, 371 (70%) strongly agreed that irresponsible alcohol consumption can cause the consumer a disgrace in public. The views of these participants were supported by approximately 94 (18%) of the respondents who also agreed with the assertion that, irresponsible alcohol consumption can disgrace a student in public. Some of the respondents, approximately 28 (5%) strongly disagree, 22 (4%) disagree and 15 (3%) did not state their position on the potential effect of alcohol causing a consumer disgrace in public. The statistics on the effects of daily alcohol consumption reveals that,

almost 130 (25%) of the participants are not in agreement that daily alcohol consumption has no effect on human wellbeing. Approximately 323 (61%) of the interviewees strongly opposed to the assertion that daily consumption of alcohol has no problem on the consumer. About 38 (7%) were of the strong opinion that daily consumption has no effect on the consumer and 19 (4%) agreed that, there is no problem in consuming daily. However, about 20(4%) of the participants remain different on the issue of daily consumption of alcohol having no problem on the consumer.

Figure 4.2: Drinking alcohol and driving



Source: Field Survey, 2019

The participants of the study were also examined on their knowledge on drinking and driving. The findings indicate that, majority of the respondents, approximately 419 (79%) strongly agreed that, drinking and driving can cause accident on the road with about 53 (10%) also agreeing that drinking and driving can cause road accident. It is also noted that, approximately 33 (6%) and 12 (3%) of the participants respectively, strongly disagree and disagree that drinking and driving can cause road accident.

4.3 Benefits of Alcohol Consumption among the Students

This objective sought to find out from participants of the study if there is any kind of benefit that is associated with student intake of harmful alcohol consumption. Their views were assessed based on how strongly they agree, agree, disagree and strongly disagree with the assertion that, harmful alcohol consumption is beneficial. The figure below presents a pictorial explanation of the responses by participants.

Table 4.6: Alcohol on studies, complimentary sex engagement and sexual drive

Alcohol Enhances Studies	Freq.	Percent
Strongly disagree	299	56.42
Disagree	172	32.45
Strongly Agree	11	2.08
Agree	5	0.94
Neutral	43	8.11
Total	530	100
complimentary sex	Freq.	Percent
Strongly disagree	235	44.34
Disagree	155	29.25
Strongly Agree	23	4.34
Agree	42	7.92
Neutral	75	14.15
Total	530	100
Enhances Sexual Drive	Freq.	Percent
Strongly disagree	237	44.72
Disagree	138	26.04
Strongly Agree	31	5.85
Agree	36	6.79
Neutral	88	16.60
Total	530	100

Source: Field Survey, 2019

The students were also assessed on their knowledge on alcohol while studying. The results show that, 299 (56%) of the participants were of the view that a student cannot study well when taking alcohol with almost 172 (32%) also disagreeing to such an assertion. The findings again show that, 11 (2%) of the participants strongly agree that students can drink and study and only 5 (1%) agree on such an assertion. A reasonable number of the participants, 43 (8%) did not state their position on whether a student can drink and study well or not.

The study also sought to establish among others some of the reasons associated with harmful alcohol consumption. Complimentary sexual relations were one of the areas that was examined. The results show that, alcohol consumption or intake cannot enhance complimentary sex relationship as it indicates that, as much as 235 (44%) strongly disagree that alcohol can enhance complementary sex relationship. Also, 155 (29%) also disagree that alcohol consumption can influence sexual intercourse. However, approximately 23 (4%) and 42 (8%) strongly agree and agreed that, alcohol consumption can influence complimentary sex. Almost 75 (14%) were neutral in their opinion on alcohol consumption on complimentary sex.

Sexual intercourse was one of the variables that was assessed in line with the drivers of harmful alcohol consumption. The results of the study reveals that, approximately 237 (45%) strongly disagree that, alcohol consumption does not enhance sexual intercourse or activity with 138 (26%) of the participants disagreeing with the response. It was also established in the study results that, 31 (6%) and 36 (7%) respectfully of the study population strongly agree and agree on the study results that, alcohol can influence sexual intercourse.

Table 4.7: Avoid Boredom, Escape Trouble and Cultural Practices

Boredom	Freq.	Percent
Strongly disagree	253	47.74
Disagree	147	27.74

Strongly Agree	35	6.60
Agree	31	5.85
Neutral	64	12.08
Total	530	100
Escape Troubles	Freq.	Percent
Strongly disagree	261	49.25
Disagree	117	22.08
Strongly Agree	48	9.06
Agree	45	8.49
Neutral	59	11.13
Total	530	100
cultural practices	Freq.	Percent
Strongly disagree	278	52.45
Disagree	151	28.49
Strongly Agree	16	3.02
Agree	24	4.53
Neutral	61	11.51
Total	530	100

Source: Field Survey, 2019

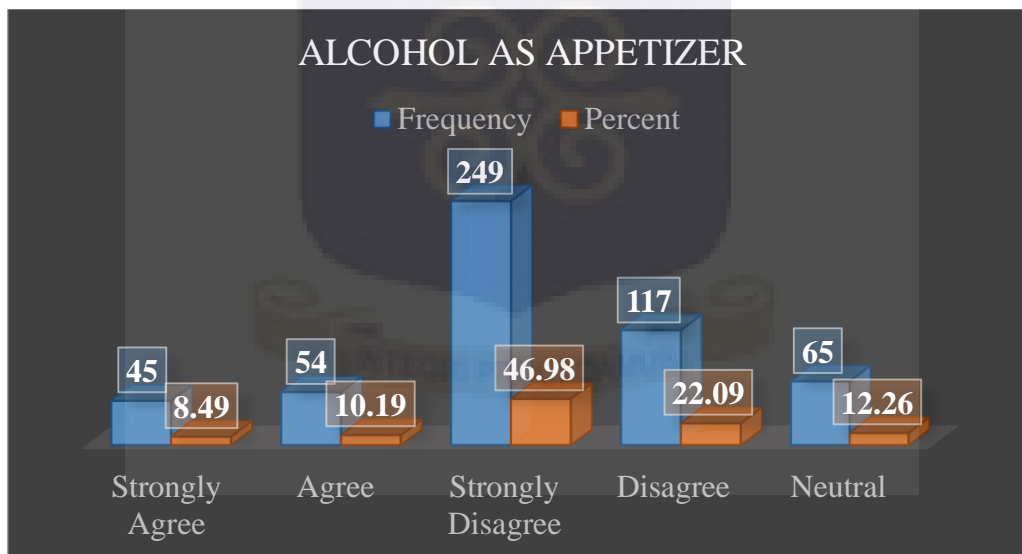
The study again assessed respondents understanding of the benefits of alcohol consumption citing the release of boredom as one essential benefit of alcohol consumption. The results established that, majority of the participants did not agree to the fact that alcohol releases boredom as in indicates 253 (48%) strongly disagreeing, 147 (28%) disagreeing and with only 35 (7%) of the number strongly agreeing and 31 (6%) agreeing to it. It was also indicated that, 64 (12%) of the participants did not state their position on whether alcohol can release boredom or not.

Another variable that was used to assess respondents understanding or rationale for using alcohol was to find out if some respondents drink in other to avoid troubles. The study results show that, the intake of alcohol cannot help one to avoid troubles as the findings show 261

(49%) strongly disagreeing to such an assertion with 117 (22%) disagreeing. However, approximately 48 (9%) and 45 (8%) strongly agree and agreed that alcohol consumption can help one to avoid troubles. About 59 (11%) of the participants remain neutral on such assessment.

Participants were again examined on whether some socio-cultural practices could influence their consumption of alcohol. The results show that, 278 (52%) strongly disagree that alcohol consumption is not influenced by cultural practices with 151 (28%) disagreeing. Some few other respondents 16 (3%) and 24 (6%) approximately strongly agree and agreed that some cultural practices influence alcohol consumption. Out of the study population, 61 (12%) of the participants either strongly agree, agreed, strongly disagreed or disagreed with the assertion.

Figure 4.3: Consumption of Alcohol as an appetizer



Source: Field Survey, 2019

The findings of the study show that alcohol cannot serve as appetizer as statistics shows 249 (47%) strongly disagreeing and 117 (22%) disagreeing. About 45 (8%) and 54 (10%) of the participants agreeing that, alcohol can be an appetizer. Approximately 65 (12%) of the respondents did not state their position on whether alcohol can serve as appetizer or not.

4.4 Existing National Policies and Enforceability on Advertising Alcoholic Beverages

4.4.0 Interview with Food and Drugs Authority, Head Office.

4.4.1 Attitude of Students towards Alcohol Consumption

In the first place we need to establish that alcohol has its purpose. Everything that exists has a purpose but it becomes a problem if its usage is abused, that's what the issue is. Cocaine is important, marijuana is important. Everything God created is important but the moment you use it beyond or outside its operation then it becomes a problem. I've started from that angle. I've had information that students sometimes can take alcohol and add some other products to it and the combination puts them in a certain state. That makes them behave in ways that they should not behave. There are some that I've been told that believe that if combine alcohol and other drugs or other products, they can study for a long time, they can stay awake for a long time, they can do a whole lot of, even some excuse me to use the word, sexual activities but we don't have evidence.

But the challenge is that, as I indicated, once you abuse the alcohol it creates a problem for you. I know excessive alcohol intake can affect some of your organs like your kidney, your liver and some other parts of your body which eventually will create a whole lot of problems- economically or financially.

4.4.2 Sources of Information on Alcohol Consumption

Number 1 could be friends. Friends introduce their counterparts to alcohol consumption.

Number 2, it comes from the media. The media, both traditional and social, in the sense that stories that they read in the news for instance, adverts on various platforms try to attract the youth to indulge alcohol consumption because it would toughen them physically. These are the areas that they get their information.

4.4.3 Regulatory Framework

FDA has a policy that regulates alcohol advertisement in the country. There is a committee which consists of Ghana Health Service, the Food and Drug Authority and some other institutions that ensure alcohol policy effectively enforced. The committee is mandated to educate the public about the harmful effect of excessive alcohol consumption. FDA alcohol policy categorically states that you cannot advertise between the hours of 6am and 8am. This is because the law seeks to protect the children from the influence of alcohol advertisement. It is believe that what children learn from infancy turn to influence them throughout their lives. The law does not permit alcohol advert between the periods of 6am to 8pm. The institution believes that children are active during this period and therefore advert should not be aired.

In terms of billboards, the law mandates it to be 400meters away or further from a school, children's playground, anywhere there is a possibility of children gathering or undertaking any activity. Although children see billboards when walking around, its impact is minimal as compared to watching it on the TV.

The law also frowns on using well-known personalities, actors or actresses in alcohol advertisement because children usually imitate characters or celebrities seen on television. For instance imitating characters like Kwame Djokoto and Kwadwo Nkansa Lilwin because children like the way they behave. These are the three main things that FDA is doing to regulate the advertisement when it comes to alcohol.

4.4.4 Effectiveness of the Policy

Some years ago, there was rampant alcohol adverts all over the country. It has been reduced due to the regulations that have been put in place although you can get one or two stations flouting the law. This calls for extra monitoring to ensure that all adhere to the policy. There

are challenges facing the institutions in monitoring adverts especially in the regional offices. Due to the effort of the FDA, some stations serves as monitoring agents by informing the office about those who are flouting the law. There has been an improvement so far and we are happy that the law is been enforced to some extent.

4.4.5 Recommendations

There are two main ways of addressing this sensitive issue. These are directing the activities of the media houses and prosecution of those who flout the law. FDA guideline stipulates that all alcohol adverts have to be vetted and approved. The media houses should also ensure that alcoholic adverts have been approved by FDA because they have a very big role to play when it comes to enforceability.

Prosecution is used as a means to deter the media from flouting the law. In recent times, the FDA has sent a lot of people to the court as a means of enforcing the law. The law stipulates the minimum amount to be charged against those who flout the law, that is, GHC 90, 000 (15,000 penalty units). If the prosecution is done very well and it will serve as a deterrent. FDA as a regulator, we ought to be very vigilant in their work and not show partiality in prosecution.

4.5 Interview with Advertising Association of Ghana

4.5.1 Attitude of Students towards Alcohol Consumption

I'm wearing two caps. As a parent, I think alcoholic consumption among students is getting out of hand and as a regulator, much has not been done. It is assumed that young people engage in excessive consumption of alcoholic beverages.

4.5.2 Sources of Information on Alcohol Consumption

Students receive information from their parents who are into alcoholism. The major source of information is the media where various adverts are being carried out in the full view of students. They read a lot of information from the social media platforms. Young ones also learn from their peers in the society or environment in which they live.

4.5.3 Regulatory Framework

AAG drafted Advertising Council Bill, 2016, for cabinet consideration to be passed into law to make advertising time 10pm but unfortunately parliament elapsed. If indeed the target is adults, we're expecting that programs for adults start from 10pm. In other countries like the UK, a company can't even advertise alcoholic product outside the located period but in Ghana there is a lot of laxity here. The problem we are having is because the institutions of this country do not enforce regulations. The national communication authority is supposed to put in regulations before liberalizing the air waves and giving private people involvement in broadcasting. We fail to do that and allow private people to get into this free licensing without any regulation binding them. And in the scheme of things, stations are owned by the people who produce these alcoholic beverages and most of them are not complying to lay down regulations. Then, the food and drugs Authority is there to make sure that adverts are actually scrutinized.

4.5.4 Effectiveness of the Policy

Well, the policy is not effective because in this part of our world, we always need the government's backing for regulations to be enforced. The AAG has its own regulations because advertising is not a Ghanaian business but an international business. But the problem of this country is law enforcement. We have a situation where political parties (politicians), manufacturers of alcoholic beverages are having their own frequencies. This situation makes it difficult to regulate activities of these media stations because of interference from the politicians. The state institutions are failing. The National Communication Authority is failing because they are giving licenses to people without due processes being followed. We have core responsibility of ensuring responsible advertising that we don't deceive the public or mislead the young ones.

Now liberalization of air waves has made the situation worse of. So it is a free foul situation! So FDA was not able to regulate the actions of media stations. It is the current chief executive who is a trained person in the system who is trying to ensure enforceability of the law. We think that the governments are failing. And the youth are being destroyed. There are people who sponsor events and they use alcohol even at stadium which cannot be done in other jurisdictions. As an association, and we have regulations which is binding only those who subscribe to association.

4.5.5 Recommendations

The solution is to have the advertising bill passed so that it will regulate actions of all media houses. The Advertising Council Bill will complement the Alcohol Policy by the Ministry of Health and regulations by Food and Drugs Authority.

The National Communication Authority must put proper measures in place when granting Media frequencies to citizens by ensuring and compelling them to strict regulations regarding

alcohol advertisement. Media houses who flout the laid down regulations should be punished to deter others.

4.6 Discussions

The study also sought to establish whether there are existing national policies on alcohol advert and consumption especially among the youth and how these adverts are effectively enforced. The results show that, there have been some national policies on products and alcoholic beverages. However, having a particular regulation, law or policy on advertisement on alcoholic beverages is yet to see the light of the day. It was clear from the interview that, a bill to regulate alcohol consumption and ensure prudent television adverts on alcohol has been put before the parliament of Ghana but has falling short of consideration and presidential assent due to several reasons including changes in government or political leaders. The interviewee expressed worry over issues relating to power and politics affecting institutional governance. It was established that, some of the media stations are governed by politicians and more often than not are profit oriented establishments. To this end, whatever information that is brought them has the tendency of passing the vetting test for alcohol advert.

It was also mentioned by the participant that the breach of due process or proper regulation for the release and show of an advert is partly due to the fact that, most media and advertising agencies have had their way through without obtaining the necessary documentation including license in their operations. The findings show that, in such situation and given the powers that operate at the apex, enforceability becomes a serious bane as indicates in the quotation below; *“before you do an advert, you have to get a license so that we can compel you to do the right thing; but now it is not like that, everybody does what pertains to their wish and not per national, institutional or policy standards.”*

The participant was of the view that, the passage of the advertisement bill into law would help

address issues of proliferation of alcohol advert in the media landscape. The respondent admitted that, there exist Ministry of Health Law on substance abuse and that of food and Drugs Act, but these having really covered specific areas of regulation of alcohol consumption and advert among the youth and within the media landscape. The respondent said *“the Ministry of Health Law is there and the Food and Drugs Act is also there, but these do not cover everything concerning adverts especially concerning youth alcoholism and its regulation.”* The interviewee maintained that, there are no laws and regulation binding the airwaves and things are done based on ones’ power to negotiate and to explore. The respondent again blamed the indiscriminate consumption of alcoholic beverages to constant exposure of alcoholic adverts on some media platforms such as testimonial adverts on television station. The participant was of the view that, most of these adverts are shown at the wrong time of the day. The respondent further indicates that, some television adverts including adverts on alcoholic beverages are meant for adults and are supposed to be aired late in the night (10:00pm) yet these adverts are shown at the time that the young ones are still not sleeping, thus, any moment of the day. The participant is of the view that, most youth of today are football fanatics yet most of the sponsors of sports are alcoholics companies thus, introducing the young ones to testing the alcoholic beverages that are been advertised during these sporting activities and football matches

4.7 Chapter Conclusion

On the basis of the findings of the study, it can be acknowledged that, there exists knowledge on alcohol consumption among the student youth. Most of these youth had the information on alcohol through their peers, parents with majority coming from the media with particular reference to the television. Again, most of the students have abstained from alcohol consumption which is positive sign for population health. The studies did not support the view that alcohol enhances appetite, sexual intercourse and prevention of boredom. This further

affects their understanding and use of alcoholic beverages influenced by lack of policy to regulate both advertisement and consumption among the student youth. The regulatory institutions lack the power to challenge those who refuse to abide by the regulations laid down by the state.



CHAPTER FIVE

DISCUSSION OF KEY FINDINGS

5.0 Introduction

This part of study presents key findings and detailed analysis of issues relating to student alcoholism within University of Ghana. The key areas examined were on student source of information on alcohol consumption, knowledge on the consumption of alcohol, the consequences of harmful alcoholic beverages consumption, benefits of consuming alcohol and whether or not there is a policy regulating student alcohol consumption.

5.1 Demographics of respondents

The findings show that majority; approximately 446 (84%) constituting 18-25 years participated in the study. Age matters in the consumption of alcoholic beverages especially among student population. Though the study did not categorically state the age that is into alcohol consumption, people within this age category are very young in their biological make-up to indulge in youth alcoholism. It is therefore an expectation or hope that those within this young age category are not part of the consumers of alcoholic beverages. Besides, the study also reported approximately 222 (42%) females and approximately 308 (58%) males participating in the study. Gender issues are very critical in lifestyle or personal composition. Even though the findings did not tentatively state that the 222 (42%) female are into alcohol consumption, it will be suicidal for such young female to engage in alcohol consumption giving the role females play in procreation and in the keeping of home. Generally, most of the participants of the study were very young and engaging in harmful alcohol consumption could affect the bright future of the youth especially within the student front.

Further, the results presented shows that, approximately 509 (96%) of the respondents were

single at the time of this study with approximately 21 (4%) married. Harmful alcohol consumption can affect singles in their preparation for marital life as their finances, emotional and psychological preparedness can be affected. Not only in such situation but also single or married, harmful alcohol consumption can affect family life in diverse ways including poor home management.

Further, habit or addiction in the consumption of alcohol more often than not starts with how regular the consumer consumes the product. Therefore, the 316 (60%) of interviewees who indicated that they have never consumed alcohol is heart-warming. Implicitly, these people either understood the concept of alcohol and harmful alcohol consumption or have decided based on personal principles not to find themselves in the consumption of alcohol. An assertion can also be made that, probably, these people might have had some personal experience elsewhere in the consumption of alcoholic beverages. The assertion of none alcohol consumption among the youth is presented by Ayuka, Barnett and Pearce (2014) as this category of population are not none alcohol consumers but abstained because of the potential effects of its consumption. Should this category of people maintain their stance, they have the tendency of reducing health risk and some consequences associated with harmful alcohol consumption. However, for those who consume alcohol at least once a month; 148 (28%), caution can be made against such practice because of its tendency for regular intake and abuse. Though some consumers might have the will power to maintain the amount and quantity of alcohol that they consume within a month, proper check to avoid addiction is the best way to discipline oneself in the consumption of alcohol.

5.2 Students Sources of Information on Alcohol Consumption

Habit forming attitude in most cases are informed by what pertains in one's environment. In this regard, the study established that, except for magazines, which no participant indicated it

as influenced their knowledge in alcohol consumption, the rest of the areas examined including parents, peers, internet, testimonial adverts on TV, were sources through which respondents obtained information on alcoholic beverages. One of the most watched media platforms for both adults and youth is the television set. This proposition is in line with Nagata *et al.*, (2016) assertion that, the most common sources of information on alcohol consumption by the youth is through the television sets. Therefore, to the extent that majority of the adverts on alcohol consumption are made through such media platform is yet another worry for the future of the growing youthful population. It can be said that it is not merely showing the advert on television set that matter but rather the timing of such adverts is inappropriate since it is not regulated and aired at any time of the day. Appropriately, adverts meant for adults' consumption should be aired at the time that young ones are on bed to avoid its influence on them. This is not the case in the Ghanaian media settings thus making the young ones watching these kinds of adverts and wanting to experiment.

One other source of information very detrimental to the youth in the practice of alcohol consumption is their quest to imitate what their peers or colleagues are doing. The young ones move together with their colleagues and any act of misconduct from their colleagues, since they are peers and do things in common could affect the attitude of the other towards such behaviour. Spear (2014) presents, most of these young ones from low and middle income communities learn how to drink from peers and not necessarily from media adverts. Implicitly, the actions and inactions of the youth towards alcohol consumption can affect the actions and inactions of the other either negatively or positively. Although parents are supposed to be care-givers of their young ones, sometimes the actions and inactions of some parents also affect or influence the young ones' decisions in life or their lifestyle. What this means is that, since some parents would not hide or cannot hide their intake of alcohol from their young ones, these young ones' innocent of the consequences of alcohol could imitate them. Even in some

culturally sensitive communities, parents especially male adults as part of their culture introduces their sons or male child to some sort of alcoholic consumption. This kind of attitude has the potentials of leading such young ones to regular consumption and addiction of alcohol.

5.3 Student's Knowledge Level on Harmful Alcohol Consumption

This objective examined student knowledge on harmful alcohol consumption. This objective is considered very essential for the study because their knowledge level in the consumption of alcohol will greatly determine their attitude towards its consumption which could either be detrimental or helpful to their health. The results show that, majority approximately 215 (41%) of the participants strongly agreed that, harmful alcohol consumption can cause a student to fail academic work. By implication, most of the students are aware that harmful alcohol consumption has a detrimental effect on their academic progress. Holding that, these students stay through to their knowledge and implement or practice what they know, harmful alcohol consumption could be reduced to the barest minimum among students in our Tertiary Institutions.

The knowledge of these students on the harmful alcohol consumption would not remain within their domain, but it is believed that, such knowledge could be translated as it is being shared with their colleagues on the bad effects of alcohol consumption. This is what is termed knowledge translated to practice. Notwithstanding the knowledge on harmful alcohol consumption among student youth, some cross section of the youth, approximately 104 (20%) disagreed that harmful alcohol consumption can affect their academic work negatively. This indicates that, there are still some students who do not accept that harmful alcohol consumption can affect their academic success. To such students, the tendency to indiscriminately consume the substance is highly possible. It can be implied that these are the category of students who gets addicted to alcohol, yet do not know that they have gotten to the level of addiction and its

associated effects.

However, majority, approximately 378 (71%) strongly agree that harmful consumption can lead to negative health implications. This implies most of the students are well informed either through their academic knowledge, peers, health education or personal experience that harmful alcohol consumption can be harmful to their wellbeing. Apparently, this is expected from intellectuals as compared to none intellectuals in healthy living and lifestyle as pertain in alcohol consumption. However, knowledge can be separated from understanding the core issues associated with harmful alcohol consumption. The kind of health consequences that alcohol can cause to an alcoholic would to a large extent determines the fear that an alcoholic and potential alcoholic would have about the consumption of the substance. Literature suggest that, knowledge is different from understanding issues, hence knowledge on alcohol is not the same as understanding the core effects of its consumption on human health (Kyung & Shin, 2017).

The effects of harmful alcohol consumption are not only limited to health and academic failure, but also on student finances. More than half 294 (55%) of the respondents strongly agreed that harmful alcohol consumption can affect their finances. Most students especially in the lower levels such as those pursuing undergraduate studies are dependents. They rely on their families for the cost of their education. Should such students now use the little money giving them by care-givers for diabolic lifestyle, the cost associated with their daily upkeep can be affected. Such misconduct in the use of finances does not only affect the student, but also family finances. This is because care-givers or parents would always want to ensure that their wards are well catered for and will always send money when they are in need. This drains family income and slows down family development. This is the reason why the results of the study indicated that approximately 255 (48%) of the participants strongly agreeing that irresponsible alcohol consumption can affects their parents' financial positions. Not only does harmful

alcohol consumption affect one's health but the consumer and care-givers financial Strength and its implication of family development (Yang, Schaninger, & Laroche, 2013).

Many more people do accept that harmful alcohol consumption can affect the consumer in different ways including disgracing oneself in public after getting intoxicated. About 371 (70%) strongly agreed that irresponsible alcohol consumption can cause the consumer a disgrace in public. What this means is that, those who not want to be ashamed would definitely avoid bad alcohol consumption. However, those who are alcoholics really would still find it difficult to avoid excessive drinking due to the addiction. This explains the possibly reasons why some would be falling in public places yet they continue to drink. This could possibly explain the reason behind some respondents not seeing daily consumption of alcohol as bad. However, it was encouraging to note that, approximately 419 (79%) of the respondents agreeing that, drinking and driving can cause accident on the road. This information and knowledge among the students is very vital because they are coming out from school to be potential future leaders and handling their lives for God and for National development is essential.

5.4 Benefits of Alcohol Consumption among the Students

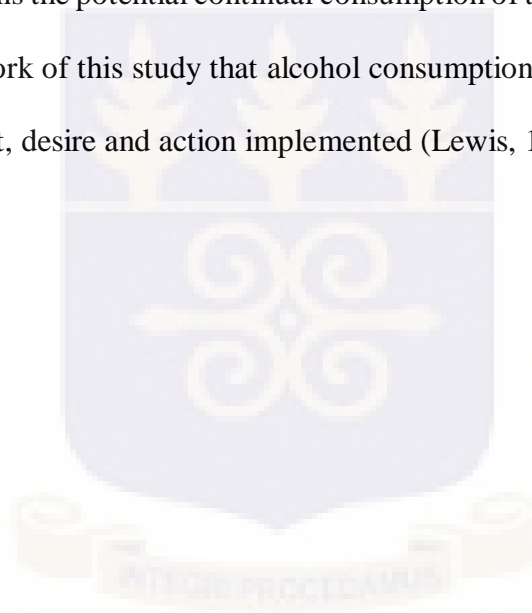
This objective examined participants of the study if there is any kind of benefit associated with the intake of alcohol consumption. The pride of a student is academic success. In this regard, the student was drinking alcohol and studying and enhance their academic success. It is great to notice that 299 (56%) and 172 (32%) of the participants nullifying the assertion that, alcohol can enhance studies. This knowledge among the student body is pleasing because it will help reduce the number of academic failure resulting from bad alcohol intake. Though not all students would agree to this notion. The few that would accept this can make a lot of impact in reducing alcohol consumption and enhancing real academic work.

The best way according to the findings of the study to avoid boredom and troubles is not the consumption of alcohol as indicates 253 (48%) strongly disagreeing for boredom. This means that, alcohol consumption to the largest extent should not be linked to release of boredom and avoidance of troubles. Implicitly, some of these students who are the majority in this assertion would not advice any of their peers who might be feeling bored or in trouble to opt for alcohol consumption as a way out. Even in culturally sensitive communities where cultural practices comply people to consume alcohol, this study results reveals that, cultural practices do not play greater role in the consumption of alcohol. Implicitly, any student found consuming alcoholic beverages should solely relate that to their cultural practices. One most common ways or means by which people consume alcohol gradually till they get addicted is using it as appetizer. However, this study strongly disagrees to that fact meaning that people consume alcohol based on their own parochial interest.

5.5 Existing National Policies and Enforceability on Advertising Alcoholic Beverages

Laws and regulations as well as policies are meant to keep sanity in human society. In this regard, laws, regulations and policies on advertisement and alcohol consumption among the student youth would have to address issues of harmful consumption or abuse of the substance. Yet these laws, regulations and policies are not enforced especially one that has to do with advertisement. Although such policies are good for effective and efficient media advert and consumption, efforts to get the bill passed into law is not receiving the proper attention within the political landscape and authorities at the realm of affairs. This shows that, laws and regulations as well as policies that are of institutional priority and been thwarted owing power and politics exercised in the course of putting place and enforcing these policies and laws. From the interviews, it can be asserted that, till the bill on advertisement is passed into law, most of these adverts that exposes the young ones to health hazards through bad intake of

alcohol would continue. The wrong timing for media advert specifically TV on the youth will continue to receive such unwanted attention and many more youth are likely to find themselves drinking because they want to experiment due to inappropriate adverts that are played on our television sets. This has untold consequences on the growth and development of the student youth in diverse ways. Passing the bill into law though good strategy to control adverts and ensure prudent alcohol consumption. The ability to enforce such an impending law is yet another battle to reckon with. Notwithstanding, the attention drawn to the consumption of alcohol by these media stations enhances consumers desire, interest and the quest to put all that into practice. This explains the potential continual consumption of the substance. This assertion conforms to the framework of this study that alcohol consumption has been influenced by the call for attention, interest, desire and action implemented (Lewis, 1899).



CHAPTER SIX

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.0 Introduction

After analysis and discussions of the data in chapters four and five, a summary of the study, a conclusion grounded on the findings, recommendations, implications of the study for policy and practice and avenue for future research are presented in this chapter.

6.1 Summary of Findings

Key findings of this study are summarized in this section. The section is thus structured under the defined objectives for which this study was carried out.

6.1.1 Demographic characteristics of correspondents

Majority of the respondents, approximately 446 (84%) constituting 21-25 years participated in the study. Also, 64 (12%) approximately, 12 (2.26%) and as low as 8 (2%) constituted ages 26-30, 31-35 and 15-20 respectively. Generally, most of the participants who participated in the study were among the active youth population.

According to the study, approximately 222 (42%) who participated in the study were females and approximately 308 (58%) of the respondents were males.

Also, approximately 509 (96%) of the respondents were single at the time of this study with approximately 21 (4%) married.

The statistics indicates that, approximately 316 (60%) of the interviewees never consumed alcohol, 148 (28%) consume alcohol less than once in a month and approximately 56 (11%) consume between 1-2 times per month. About 9 (2%) of the participants mentioned consuming alcohol between 1-2 times per week.

6.1.2 Students' Sources of Information on Alcohol Consumption

The statistics show that, majority, 320 (60.38%) of the participants had their source of information about alcohol consumption through testimonial adverts aired on television sets, 125 (23.58%) through peers, 40 (7.55%) through their parents, 20 (3.77%) through radio, 15 (2.83%) through newspapers and 10 (1.89%) through internet. None had the information through magazines.

6.1.3 Students' Knowledge Level on Harmful Alcohol Consumption

The results show that, majority approximately 215 (41%) of the participants strongly agreed that, harmful alcohol consumption can cause a student to fail in academic work, 129 (24%) also agree, approximately 104 (20%) disagreed, 40 (8%) strongly and 42 (8%) of the respondents were neutral.

Majority 378 (71%) approximately strongly agreed that harmful consumption can lead to negative health implications, 106 (20%) agreed, approximately 21 (4%) strongly disagreeing, 16 (3%) disagree and approximately 9 (2%) remained neutral.

Majority 294 (55%) of the respondents strongly agree on the fact that bad alcohol consumption can affect their finances, 127 (24%) also agreed, 25 (5%) strongly disagree, 61 (12%) disagree and 23 (4%) remained neutral.

The statistics of the study shows that, approximately 255 (48%) of the participants strongly agree that irresponsible alcohol consumption can affects their parents' finances, approximately 107 (20.19%) agree, approximately 45 (9%) of the respondents strongly disagree, 83 (16%) disagree and 40 (8%) remained neutral.

Almost 130 (25%) of the participants are not in agreement that daily alcohol consumption has no effect on human wellbeing and approximately 323 (61%) strongly opposed to the assertion that daily consumption of alcohol has no problem on the consumer.

Approximately 419 (79%) strongly agreed that, drinking and driving can cause accident on the road, 53 (10%) also agreeing that drinking and driving can cause road accident, approximately 33 (6%) and 12 (3%) of the participants respectfully strongly disagree and disagree that drinking and driving can cause road accident.

6.1.4 Benefits of Alcohol Consumption among the Students

The results show that, 299 (56%) of the participants were of the view that a student cannot study well when taking alcohol with almost 172 (32%) also disagreeing to such an assertion.

The results of the study reveals that, approximately 237 (45%) strongly disagree that, alcohol consumption does not enhance sexual intercourse or activity with 138 (26%) of the participants disagreeing with the response.

The results established that, majority of the participants did not agree to the fact that alcohol releases boredom as in indicates 253 (48%) strongly disagreeing, 147 (28%) disagreeing and with only 35 (7%) of the number strongly agreeing and 31 (6%) agreeing to it. It was also indicated that, 64 (12%) of the participants did not state their position.

The study results show that, the intake of alcohol cannot help one to avoid troubles as the findings show 261 (49%) strongly disagreeing to such an assertion with 117 (22%) disagreeing. However, approximately 48 (9%) and 45 (8%) strongly agree and agreed that alcohol consumption can help one to avoid troubles. About 59 (11%) of the participants remain neutral on the assessment.

The results show that, 278 (52%) strongly disagree that alcohol consumption is not influenced by cultural practices with 151 (28%) disagreeing. Some few other respondents 16 (3%) and 24 (6%) approximately strongly agree and agreed that some cultural practices influence alcohol consumption.

The figures again show that, 249 (47%) strongly disagreeing and 117 (22%) disagreeing. About 45 (8%) and 54 (10%) the participants agreeing that, alcohol can be an appetizer.

6.1.5 Existing National Policies and Enforceability on Advertising Alcoholic Beverages

The findings of the study are clear that there exists no law on regulating adverts on alcohol and its consumption. Also, the advertisement bill put forward before parliament has delayed because of changes in governments.

Again, most of the adverts which should not have passed the test of vetting test find their way through because most of the media station are either owned by politicians or influenced by politicians.

6.2 Conclusion

Based on the findings of the study, it can be established that, there exist knowledge on alcohol consumption among the student youth. Most of these youth had the information on alcohol through their peers, parents with majority coming from the media with particular reference to the television. This further affects their understanding and use of alcoholic beverages influenced by lack of policy to regulate both advertisement and consumption among the student youth. The study also established that majority of students do not indulge in alcohol consumption which offers a bright future to the country.

6.3 Recommendation

Based on the key findings of the study, the following recommendations are made for consideration.

Since most of the students are youth or in their youthful age, more education or sensitization on harmful consumption of alcohol should be made to them. Since these are students, lecturers

could make it part of their lesson plan to give some form of education on harmful alcohol consumption during their lectures. The sensitization should include the effect of harmful alcohol consumption among female and married couples.

For participants who never consumed alcohol, encouraging them to stay focus could reduce the number of alcoholic consumers among the student population. These same students could be used to further educate their colleagues on the harmful effect of the product. This can be done through support from Ghana Health Service and Food and Drugs Authority.

6.3.1 Students' Sources of Information on Alcohol Consumption

The television seems to be the most effective means by which messages can easily spread or information can easily be disseminated. To that extent, restricting the young adults in watching television constantly and certain television programs would help reduce student desire to experiment what they have seen on these media stations. Again, the same media platform can be used to rather educate the youth on the harmful effect of alcohol consumption since that is the most watched channel.

6.3.2 Students' Knowledge Level on Harmful Alcohol Consumption

Most students do not really know the consequences of failing academic work in school. The guidance and counselling unit of the University should take it as a matter of urgency to educate student youth on the short and long term effect of failing in school, the effect of alcoholism on their performance and finances, parents' finances and daily consumption of alcohol as a student.

6.3.3 Benefits of Alcohol Consumption among the Students

Invariably the benefits of alcohol consumption, there need to be education on its prudent consumption stating that it is not the panacea for enhanced sexual activity, release of boredom, and avoidance of troubles. This can be done by the guidance and counselling unit of the

University organizing talks and inviting professionals in the field to come and deliver the talk to these students on the subject. Within this, sensitization on using alcohol as an appetizer should equally be mentioned to these young ones.

6.3.4 Existing National Policies and Enforceability on Advertising Alcoholic Beverages

Since parliament and the president are those with the mandate of passing and assenting to bills and which delays the processes sometimes, it is suggested that there should be an independent body in-charge of vetting and passing institutional bills into laws. There should be severe sanctions on companies and media houses who flout the law of the state. FDA should offer regular training to industries involved in production of alcoholic beverages and the media houses on the need to abide by regulations regarding alcohol advertisement. Cases sent to court by FDA against perpetrators should be dealt with within a short possible time with the right sanction to deter others

6.4 Implications of the Study

The outcomes of the study will be made accessible to FDA, AAG and University of Ghana. Alcohol consumption patterns discovered at the university will help the authorities and life orientation lecturers to formulate knowledgeable interventions or approaches to guide students. The results obtained in the study will assist FDA and AAG to strengthen the existing policies and develop more stringent measures to control widespread alcohol adverts on Ghanaian media.

The findings of the study emphasized on the harmful effects of alcohol on students. This affirms the WHO's report on negative effects that alcohol have on the health of the people and the disease burden alcohol brings on the countries cannot be denied. It is therefore necessary for government of Ghana and other relevant institutions to enforce the existing regulations to

reduce injurious alcohol consumption behaviour of Ghanaians for the purpose of promoting population health.

6.5 Avenue for Future Research

First and foremost, most of the current studies on alcohol consumption were done by World Health Organization, and western countries like Canada, Germany and United States of America. This study was carried out to contribute to local knowledge base on alcohol consumption among students. The findings discovered could serve as a yardstick for future research as the discussion may continue into the future.

Based on the limitations offered in this study, future research should cover other universities in the country with bigger sample size that will reflect the true representation of the Ghanaian population. Again, a wider age category should be involved in the sample in order to distinguish alcohol intake behaviour among the youth of a school going age including second cycle institutions.

Moreover, objective on enforceability of advertising policy was only confined to FDA and AAG. Future studies need to explore the role of Ministry of Health and the media in alcohol advertisement and access whether such a role impacts students' behaviour.

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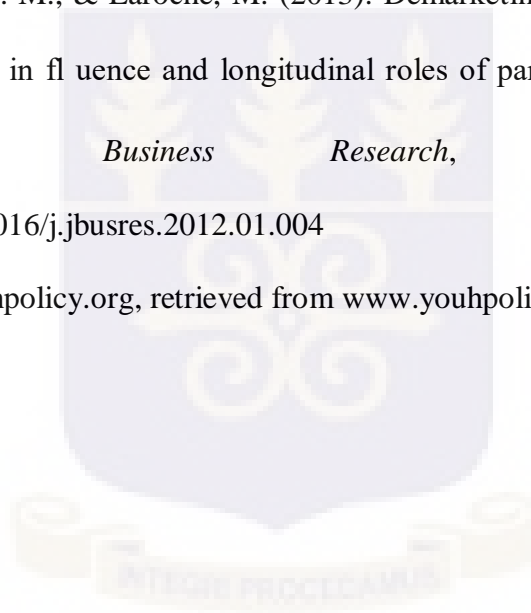
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APPENDICES

Appendix 1: Questionnaire

University of Ghana

Questionnaire for Students

I am Rev. Fr. John, a final year student of University of Ghana Business School. As part of my final assessment towards the award of Master of Business Administration, Health Services Management, I am embarking on a study titled “Effects of advertisement on alcohol consumption among the student of University of Ghana.” I would very grateful if you could assist me with information pertaining to this study.

SECTION A (DEMOGRAPHIC DATA)

1. Gender

No	Item	Yes	No
1	Male		
2	Female		

2. Age

No	Item	Yes	No
1	15-20		
2	21-25		
3	26-30		
4	31-35		

3. Marital status

No	Item	Yes	No
1	Married		
2	Single		
3	Separated		
4	Divorce		

4. Occupation

No	Item	Yes	No
1	Employed		
2	Unemployed		
3	Student		

5. Religion

No	Item	Yes	No
1	Christian		
2	Moslem		
3	Traditional		
4	None		

SECTION B (ALCOHOL CONSUMPTION PATTERN)

6. Do you drink alcohol?

Yes	
No	

7. How frequently do you consume alcoholic beverages?

No	Item	Yes	No
1	Never		
2	Less than once a month		
3	1-2 times per month		
4	1-2 times per week		
5	3-4 times per week		
6	More than 4 times per week		

8. What kind of alcohol do you drink? **Please tick all that apply**

No	Item	Yes	No
1	None		
2	Normal Beer		
3	Traditional Beer		
4	Wine/Champagne		
5	Spirit		
5	Others		

9. Which members of your family drink alcohol? (**please tick all that apply**)

No	Item	Yes	No
1	None		
2	Father		
3	Mother		
4	Brothers		
5	Sisters		
6	Others		

10. What is your source of information on alcohol consumption? **Please tick all that apply?**

No	Source	Yes	No
1	From parents		
2	Through Peers		
3	Testimonial advert through Television		
4	Radio		
5	Internet		
6	Newspapers And Magazines		
7	Billboards		

11. Which of the following describes your knowledge level on harmful alcohol consumption?

Item	Strongly Disagree	Disagree	Strongly Agree	Agree	Neutral
Alcohol can cause me academic failure					
I can develop health implication from alcohol consumption					
Alcohol consumption can affect my finances					
Alcohol consumption can affect my parents finances					
Alcohol can make me disgrace myself in public					
There is no problem consuming alcohol everyday					
Drinking alcohol and driving can cause accident					

12. Which of the following describes the benefits derived from alcohol consumption among students?

Item	Strongly Disagree	Disagree	Strongly Agree	Agree	Neutral
I study well when I take alcohol					
I am able to engage with the complimentary sex when I take alcohol					
Alcoholism enhances my sexual drive					
I drink alcohol because of boredom					
I drink alcohol because I want to escape my troubles					
I drink alcohol because of my cultural practices.					
I take alcohol as an appetizer					

Recommendation

13. What would be your recommendation on alcohol consumption?

Item	Strongly Disagree	Disagree	Strongly Agree	Agree	Neutral
Ban alcohol consumption among student on campus					
Initiate policy to limit student alcohol consumption					
Students found drunk should be dismissed					
Constant education for students on harmful alcohol consumption					

Appendix 2: Interview Guide

UNIVERSITY OF GHANA

Interview Guide Introduction for stakeholders

I am Rev. Fr. John, a final year student of University of Ghana Business School. As part of my final assessment towards the award of Master of Business Administration, Health Services Management, I am embarking on a study titled “Effects of advertisement on alcohol consumption among the student of University of Ghana.” I would very grateful if you could assist me with information pertaining to this study.

1. What would you say about students’ attitude towards alcohol consumption?

.....
.....
.....

2. What would you say are their sources of knowledge on alcohol consumption?

.....
.....
.....

3. What would you say about regulatory framework on alcohol consumption among the youth?

.....
.....
.....

4. If there is a regulatory framework, to what extent is its effectiveness?

.....
.....
.....

5. What do you think can be done to effectively manage student alcoholic consumption?

.....
.....
.....

THANK YOU

Appendix 3



UNIVERSITY OF GHANA
BUSINESS SCHOOL

DEPARTMENT OF PUBLIC ADMINISTRATION
AND HEALTH SERVICES MANAGEMENT



University of Ghana Business School

Ref. No.: *PAHS/26*

13th February, 2019

The Registrar
University of Ghana
Legon

Dear Sir/Madam,

LETTER OF INTRODUCTION

The bearer of this letter, John Bremini (Rev. Fr.) is a final year student of the University of Ghana Business School, Legon. He is undertaking a course of study leading to the award of Master of Business Administration in Health Services Management Degree. As part of the requirements of the programme, he has chosen to research on the topic: *“The effects of alcohol advertisement on alcohol consumption among University of Ghana students”*.

I would be most grateful if you could give him the necessary assistance to facilitate his data collection.

Thanks for your cooperation.

Yours faithfully,

Dr. Nana Nimo Appiah-Agyekum
Lecturer/Supervisor

COLLEGE OF HUMANITIES

P. O. Box LG 78, Legon, Accra, Ghana.

• Telephone: +233 (0) 303 963 735

• Email: pahsm@ug.edu.gh

• Website: ugbs.ug.edu.gh

Appendix 4



UNIVERSITY OF GHANA

OFFICE OF RESEARCH INNOVATION AND DEVELOPMENT (ORID)

P. O. Box LG 571, Legon, Accra-Ghana

My Ref. No.:.....ORID/IRBm-039/D3-19...

March 5, 2019

Dr. Nana Nimo Appiah-Agyekum
Department of Public Administration & Health Services Management
University of Ghana Business School
Legon

Dear Sir,

RE: LETTER OF INTRODUCTION

Thank you for your letter on the above dated 25th February 2019 and the detailed information regarding what the student actually requires to be able to comply with the UG's regulations for the conduct of research.

After a careful review of your request, I am pleased to confirm on behalf of the Pro Vice-Chancellor (RID) that there is no objection to the student collecting the needed data to enable him to meet the requirements for ethical clearance. If for some reason the student is unable to access information on the current student population because it is not yet published, the student should be able to use the previous year's statistics to complete the proposal for submission to the ethics committee. The University however expects that the data will only be used to meet the requirements of the ethical clearance application. For future requests, it will be helpful to provide more detail so that the request can be properly contextualized to avoid any undue delay.

For further guidance on the ethical clearance process, kindly contact the coordinating office of the Human and Animal Research Ethics Services (HARES) Team by email at orid-hares@ug.edu.gh or visit the office located at the Health Support Centre of the Noguchi Memorial Institute for Medical Research.

Yours faithfully,

Afua Yeboah (Mrs.)
Senior Assistant Registrar
For: Pro Vice-Chancellor (RID)

cc. Registrar
Head, Department of Public Administration & Health Services Mgt.
Ms. Helena Baidoo, Team Leader, HARES
Mrs. Afia Serwaa Attrams, ECH Administrator
Rev. Fr. John Bremini

Our mission is to promote, coordinate and facilitate research activities in the university,
and also lead the development of the university's strategic plans, including business plans and fund-raising strategies

Appendix 5

University of Ghana			
2018/2019 Enrolment excluding City and Distance			
	Male	Female	Total
College of Humanities	8106	8969	17075
College of Health Sciences	1589	1681	3270
College of Basic and Applied Sciences	5046	3149	8195
College of Education	476	567	1043
Total	15217	14366	29583

IRPO, Tuesday March 19, 2019



Appendix 6



UNIVERSITY OF GHANA
BUSINESS SCHOOL
DEPARTMENT OF PUBLIC ADMINISTRATION
AND HEALTH SERVICES MANAGEMENT

UGBS
University of Ghana Business School

Ref. No.:
PAHS/26

18th March, 2019

The Chief Executive Officer
Food and Drugs Authority
Accra, Ghana

Dear Sir/Madam,

LETTER OF INTRODUCTION

The bearer of this letter, Rev. Fr. John Bremini is a final year student of the University of Ghana Business School, Legon. He is undertaking a course of study leading to the award of Master of Business Administration in Health Services Management Degree. As part of the requirements of the programme, he has chosen to research on the topic: *"Effects of advertisement on Alcohol Consumption among University of Ghana Students"*.

I would be most grateful if you could give him the necessary assistance to facilitate his data collection.

Thanks for your cooperation.

Yours faithfully,

Dr. Nana Nimo Appiah-Agyekum
Lecturer/Supervisor

DEPT. OF PUBLIC ADMINISTRATION
& HEALTH SERVICES MANAGEMENT
UNIV. OF GHANA BUSINESS SCHOOL
LEGON

COLLEGE OF HUMANITIES

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Appendix 7



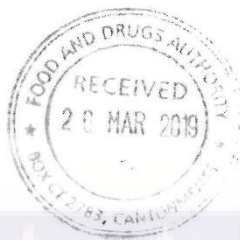
UNIVERSITY OF GHANA
BUSINESS SCHOOL
DEPARTMENT OF PUBLIC ADMINISTRATION
AND HEALTH SERVICES MANAGEMENT

UGBS
University of Ghana Business School

Ref. No.:
PAHS/26

18th March, 2019

The Chief Executive Officer
Food and Drugs Authority
Accra, Ghana



Dear Sir/Madam,

LETTER OF INTRODUCTION

The bearer of this letter, Rev. Fr. John Bremini is a final year student of the University of Ghana Business School, Legon. He is undertaking a course of study leading to the award of Master of Business Administration in Health Services Management Degree. As part of the requirements of the programme, he has chosen to research on the topic: *"Effects of advertisement on Alcohol Consumption among University of Ghana Students"*.

I would be most grateful if you could give him the necessary assistance to facilitate his data collection.

Thanks for your cooperation.

Yours faithfully,

Dr. Nana Nimo Appiah-Agyekum
Lecturer/Supervisor

DEPT. OF PUBLIC ADMINISTRATION
& HEALTH SERVICES MANAGEMENT
UNIV. OF GHANA BUSINESS SCHOOL
LEGON

COLLEGE OF HUMANITIES

1905

Appendix 8



UNIVERSITY OF GHANA
BUSINESS SCHOOL
DEPARTMENT OF PUBLIC ADMINISTRATION
AND HEALTH SERVICES MANAGEMENT

UGBS
University of Ghana Business School

Ref. No.:
PAHS/26

18th March, 2019

The Executive Secretary
Advertising Association of Ghana
Accra, Ghana

Dear Sir/Madam,

LETTER OF INTRODUCTION

The bearer of this letter, Rev. Fr. John Bremini is a final year student of the University of Ghana Business School, Legon. He is undertaking a course of study leading to the award of Master of Business Administration in Health Services Management Degree. As part of the requirements of the programme, he has chosen to research on the topic: *"Effects of advertisement on Alcohol Consumption among University of Ghana Students"*.

I would be most grateful if you could give him the necessary assistance to facilitate his data collection.

Thanks for your cooperation.

Yours faithfully,

Dr. Nana Nimo Appiah-Agyekum
Lecturer/Supervisor

DEPT OF PUBLIC ADMINISTRATION
& HEALTH SERVICES MANAGEMENT
UNIV OF GHANA BUSINESS SCHOOL
LEGON

COLLEGE OF HUMANITIES

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Appendix 9



UNIVERSITY OF GHANA
BUSINESS SCHOOL
DEPARTMENT OF PUBLIC ADMINISTRATION
AND HEALTH SERVICES MANAGEMENT



Ref. No.:
PAHS/26

18th March, 2019

The Chairman
Ethics Committee for Humanities
ISSER, University of Ghana
Legon

Dear Sir/Madam,

REQUEST FOR ETHICAL CLEARANCE
REV. FR. JOHN BREMINI


I write to support the request for Ethical Clearance by Rev. Fr. John Bremini, a year two MBA in Health Services Management student of the University of Ghana Business School, Legon. He is undertaking a research on the topic: *"The Effects of Alcohol Advertisement on Alcohol consumption among University of Ghana students"*

The Departmental Postgraduate Studies Committee has reviewed his proposal and has been approved for data collection.

I would be most grateful if he is given Ethical Clearance to facilitate his data collection.

Thank you.

Yours faithfully,


Dr. Nana Nimo Appiah-Agyekum
Lecturer/Supervisor

DEPT OF PUBLIC ADMINISTRATION
& HEALTH SERVICES MANAGEMENT
UNIV OF GHANA BUSINESS SCHOOL
LEGON

INTEGRI PROCEDAMUS

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Appendix 10



UNIVERSITY OF GHANA

ETHICS COMMITTEE FOR THE HUMANITIES (ECH)

Ref. No.: ECH 112/18-19

6th June, 2019

Rev. Fr. John Bremini
Department of Public Administration and Health Service Management
University of Ghana
Legon.

Dear Rev. Fr. Bremini,

ECH 112/18-19: EFFECTS OF ADVERTISEMENT ON ALCOHOL CONSUMPTION AMONG UNIVERSITY OF GHANA STUDENTS.

This is to advise you that the above reference study has been presented to the Ethics Committee for the Humanities for a full board review and the following actions taken subject to the conditions and explanation provided below:

Expiry Date: 06/06/20
On Agenda for: Initial submission
Date of Submission: 19/03/19
ECH Action: Approved
Reporting: Bi-Annually

Please accept my congratulations.

Yours Sincerely,

Prof. C. Charles Mate-Kole.
ECH Vice Chair

Cc: Dr. Nana Nimo Appiah-Agyekum, University of Ghana Business School, UG.



COLLEGE OF HUMANITIES

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