



# **The Potential Impact of Prevention & Marketing Campaigns on Alcohol Consumption**

**Studying the factors Impacting the Alcohol Purchasing among French Generation-Z Consumers**

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**Abstract**

Alcohol consumption has long been a topic of concern due to its harmful effects on health and society, prompting numerous prevention campaigns and public health initiatives. In recent years, prevention campaigns have been used extensively to raise Alcohol consumption harmful effects among the younger generation. However, the impact of these campaigns on the intention to consume of the French Generation Z remains largely unexplored. The aim of this study seeks to highlight the type of approach alcohol firms use to combine advertising and prevention campaigns and to analyze their impact on the intention to consume alcohol from the French Generation Z. This study was conducted initially by in-depth literature review of the measures taken by the companies to respond to the need of prevention to limit excessive consumption. This empirical study was based on a survey in form of a quantitative questionnaire in order to collect numerical data from more than 100 participants. A mono-method methodology has been applied for carrying out this study. The results unveil that alcohol prevention efforts by companies were limited to government-imposed restrictions. The results reveal that young people were strongly influenced by the accessibility and affordability of alcohol. Furthermore, campaigns promoting awareness of the negative effects of alcohol were effective in regulating excessive consumption. However, it appears that the proposed solution of increasing prices and reducing availability could result in illegal consumption by some young people. The study concludes that prevention campaigns from companies' strategies and government regulations such as increasing prices and decreasing accessibility could positively impact the consumption intention of French generation Z. The use of prevention campaigns and reducing advertisements that appeal to the Z generation's values is important, and implementing these measures could positively impact in reducing the alcohol consumption of future generations.

**Keywords/tags (subjects)**

Alcohol advertising, Marketing Campaigns, Prevention Campaigns, Alcohol Consumption, French Generation-Z, Intention/ Perception of consumption

**Miscellaneous (Confidential information)**

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## 1 Introduction

### 1.1 Background, motivation, and purpose

For centuries, alcohol has been part of the customs of many cultures. This fermentation of fruits, grains, or tubers has had many and diverse meanings over time, whether religious, festive, or even medical. Today it is still consumed in different forms, tastes and colors and each alcoholic beverage is associated with a dish, a moment of the day, or an occasion. That's why companies have seized the opportunity to offer consumers the product that best suits their needs. Each company wants to stand out in its market and therefore invests in communication and marketing. With this, they want to reach as many potential consumers as possible and build a loyal customer base in order to increase sales.

However, for several decades, there has been an awareness of the long-term undesirable effects of excessive consumption. Alcohol abuse has harmful effect on physical and mental health, and social relationships. Worldwide, 5.3% of all deaths result from harmful use of alcohol, which represents nearly 3 million people. (World Health Organization, 2022).

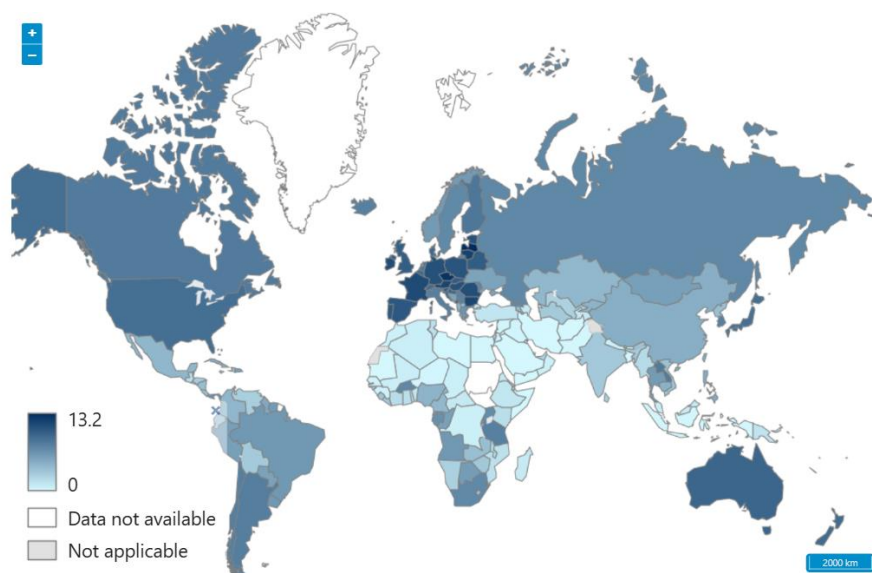


Figure 1: Total Alcohol per Capital (15+ YEARS) consumption, in liters of pure alcohol, 2010. (World Health Organization)

In order to prevent these many dangers, several attempts have been made. From weak prevention to prohibition. There is therefore a contradiction in this system that leads to our research

problem, namely: what approach do businesses use to combine prevention/advertising and what is the perception of the generation Z of these campaigns?

Thus, we have been looking at businesses, such as: Pernod Ricard, Brown Forman that choose to put forward social marketing for prevention. These businesses try to educate consumers through knowledge related to the negative impact of alcohol on the health of people and especially youngsters. It is a process that is not limited to the financial aspect of simply selling but rather to the "common good" to promote the common welfare of consumers. However, we decided to focus on young people (generation Z) who are more susceptible to be strongly influenced by advertisement due to their immaturity, non-loyalty to a particular alcohol or brand and thirst to grow up too fast.

We were motivated by the subject of alcohol advertising because there is a real dilemma with prevention to be done in parallel. How to incite to consume our product while explicitly advising to consume it with moderation. We want to find the best way to do it, the rules for advertising on this subject, and innovative ideas to remedy this. One of the authors had done an internship in a wine and spirits company, and immediately appreciated the mix between selling a product that had a strong narrative and was very classy. But found it difficult to both sell a product and warn about the danger of that product.

The purpose of this research study seeks to highlight the type of approach companies use to combine advertising and prevention campaigns and to find out the impact of prevention campaigns and marketing campaigns on the intention to consume of the French Generation Z.

## **1.2 Research objectives, questions and approach**

Below are listed the research objectives: (i) getting the relevant previous work in terms of both knowledge and data about companies' previous experiences through the literature review; (ii) identifying and selecting relevant publications leading to consumers' perception of wine and spirits alcohol consumption marketing through different studies like surveys in form of quantitative questionnaire; (iii) creating new knowledge through the analysis of collected primary data regarding the French generation Z perception of wine and spirits alcohol consumption prevention campaigns.

## Research Questions (RQ)

RQ1- What kind of approach businesses use to combine both alcohol advertisement and prevention campaigns?

RQ2- What is French generation Z consumers' perception of wine and spirits alcohol consumption advertisement campaigns?

RQ3- What is French generation Z consumers' perception of wine and spirits alcohol consumption prevention campaigns?

### **1.3 Thesis structure**

Our thesis is composed of six chapters. The introductory chapter presents the background, motivation and purpose, as well as the research questions, objective and approach. The second chapter "Literature Review" discusses the main concepts from previous work and existing theories, so that we can gather and evaluate this knowledge in order to orient it towards our research topic. The third chapter "Methodology" consists of the research approach and design of the research study. The fourth chapter "Research results" present the results through the analysis of collected data. The fifth chapter part "Discussion" consists of discussing these results, answering the research question, and comparing our results with previous studies. And the final chapter serves as a conclusion, a brief summary of the key findings found throughout this research study, and additionally recommendations for future research.

## **2 Literature review**

### **2.1 Introduction**

The chosen topic includes a large choice of available publications. Indeed, by refining our Google Scholar search with the terms that are actually relevant, the choice of available publication increased considerably over the years. The term "alcohol advertising" allowed us to access 14,900 publications. This indicates that this topic is of great interest. The term "alcohol prevention" is starting to emerge today with a total of 15,200 available publications in 2022. However, by refining our

search with terms matching our topic such as "alcohol", "prevention", "marketing", "campaigns", "advertising" and "youth", the number of publications has increased considerably since 1990 (Figure 2). Indeed, on the graph below you can see that in 1990 only 1 160 publications were available on these topics while in 2023, there are more than 19 900 publications that are available. Finally, by adding the term "French generation Z" which is the population searched for this topic, a large choice of publications is available, but these articles do not give a real answer on the chosen topic. The following literature review covers various aspects of the wine and spirits industry, including marketing strategies, consumer behavior, and the impact of regulations.

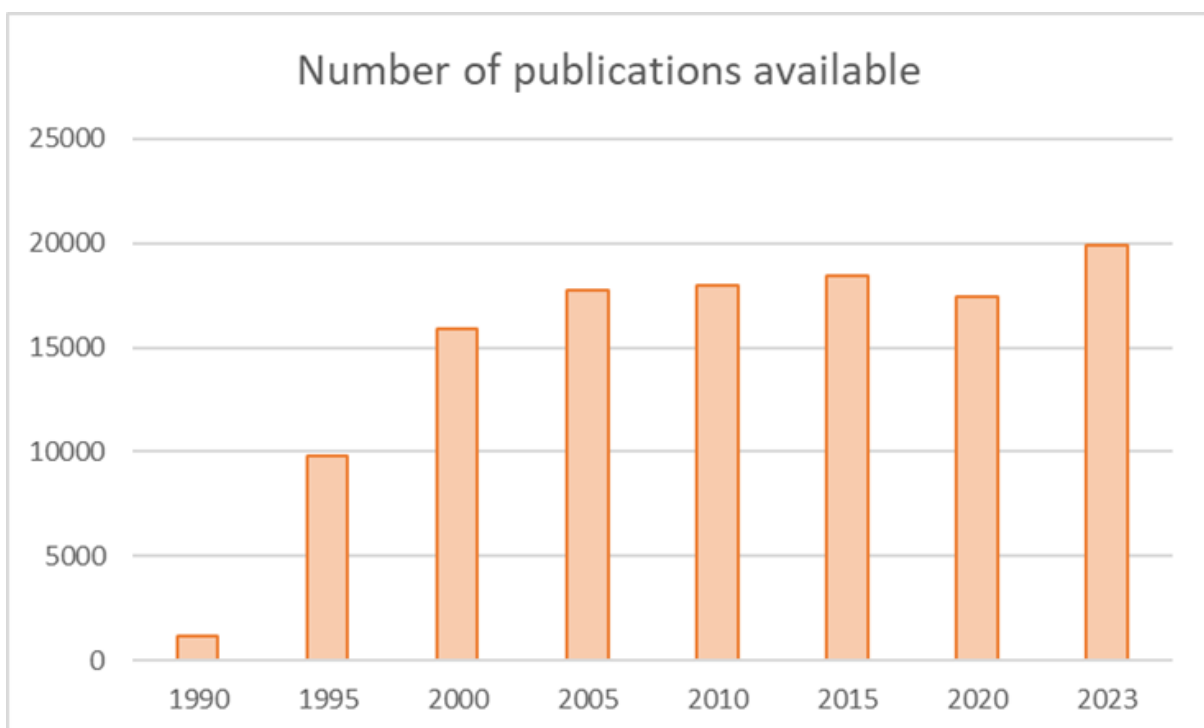


Figure 2 : Graph of Number of Publications per Year Available on Google Scholar

## 2.2 Wine and Spirits Industry

The industry of wine and spirits is a global business that is driven by consumer demand and trends, as well as regulatory frameworks that vary from country to country. As such, it is a complex and dynamic industry that requires constant attention to changes in consumer behavior, market conditions, and regulatory environments.

The main objective of any company is the annual turnover, but for the alcohol companies another objective is place forward: prevention which is essential. The wine and spirits companies sell products that are dangerous for the health, and it is essential to ensure prevention of alcohol-related harm for not influencing young people to drink.

### **2.3 Consumer behaviors**

Consumer behavior is a critical aspect of the wine and spirits industry, which involves understanding why consumers make certain purchasing decisions. This information can be used to develop marketing strategies that appeal to consumers and increase sales. By addressing the various factors that affect consumer behavior, companies in the wine and spirits industry can create a loyal customer base and improve their bottom line. (Charters & Pettigrew, 2007). In the section that follows, it will be argued that there are multiple factors that affects consumer behavior in the industry of wine and spirits.

One of the key factors that affects consumer behavior in the industry of wine and spirits is brand perception. Research has shown that consumers tend to have a more favorable perception of well-known brands, and this perception can influence their purchasing decisions (Charters & Pettigrew, 2007).

Price is also a critical factor that influences consumer behavior in the industry of wine and spirits. According to Gruenewald et al, alcohol demand is generally price elastic, meaning that as prices increase, consumers tend to reduce their consumption. They also find that consumers are more likely to substitute between different types of alcoholic beverages when faced with price changes, with beer and wine being the most likely substitutes for each other. (Charters & Pettigrew, 2007).

Additionally, consumers are sensitive to changes in beverage quality, with higher-quality beverages being associated with higher demand (Gruenewald et al, 2006). This suggests that policies aimed at reducing alcohol consumption may be more effective if they focus on reducing the quality of alcoholic beverages rather than simply raising their prices.

Social influences also play a significant role in consumer behavior in the wine and spirits industry. Research has shown that consumers tend to be influenced by the opinions of their family and especially peers' members for their drinking behaviors (Reifman et al, 2015). Indeed, social

factors such as social group and drinking norms are likely to influence young people. They would be more likely to drink heavily if their friends also drink heavily.

## **2.4 Advertising and social media in Wine and spirits industry**

The wine and spirit industries are highly competitive, with numerous producers fighting for the attraction and loyalty of consumers. As a result, marketing tactics are essential for businesses to develop their brands, increase sales, and set themselves apart from competitors. In the wine and spirits sector, marketing tactics frequently center on developing a brand's image or lifestyle, around the brand, using advertising, packaging, and other branding elements to convey a sense of luxury, exclusivity, or rebelliousness (Jernigan et al.,2020).

Advertising in traditional media such as print, radio, and television can be effective for building brand awareness and reaching a broad audience. In addition, many wine and spirits companies have embraced social media as a way to engage with consumers and build relationships with them. Social media platforms such as Facebook, Instagram, and Twitter are often used to share product information, promotions, and educational content, as well as to interact with customers and respond to their questions and feedback (Anderson et al.,2009). Social media has become a crucial marketing tool for wine and spirits companies, as it is an effective way to connect with consumers and build brand awareness.

## **2.5 The impact of alcohol advertising on young people**

Nowadays, advertising occupies a significant place in the daily life of everyone, but more particularly of young people who are exposed to it every day through social networks.

The systematic review conducted by Peter Anderson (2009) and colleagues found that exposure to alcohol advertising and media has a significant impact on adolescent alcohol use. The review examined 23 longitudinal studies conducted between 1998 and 2016, found that there is a clear association between exposure to alcohol advertising and media and the onset and escalation of alcohol use among young people. Using this approach, researchers have been able to define that the influence of alcohol advertising and media on adolescent alcohol use is strongest among those who are already at risk of developing alcohol-related problems, such as those with a family history

of alcohol use, those who have experienced trauma or stress, and those with low self-esteem. (Anderson et al., 2009)

They identified several ways in which alcohol advertising and media influence young people's behavior (Anderson et al., 2009). First, advertising and media tend to create a positive image of alcohol use, portraying it as glamorous, exciting, and socially acceptable. Sancho et al (2011) identified that: Further alcohol advertising clearly links alcohol to several successful roles, values and traits (sexual success, sex appeal, romance, adventure, rebelliousness, elegance, sociability, etc.) that adolescents admire. (Sancho et al, 2011, p7). As previously stated, for these authors (Sancho et al., 2011), young people are generally influenced by alcohol advertisements because of the use of images and symbols that they idolize. This strategy has the consequence of increasing positive expectations and thus improving the positive image related to alcohol consumption. The generation of young people are likely to see only the positive aspects of alcohol without seeing all the negative aspects that it brings to health and consume more alcohol. By associating advertisements with symbols that young people perceive as positive and attractive, it inspires them to do the same in order to be perceived in the way they perceive them.

Turning now to the second way in which alcohol advertising and media influence young people's behavior. Alcohol advertising through media may influence social norms (Anderson et al., 2009). Social norms which refer to the unwritten rules that guide behavior within a particular society or group can be positive and beneficial but also be negative and harmful, perpetuating harmful behaviors and attitudes. Social norms are creating a perception that alcohol use is a normal and expected part of adolescence. It can influence young people to believe that alcohol use is necessary in order to fit in or be accepted by their peers. By exposing these advertisements on traditional media as well as social networks, young people see it as a normal advertisement without any danger to health as any other advertisement could be made.

Finally, alcohol advertising can make alcohol use more accessible and available, by promoting specific brands or by increasing the number of outlets where alcohol is sold (Anderson et al., 2009). The authors defined that this is because these companies of wine and spirits often target outlets such as bars, nightclubs, and sporting events, where young people are likely to gather and socialize. By promoting alcohol use in these settings, advertising and media can make it more likely that youth will be exposed to alcohol and more likely to consume it. In addition, advertising can also influence the availability and accessibility of alcohol by promoting policies and practices that make

it easier for young people to access alcohol, such as advocating for lower drinking ages or less restrictive licensing laws.

One study by Jernigan et al. (2020), examined that one of the main concerns regarding the promotion of alcoholic beverages on social media is the potential exposure of minors. Studies have shown that social media platforms are highly accessible to underage users, and that content posted by alcohol brands can influence their attitudes toward alcohol (Jernigan et al., 2020). As a result, many countries have introduced regulations that limit the promotion of alcoholic beverages on social media platforms.

## **2.6 Prevention of wine and spirits consumption**

The industry of wine and spirits is subject to numerous regulations at the local, national, and international levels. These regulations can affect all aspects of the industry, from production and distribution to marketing and sales. However, the use of social media in the promotion of alcoholic beverages has been subject to various restrictions in many countries due to concerns about the potential negative impact on public health. These measures include restricting alcohol advertising in specific media, limiting the content of alcohol ads, prohibiting alcohol advertising in certain locations, enforcing age restrictions, implementing health warnings, and regulating sponsorship of events. The effectiveness of these measures may vary from one country to another. We can for example mention the United Kingdom, where the Advertising Standards Authority (ASA) has introduced strict guidelines on the promotion of alcoholic drinks on social media. These guidelines require that all social media posts containing promotional content about alcoholic beverages must include a warning message about responsible drinking (ASA, 2014). For example, in France, the Evin Law, passed in 1991, imposes strict regulations on alcohol advertising and promotion, including on social media platforms. Under this law, advertising for alcoholic beverages is only allowed in certain places and at certain times, and it must carry a message about the risks associated with alcohol consumption.

Restrictions on the promotion of alcoholic beverages on social media have forced many wine and spirits companies to change their marketing strategies. For example, companies are increasingly using social media platforms to engage with consumers and provide information about their

products, without directly promoting the sale of alcohol (De Bruijn et al., 2016). Companies are forced to be creative in their utilization of social media as they navigate the regulations of different countries. Some companies have also focused on creating non-alcoholic content, such as food pairings or cocktail recipes, to engage with their followers on social media platforms.

Implementing prevention could help reduce the influence of advertisements on young people and further prevent harmful effects. Anderson (2009) points out that voluntary codes of practice by the alcohol industry have failed to prevent harmful advertising practices. Therefore, the author calls for a comprehensive ban on alcohol advertising in all media, including sports sponsorships, and suggests that such a ban would have a significant impact on reducing alcohol consumption and related harm. The author acknowledges that banning alcohol advertising would face opposition from the alcohol industry, but suggests that it is necessary for public health reasons.

Other prevention solutions have been mentioned that are encouraging for the future. This is notably the case of social marketing as outlined by Janssen MM et al. (2013): a promising approach to address alcohol use and related harm. By tailoring messages to resonate to the target audience, using persuasive communication, integrating diverse communication channels such as social media, traditional media, and community outreach, and focusing on sustainable behavior change, social marketing interventions have the potential to reduce alcohol use and improve public health outcomes. Other authors (Kubacki et al., 2000-2014) also conducted reviews of 33 studies that met the inclusion criteria, and the studies were diverse in terms of target audience, intervention design, and outcome measures. They also concluded that social marketing interventions can be effective in minimizing alcohol-related harm, particularly by involving key stakeholders such as community leaders, health care providers, and policy makers.

These studies attempted to highlight that social marketing-based alcohol prevention interventions can be effective in reducing alcohol consumption and related harms. These studies reported positive changes in attitudes, knowledge, and behavior related to alcohol use that could be promising for the future.

## 2.7 Identified Research gaps

The focus of this study is the potential impact of marketing and prevention campaigns on the drinking intentions of Generation Z. The existing literature has extensively examined the impact of marketing and prevention campaigns on consumer behavior. Among the most relevant publications we find Anderson et al (2009) that discuss the impact of alcohol advertising and media exposure on adolescent drinking. The authors use a systematic review framework to synthesize and analyze the results of several longitudinal studies on the topic. The authors use a range of methods such as systematic searching of multiple databases or quality assessment of included studies. Sancho et al, (2011) argued about the impact of consumer socialization on the intention of young people to consume alcohol. The study used a quantitative approach and a structured questionnaire to gather data from a sample of young people. Kubacki et al., (2000-2014) present a systematic review of social marketing interventions aimed at minimizing alcohol harm. The study employs a quantitative research approach, analyzing data from a sample of social marketing interventions conducted between 2000 and 2014.

However, there is a lack of research in the literature on the specific factors that influence the potential impact of marketing and prevention campaigns on French Generation Z's drinking intention. This gap is important because French Generation Z is a unique demographic group with different attitudes and behaviors toward alcohol consumption than other age groups. Therefore, understanding the factors that influence this potential impact of marketing and prevention campaigns on their intention to consume alcohol is critical to developing effective interventions.

This study aims to fill the gaps identified in the research by examining the influence of various factors, such as alcohol advertisements through an analysis of the psychological behaviors of consumers to push consumption, the affordability at low price of alcohol products and the lack of awareness about the negative impacts associated with the consumption of alcohol.

Filling the identified gaps in research is thus critical to advancing knowledge in the area of consumer behavior and developing effective interventions to reduce harmful alcohol use among Generation Z.

## 2.8 Research Framework

According to Gabremichael (2019), the survey conducted focuses on two processes that include three concepts. First, the questionnaire seeks to highlight the influence of prevention campaigns on the consumption intentions of Generation Z in France. Second, this survey seeks to highlight the influence of marketing campaigns on the consumption intentions of Generation Z in France. In both processes, consumption intentions are characterized by attitudes on the one hand, and subjective norms on the other.

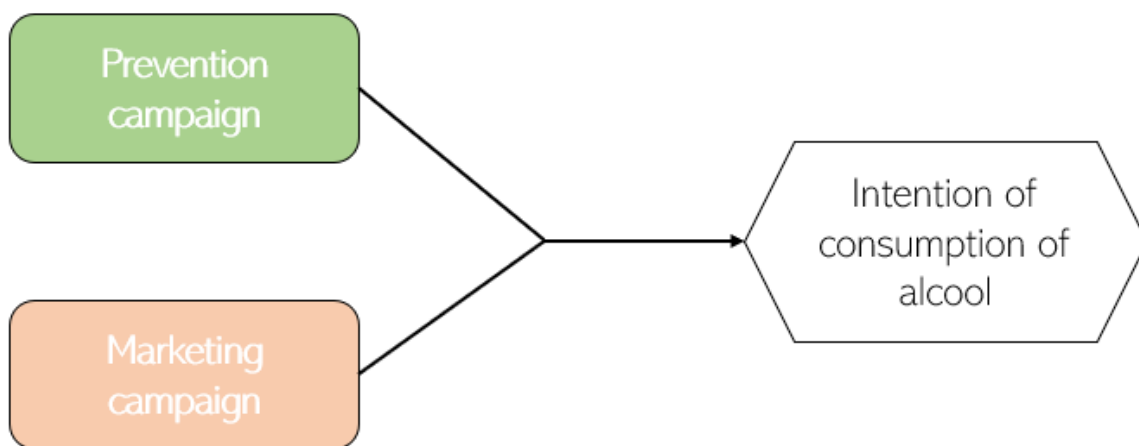


Figure 3 : Proposed conceptual model based on the Theory of Reasoned Action (TRA) (Ajzen, & Fishbein, 1980)

### 3 Research methods and implementation

#### 3.1 Research design

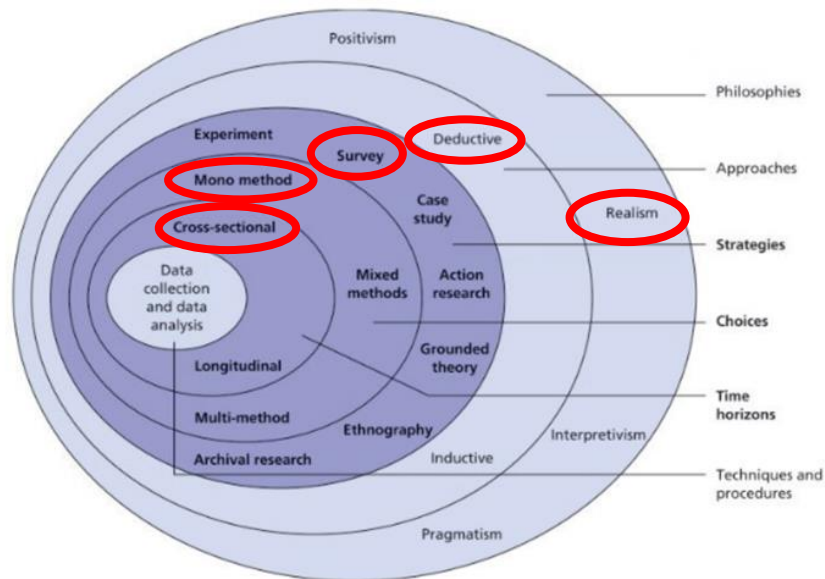


Figure 4 : The research Onion

Research design refers to the overall strategy a researcher chooses to integrate the various components of the study in a coherent and logical manner. A clear and detailed description of the research design is an essential element for our study, as it give support to demonstrate the rigor and validity of the study and provides a roadmap for the entire research process.

This study is designed to use a realist philosophy, an explanatory research purpose, a deductive approach, a survey as the research method, a mono-methodological choice, and a cross-sectional study with a quantitative questionnaire as the time horizon.

##### 3.1.1 Research philosophy

Various philosophical approaches can be adopted when conducting a study, including positivism, realism, interpretivism and pragmatism.

We have chosen to use realism which is a branch of epistemology. This philosophy is a scientific approach that, through the collection of data, has allowed us to develop knowledge and to really understand the meaning of the data. There are two kinds of realism: direct realism and critical realism. We are oriented towards critical realism which allows us to have first the thing itself and then the sensations it provokes. In order to get more information on the perceptions that consumers have on marketing and prevention campaigns, we want to understand these real representations from all angles and directions.

### **3.1.2 Research purpose**

This study employs explanatory research as its methodology. This research purpose can be beneficial in several ways. First it can help us identifying causal relationship. Explanatory research aims to establish cause and effect relationships between variables. This approach can help us to identify the factors that influence the wine and spirits consumption intention.

Second, it can test our hypothesis of the potential impact of marketing and prevention campaigns on alcohol consumption. It can help to validate or refute theories and contribute to the development of new theories and hypotheses.

It can also help us to develop a deeper understanding of the mechanisms that drive consumer behavior. By examining through a quantitative questionnaire, the factors that influence or not the consumption of W&S, we can gain insights into the underlying motivations of consumers.

By collecting and analyzing data from our questionnaire, it contributes to the development of new theories and hypotheses to address consumer needs and preferences.

### **3.1.3 Research approach**

The three main types of approaches used in research are the deductive approach, the inductive approach, and the abductive approach. We have chosen to use the deductive approach for our quantitative empirical study.

### **3.1.4 Research strategy/method/s**

This study is focused on a survey in form of a structured quantitative questionnaire. To use this research method, one must collect quantitative data from a significant number of participants via a standardized questionnaire. This method allows for a systematic and efficient approach to data collection, which can provide valuable insights into various research topics. We decided to use closed-ended questions with pre-determined response options, that we can then analyze and identify the relationship of the different data.

By using a quantitative questionnaire, we can make generalizations to a larger population based on the data collected from the sample of participants who completed the questionnaire. This method allows us to collect data quickly and efficiently which will then allow us to confirm or refute the proposed hypotheses.

### **3.1.5 Methodological choice**

This study is conducted by a mono-method as a choice of methodology. This type of quantitative research is using one single method: the questionnaire. It allows us to collect data on specific research questions.

Using a mono-method approach in this study has the advantage of enabling a more quick and effective research design. Employing a single research method allows for quicker and simpler data collection and more consistent analytical techniques, leading to enhanced reliability and validity of the research findings.

### **3.1.6 Time horizon**

We have chosen to use the Cross-sectional study with a quantitative questionnaire. Cross-sectional studies are designed to examine specific data from a population at a specific point in time. They are designed to provide information as they are known as descriptive, observational research.

We want to collect data by using a “snapshot” in order to have access to the perception and consumption intention of Generation Z on marketing campaigns and prevention campaigns over a

defined period of time. We chose this research because of the time constraint we had to write it and to answer as many of our research questions as possible.

### 3.2 Data collection

#### Survey questionnaire

We decided to collect by ourselves via an online quantitative questionnaire, data corresponding to our research. Given that our environment corresponds to the delimitations of our thesis. We then realized in November 2021 a Google Form questionnaire which allowed us to narrow the field of our research, and to specify the collection of data on our theme.

In this questionnaire we started with demographic questions such as gender, age and origin, in order to separate the various categories of respondents according to their specific characteristics. We focused on people whose geographical location is metropolitan France and who are part of generation Z. We wanted to know and understand their feelings and their perception of the subjects of our research. We used closed questions and the Likert scale, which offers a set of answers covering a set of opinions on a subject. They allow us to measure in more detail and to offer more precise answers on opinions, behaviors and perceptions. With this type of question, we sought to break down the respondents' perceptions and satisfaction with alcohol prevention and advertising, as well as their behavior in this regard.

In conducting this quantitative questionnaire addressed to Generation Z in France, we focused on three main areas. First, some of the results of the questionnaire relate to Generation Z's perception of marketing campaigns and second, their perception of prevention campaigns. And finally, the third element analyzed is the real intention of Generation Z to consume alcohol despite these two communication campaigns. Thanks to these three axes present in our questionnaire, we were able to create the following table.

Construct	Measurement items	Source
Construct 1: Alcohol Marketing Campaign	5.1 What is my own opinion about the factor: <b>Unregulated alcohol</b>	(Gabremichael, 2019)

	<p><b>advertisements</b> as significant contributor to university student's alcohol abuse?</p> <p>6.1 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Alcohol advertisement should be limited to certain situations</b></p> <p>6.2 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Alcohol advertisement should not to be allowed close to universities</b></p> <p>6.3 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Alcohol advertisement should not be allowed on billboards and bus stops</b></p> <p>6.4 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Alcohol sponsorship of events like music &amp; sporting should not be allowed</b></p> <p>6.5 What is my own opinion about introducing this alcohol consumption prevention practices: <b>If at all alcohol advertising not to be allowed</b></p>	
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Construct 2: Alcohol Prevention Campaign	<p>5.2 What is my own opinion about the factor: <b>Lack of adequate information about adverse effects</b> as significant contributor to university student's alcohol abuse?</p> <p>5.3 What is my own opinion about the factor: <b>Ease of access</b> as significant contributor to university student's alcohol abuse?</p> <p>5.4 What is my own opinion about the factor: <b>Affordability (availability at low cost)</b> as significant contributor to university student's alcohol abuse?</p> <p>5.5 What is my own opinion about the factor: <b>Lack of government regulations</b> as significant contributor to university student's alcohol abuse?</p> <p>5.6 What is my own opinion about the factor: <b>Lack of alternative recreational activities</b> as significant contributor to university student's alcohol abuse?</p> <p>5.7 What is my own opinion about the factor: <b>Lack of support for stressful situations</b> as significant contributor to university student's alcohol abuse?</p>	

	<p>6.6 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Alcohol trading should not be allowed close to university</b></p> <p>6.7 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Government has to impose high tax rate on alcohol beverages</b></p> <p>6.8 What is my own opinion about introducing this alcohol consumption prevention practices: <b>There has to be minimum pricing below which alcohol cannot be sold</b></p> <p>6.9 What is my own opinion about introducing this alcohol consumption prevention practices: <b>Government has to control alcohol trading by limiting alcohol outlets</b></p> <p>6.10 What is my own opinion about introducing this alcohol consumption prevention practices: <b>There has to be minimum age cut-off below which alcohol cannot be sold</b></p> <p>7. Indicate the appropriate age cut off to allow purchase of alcohol</p>	
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<p>Construct 3: Alcohol Consumption Behavioral Intention</p>	<p>10.1 My intention of alcohol purchase, drinking use: <b>If price of alcohol decreases by 50%, I will buy more alcohol</b></p> <p>10.2 My intention of alcohol purchase, drinking use: <b>If price of drink with a low alcohol content increases by 50%, I will switch and buy a stronger alcohol beverage to get equivalent effect</b></p> <p>10.3 My intention of alcohol purchase, drinking use: <b>If the price of alcohol would double, I would still NOT change my drinking behavior</b></p> <p>10.4 My intention of alcohol purchase, drinking use: <b>If the price of alcohol would quadruple, I would still NOT change my drinking behavior at all</b></p> <p>10.5 My intention of alcohol purchase, drinking use: <b>I think I will continue to drink the way I am not matter what alcohol consumption prevention the government will impose</b></p> <p>10.6 My intention of alcohol purchase, drinking use: <b>If alcohol consumption prevention initiative by campaigns by government are too radical, I would simply start buy at bootleg on the black market</b></p>	
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	<p>10.7 My intention of alcohol purchase, drinking use: <b>If the alcohol production, marketing, distribution is completely deregulated (no governmental intervention allowed at all) I will still not change my drinking habits</b></p>	
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Table 1 : Survey Design Table

To answer our research question, we chose to collect data directly related to our theme. We took advantage of the flexibility of the form and design of the questionnaire to make it correspond as well as possible to our population choice. This type of questionnaire facilitates data collection and communication between the two parties, it can easily be shared in the form of a link and it can be carried out on any type of support, computer, tablet, mobile.

In our questionnaire we tried to highlight the perception of our respondents towards alcohol prevention and advertising. The objective of a whole part of our questions is to understand the degree of involvement of alcohol prevention in drinking intentions. We want to know whether preventive communications from companies, or restrictive laws, or preventive campaigns from schools and universities have an impact on the behavior and perception of Generation Z to consume alcohol. We apply the same methodology to alcohol brand advertising. We seek to understand whether accessibility, advertising campaigns, brand images, or events dedicated to youth influence their consumption. We therefore identified two different variables that conflict and influence drinking intentions and behaviors differently. We wonder if these two influences are beneficial or harmful to this generation Z.

### Sample

Young people are nowadays constantly confronted with the subject of alcohol. Indeed, it is present every day on all kinds of channels, in the news, in movies, in advertisements, in music. Depending on the education acquired through parents, young people can react and perceive all this

new external information in different ways but will remain in constant contact with this subject. This is why we focused on this population, because habits are not yet created and opinions are only evolving and being influenced by external elements. This population is receptive to the subject of alcohol because they have seen the previous generation affected by this addiction and the consequences, but they are also divided by the social influence around them. This inner conflict of this generation Z is interesting to analyze because it is influenced both positively and negatively, and differently for each person. For this questionnaire, we focused on young people's feelings about external commercial influences, i.e., prevention and alcohol advertising.

This survey received over 100 responses, all anonymous, via social networks, groups, and student interaction forums from November 2021 to August 2022.

### **3.3 Data analysis**

We collected all the answers to the questionnaires, then we separated them into three parts to analyze them in Excel. First of all, we analyzed a first part of the results which dealt with the subject of prevention campaigns, then another part which concerned the marketing campaigns, and finally the results which transcribed the consumption intentions. These three parts were put in the form of a table in Excel, and each result was transcribed in the form of a number, according to the degree of influence of the factor on the consumption of young people. Thanks to the Likert scale, the results were explicitly shown, and we could see for each part the influence it had on the consumption intentions of the young people. We have extracted the information related to our subject only by analyzing the results of our questionnaire, linked to our own knowledge and experience on the subject.

## **4 Research Results**

Throughout the year, we collected 104 responses to our questionnaire consisting of four demographic questions and seven questions related to our research topic. This questionnaire is separated into four distinct parts, first the demographic questions, then the questions about marketing campaigns, then the questions about prevention campaigns, and finally, the consumption intentions of Generation Z.

## 4.1 Demographic results

The gender results (Figure 5) show that the majority of respondents were female, 54%, compared to 44% male (and 2% did not specify their gender). Of these 104 respondents, 86.5% correspond to our target of Generation Z (Figure 6), aged 9 to 24, and the remaining 13.5% are millennials, aged 25 to 40, which is also close to our target age range.

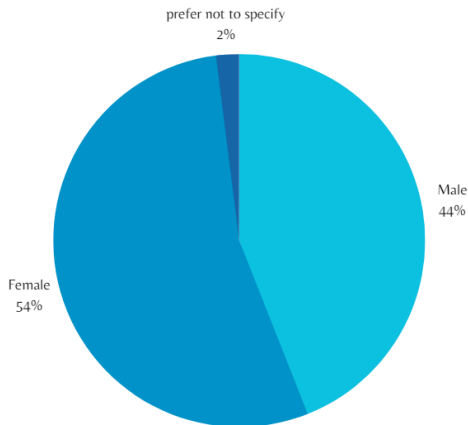


Figure 5 : Distribution of respondents by gender

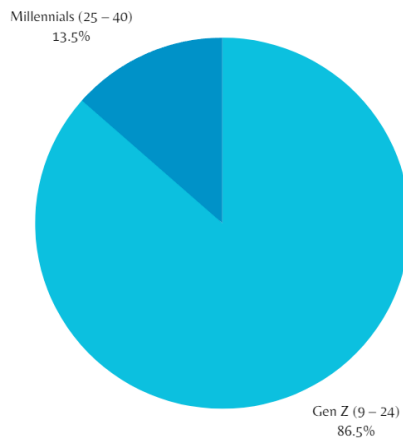


Figure 6 : Distribution of respondents by age

We also reached the desired population based on location (Figure 7); in fact, we have 89% French respondents, and 4% from French speaking countries.

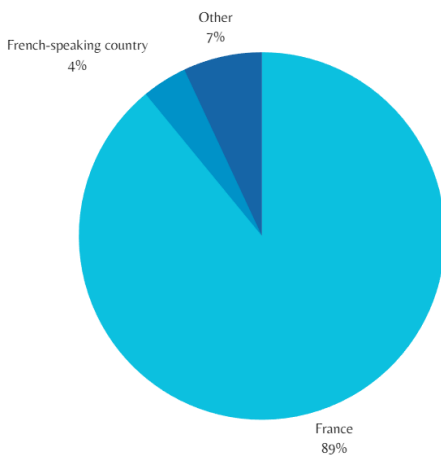


Figure 7 : Distribution of respondents by origin

We decided to add a precision to our population selection, and to have additional information on their year of study at the time of the questionnaire (Figure 8). The majority, 46.1% of our population, is in their third year of post-baccalaureate studies, and 39.2% are in their fourth year or more. This allows us to understand that the answer to our questionnaire is targeted at students who have already completed their first years of study and have more often been confronted with alcoholic events frequently organized by universities. These above-mentioned results allow us to present the demographic figures.

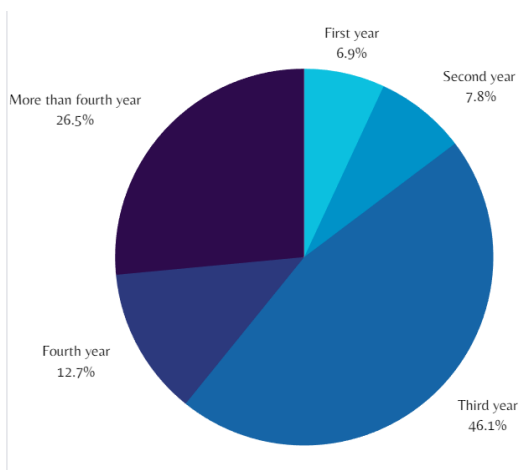


Figure 8 : Distribution of respondents by year of study

## 4.2 Results on Alcohol Marketing Campaign

First, we were interested in our respondents' perceptions of alcohol brand marketing campaigns. We asked them for their opinions on factors that may influence alcohol consumption and abuse among students. Specifically, they were asked to rate on a Likert scale, from Strongly Agree to Strongly Disagree, whether they thought the following factors led to alcohol consumption, such

as ease of accessibility, affordability, lack of alternative entertainment activities at universities, or lack of support for stressful situations (Figure 9). On these four factors, the responses were fairly consistent and allowed us to gather crucial information. In fact, according to the respondents, these factors have a significant and important influence and impact on young people's consumption. According to us, these factors represent more the context of purchase or consumption. This shows that if the purchase context is accessible and affordable, then students will be influenced and consumed with greater ease. Similarly for the consumption context, a student is often confronted with a limited choice of entertainment activities unrelated to alcoholic beverages (excluding sports activities), or situations of pressure. These situations lead the young person to discover alcohol and its abuse.

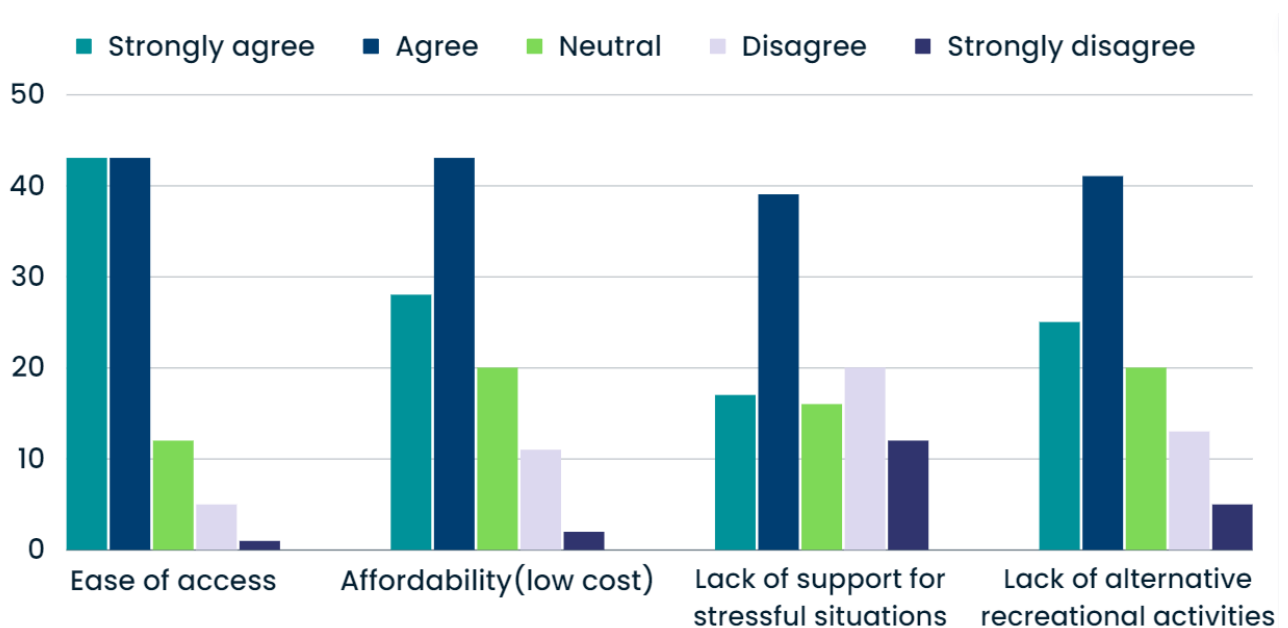


Figure 9 : Distribution of respondents' opinions on factors that contribute to alcohol abuse

We also asked them about more formal and administrative factors such as the influence of unregulated alcohol advertising on youth's consumption that presents developed and attractive brand images (Figure 10), or the lack of information about the health consequences of alcohol abuse (Figure 11), or the impact of government regulations, such as laws, taxes, or restrictions (Figure 12). These factors gave us more mixed answers, which transcribes a less strong or more random influence depending on the context of each individual. Particularly concerning the lack of information on the harmful effects of alcohol, as a slight majority of 52% consider that a prevention and awareness campaign could exert some influence on alcohol consumption, while a minority of 34% of respondents find that this factor does not particularly impact young people. On the other hand,

according to 42.3% of the respondents, government regulations can have an influence on the behavior of young people. Similarly, 42.3% of the respondents consider that the lack of regulations on alcohol brand advertising is a factor influencing consumption, while 29,8% of respondents consider that this factor does not have a significant impact. We can see from the responses of our population that these three factors do not have a decisive impact on young people's consumption, and that they generate mixed opinions. We can deduce that these factors do not have the same reactions and consequences for all individuals, and that this may depend on other more personal elements such as education, lifestyle, or environment.

Lack of adequate information about adverse effects is a significant contributor to Generation Z's alcohol abuse?

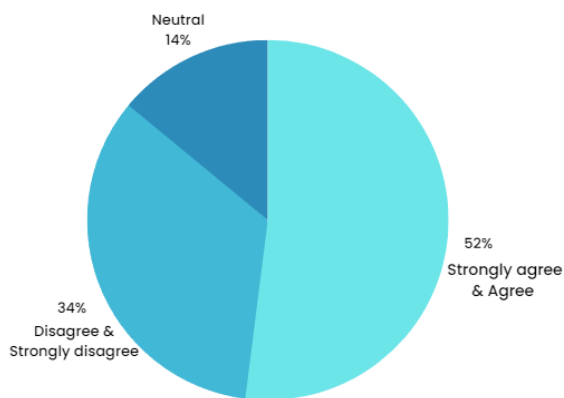


Figure 10 :Distribution of respondents' opinions on the contribution of unregulated advertising to Generation Z's alcohol abuse

Lack of adequate information about adverse effects is a significant contributor to Generation Z's alcohol abuse?

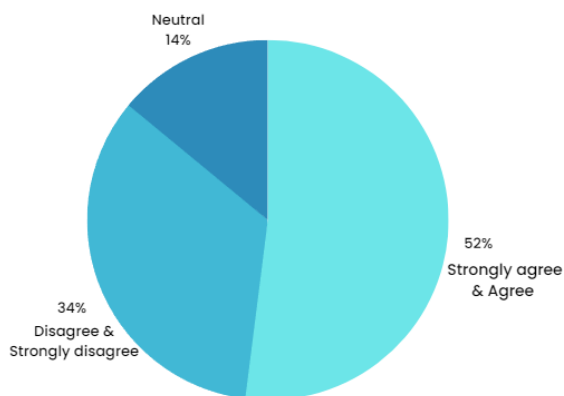


Figure 11 : Distributions of respondents' opinions on the contribution of lack of information about the adverse effects on Generation Z's alcohol abuse

The lack of government regulation is a significant contributor to Generation Z's alcohol abuse?

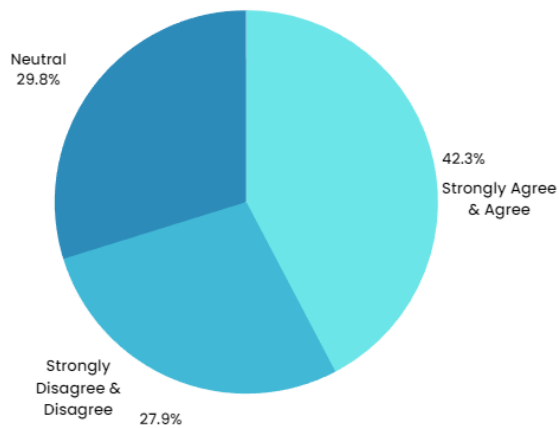


Figure 12 : Distribution of respondents' views on the contribution of the lack of government regulation on Generation Z's alcohol abuse

Finally, by analyzing the responses of our sample of generation Z, we can better learn from their perception of alcohol-related marketing strategies and campaigns. We can interpret the responses and deduce that marketing campaigns that are closely related to young people and their habits are more likely to influence them. These marketing actions are accessible and affect young people's perception of their alcohol consumption on a daily basis.

### 4.3 Results on Alcohol Prevention Campaign

#### 4.3.1 Restrictions of advertising campaigns

We then addressed the subject of alcohol prevention practices. This part considers first the authorizations on the location of advertising campaigns, then the authorizations on the location of sales outlets and the facilities, the accessibility of these sales. First, we asked the selected population if they thought that advertisements for the promotion of alcohol should be allowed. Out of just over 100 respondents, only 13% felt that advertisements should not be tolerated in everyday society. That is, 87% of our population is either neutral on this opinion or considers that it is not necessary to ban these advertising campaigns entirely. This leads us to believe that Generation Z in France does not feel the need to ban ads but could qualify their opinion by limiting these information broadcasts in some way. We asked them in the next part of the questionnaire if they thought alcohol ads should be limited in certain situations. This question expressed a general agreement among the respondents. Indeed, 22% were convinced that campaigns should be limited, and 43% agreed with

this opinion. Thus, by analyzing these first two questions (Figure 13), we understand that this population does not consider that it is necessary for prevention to prohibit the broadcasting of alcohol ads, but at least to limit it.

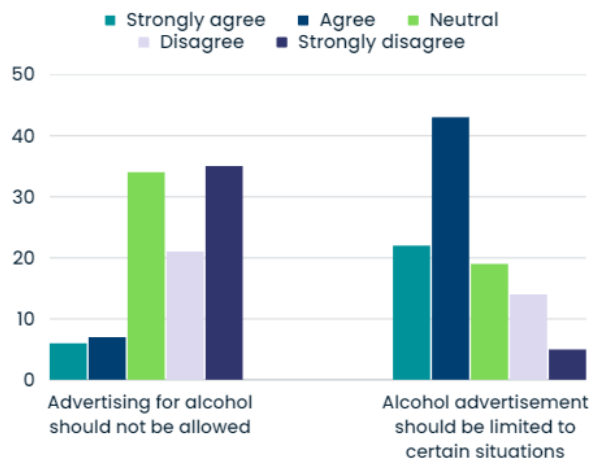


Figure 13 : Distribution of respondents' opinions on the prevention actions to be introduced

It is following these two questions that we wondered what the delimitations of advertising campaigns should be according to Generation Z. We decided to ask them about a few concrete examples from the life of a young person in France (Figure 14). For example, we asked them if they thought that sports or music events should ban alcoholic sponsorships in order to engage in a more relevant prevention of consumption. For 60% of them, this prevention practice should not be introduced, including 31% who are totally against this idea. We can understand from these answers that generation Z in France considers that the sponsors of alcoholic beverages bring a real additional value to musical or sports events, indeed it is often characterized by a financial value, or directly commercial and allows many small or large events to be born. Only 28% of the respondents believe that this prevention practice should be introduced and could have an influence on alcohol consumption. Then the respondents gave their opinion about the authorization of alcohol advertising campaigns in the vicinity of the universities. There was a large majority of 42% who disagreed with the fact of prohibiting these advertisements near the universities as a preventive action in addition to the 17% who really disagreed. On the other hand, we asked respondents their opinion on the sale and marketing of alcohol near universities. Their answers were quite similar, with 43% disagreeing and 23% strongly disagreeing. However, 21% of respondents were neutral about allowing marketing near universities. We can deduce that it is perhaps not proximity that most influences young people in their consumption. Then, the last question on the location of alcoholic beverage advertisements

is for us the one that brought the most answers. Indeed, the question is to know if generation Z in France considers the banning of alcohol ads on billboards and bus stops as an adequate and judicious prevention practice. The answers we got for this question are very divided. There are almost as many respondents who agree, are neutral, and disagree. There is still a majority who disagree, but unlike the previous responses, 16% agree and 17% strongly agree that alcohol ads on billboards and bus stops should be banned. This much more mixed statistic can be explained by the impact of a relevant advertisement seen repeatedly by a consumer. Indeed, each individual understands that a poster seen repeatedly over a period of time will influence and unconsciously guide towards that consumption intention. Respondents instinctively refused to prohibit ads in specific places, with connotations, but are much more mixed when it comes to locations that are repeatedly visible in their daily lives. It was the idea of the constant presence and recurrent viewing of ads that caused respondents to have a more mixed opinion. It is understood that the impact of advertising campaigns for alcohol presented on a daily basis have a much greater effect on the perception of alcohol and on consumption intentions.

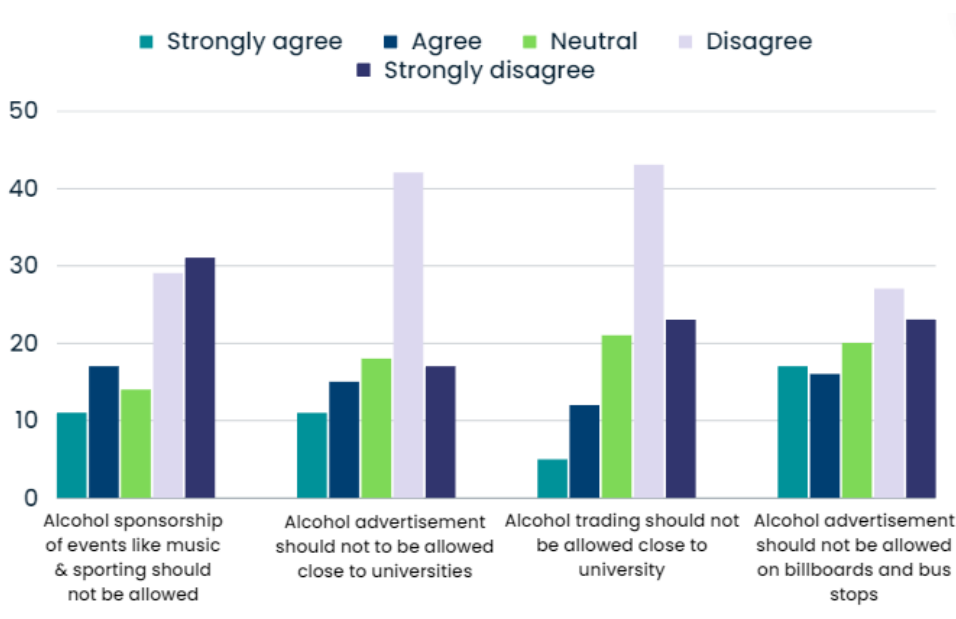


Figure 14 : Distribution of respondents' opinions on the scope of prevention actions to be implemented

We also asked our population about the legal age at which young people can buy and drink alcohol (Figure 15). In our study population, 72% say that it is necessary to have an age limit

that applies to the consumption and purchase of alcohol. This result shows that Generation Z is aware of the risks of alcohol abuse and that it is necessary to have a certain maturity to drink alcohol safely. More than 70% consider the legal drinking age of 18 to be an appropriate age, while 12% think that 20 would be a more appropriate age to achieve maturity and control over one's consumption. On the other hand, 12% of the respondents think that the purchase of alcohol should be legalized at 16, because the desire to go beyond the ban is a factor influencing young people, and lifting the ban would no longer give them the "law-breaking" aspect that young people may seek between 16 and 18.

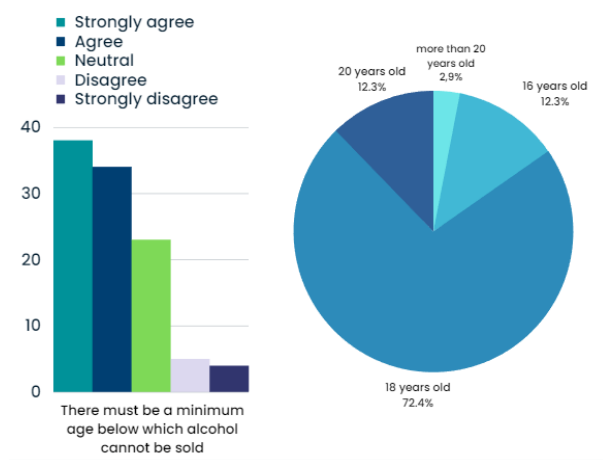


Figure 15 : Distribution of the respondents' opinions on the age limit for buying alcohol

#### 4.3.2 Government restrictions

We then discussed the role of the government in preventing alcohol consumption (Figure 16). We asked the target population if they thought it would be relevant, as a prevention action against alcohol, to give the government control of alcohol businesses, which would include limiting the points of sale. For this question, the results did not provide a clear deduction, as there was a 26% neutral response rate, as well as 25% "agree" and 27% "disagree" responses. There is still a 23% "really disagree" result that favors a negative opinion to this idea of involving and giving control to the government in the marketing of alcohol. Then we asked a second question on the same topic, which was about taxes. We asked respondents if they thought the government should add high taxes on alcoholic beverages to increase prevention against consumption. 29% strongly disagreed with this idea and 37.5% disagreed. This represents 66.5% of the young people who think that it is not necessary to increase the taxes imposed by the government to act on the prevention of alcohol

consumption. But we found that prevention is often characterized by restrictions imposed. We asked Generation Z in France about their personal perception and opinion based on their experience and their desires. These desires can be contradictory with the real and objective impact of these prevention and marketing campaigns. Indeed, 66.5% of the young people who believe that it is not necessary to increase the taxes imposed by the government, on the other hand, as we will see in the following questions, if the price of alcohol doubles 62% of the population surveyed will see themselves decrease their alcohol consumption.

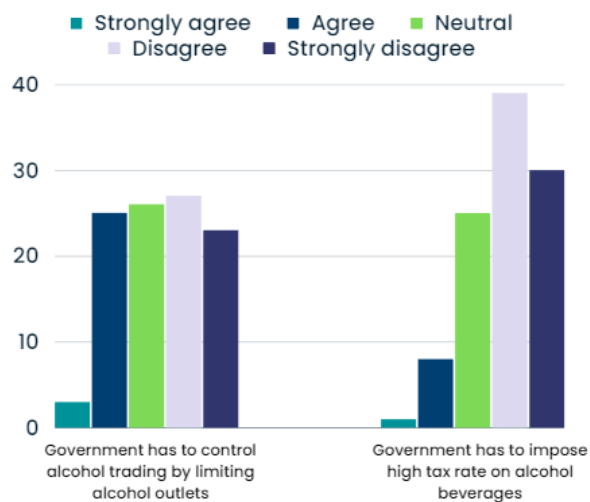


Figure 16 : Distribution of respondents' views on government involvement in prevention

This questionnaire was able to highlight on the perception of Generation Z in France on alcohol consumption restrictions and prevention. We were able to understand in more detail the consumption intentions and the opinions of our respondents on restrictions. We realize that restrictions are not well received as opposed to a communication approach about the dangers of alcohol.

#### 4.4 Results on Alcohol Consumption Behavioral Intention

After having asked our respondents their personal opinions on the marketing and prevention campaigns, we wondered about their real drinking intentions. Indeed, we asked them about their drinking intentions in the near future, as well as their drinking intentions if we change some accessibility factors.

First, we asked our respondents if they intended to drink a glass of alcohol of any type in the next 6 months (Figure 17). Of our 104 respondents, 91.3% felt that if they had the opportunity, they would have a drink in the next 6 months. We then qualified the question by asking if a friend offered them a drink, would they accept it? (Figure 18) This time, 94.3% said they would have a drink. This highlights a slight shift in the percentages, which transcribes an influence to drink on an individual around them. These very high statistics also show that the young people do not really have doubts about their consumption of alcohol in the next months. This information can make us realize an important basis of our study, whether there is prevention or marketing as in our current world, the generation Z keeps this intention to consume alcohol.

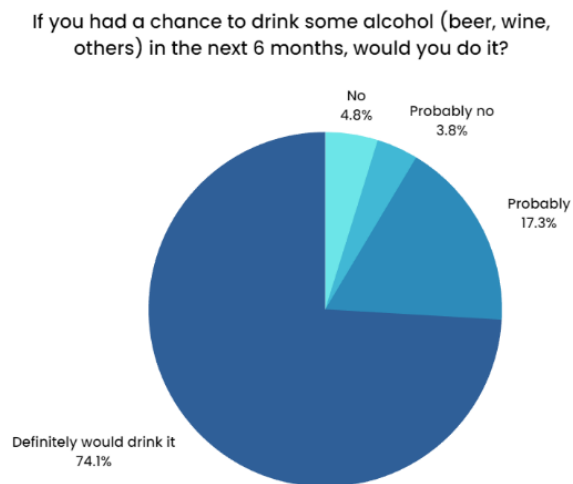


Figure 17: Distribution of respondents' intentions to consume in the next 6 months

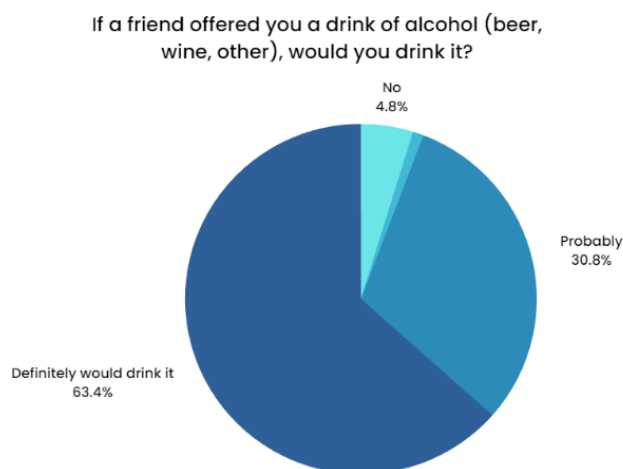


Figure 18 : Distribution of respondents' intentions to drink if a friend offers them a drink

In this part of the questionnaire, we asked our respondents about their consumption intentions in relation to modifications in the price of alcohol (Figure 19). We asked if they would change their drinking habits if the government no longer intervened in the production, marketing, prevention or distribution of alcohol. For this question, 47% of Generation Z respondents answered that they would not change their drinking habits if the government no longer intervened in the alcohol marketing process. Furthermore, 25% of the responses were neutral, which also expresses the same idea: the absence of government intervention would not lead to a change in habits for the majority. The next question deals with the same actions that could be implemented, but focuses on price. Indeed, we asked respondents if their alcohol consumption would increase if the price was reduced by 50%. We had 42% of respondents who felt that they would adapt their consumption to the price decrease, as opposed to 39% who said that it would not. The answers are more mixed on this second question because it does not address the reasons for these price drops, so instinctively Generation Z responded that they could consume more. We can see that the price drop has an influence on Generation Z, and therefore the price of alcohol is an obstacle to consumption for a small majority. However, we can highlight the 39% who are not affected by the price reduction factor and the 15% who are neutral. These two answers show that the price decrease has a certain influence on government actions, but that it is not obvious and decisive for a large part of our respondents.

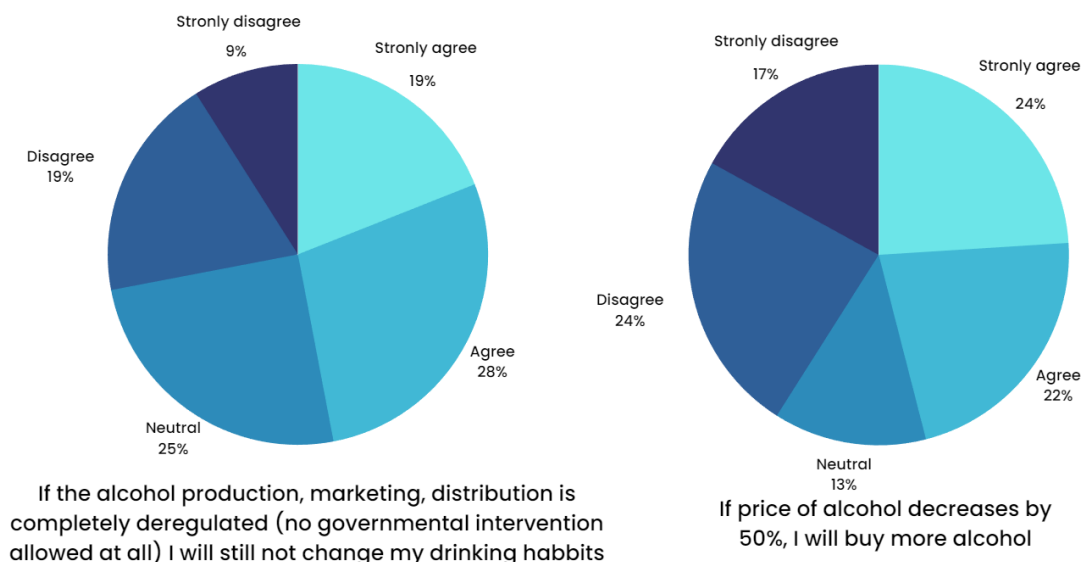


Figure 19 : Distribution of respondents' intentions to consume alcohol if regulations become less strict

In fact, respondents were asked whether they thought they would be influenced by increased government restrictions (Figure 20) and whether they would be able to continue to consume alcohol according to their habits, regardless of the preventive measures taken by the government. A majority of 48% would not want to be influenced and would like to maintain their drinking habits. We understand here that the perception of drinking intentions will not change as a result of restrictions. But we wonder what happens to consumption intentions based solely on price increases. The price increase could be one of the government restrictions, but the question solely focused on government restrictions instinctively leads to a rejection from Generation Z. In contrast, a question asked about price directly affects the reader because they can imagine the direct impact on their habits and thus make a more real assumption about their reaction. So, we asked respondents if their drinking behavior would change if the price of alcohol doubled. The results are very demonstrative, as 62% of the generation Z surveyed would change their drinking habits. Of that 62%, 41% of respondents want to change their drinking habits and 21% want to change completely. There are still 33% who would not change their habits. We wanted to know the degree of influence of price on young people's consumption, so we then asked if respondents would change their drinking habits if the price quadrupled. For this answer, the result is even more demonstrative, with 70% of respondents who would adapt to the price increase, including 24% who would like to change their habits, and 46% who would really like to change their habits. It is easy to see that, unlike price decreases, price increases fundamentally influence Generation Z's consumption intentions. The more the price increases, the younger people would adapt and change their consumption behavior, but this does not automatically include a decrease in consumption.

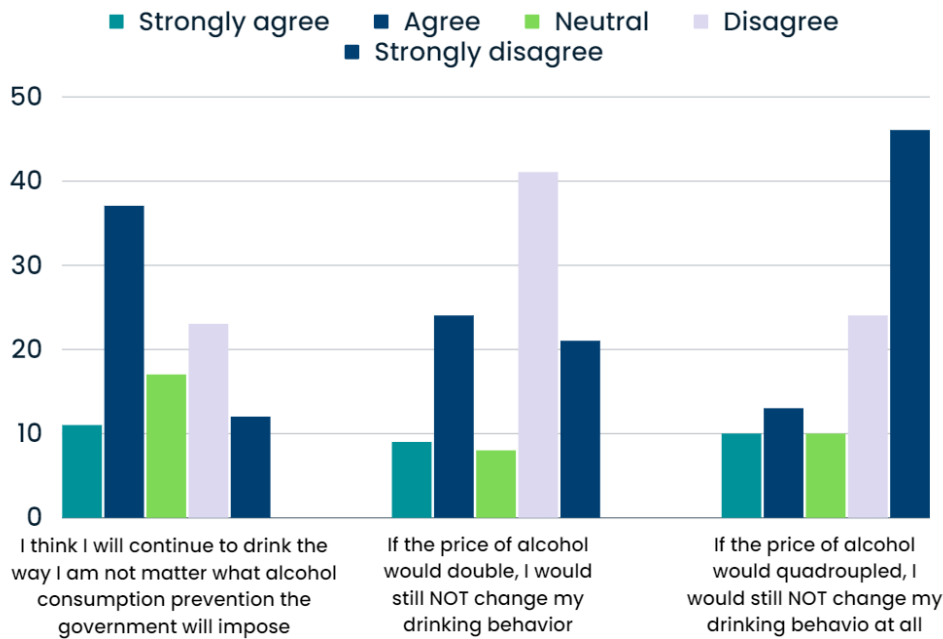


Figure 20 : Distribution of respondents' intentions to consume alcohol if regulations become stricter

That's why we wondered how Generation Z would adapt if there were price increases (Figure 21). Specifically, we asked them whether, if only the price of low-alcohol beverages increased, they would consume more high-alcohol beverages to compensate for this increase. For this question, 42% of respondents answered that they would adapt their drinking habits by buying stronger alcohol to counteract this price increase. The second question asked about the adaptation of young people is if the government restrictions are too drastic, will they buy their alcohol on the black market. The answer to this question is mixed, but we can see that 38% of young people are ready to go beyond the illegal barrier to achieve their consumption intentions if the government restrictions are too radical. We understand that if the restrictions are too important, Generation Z would adapt their way of consuming.

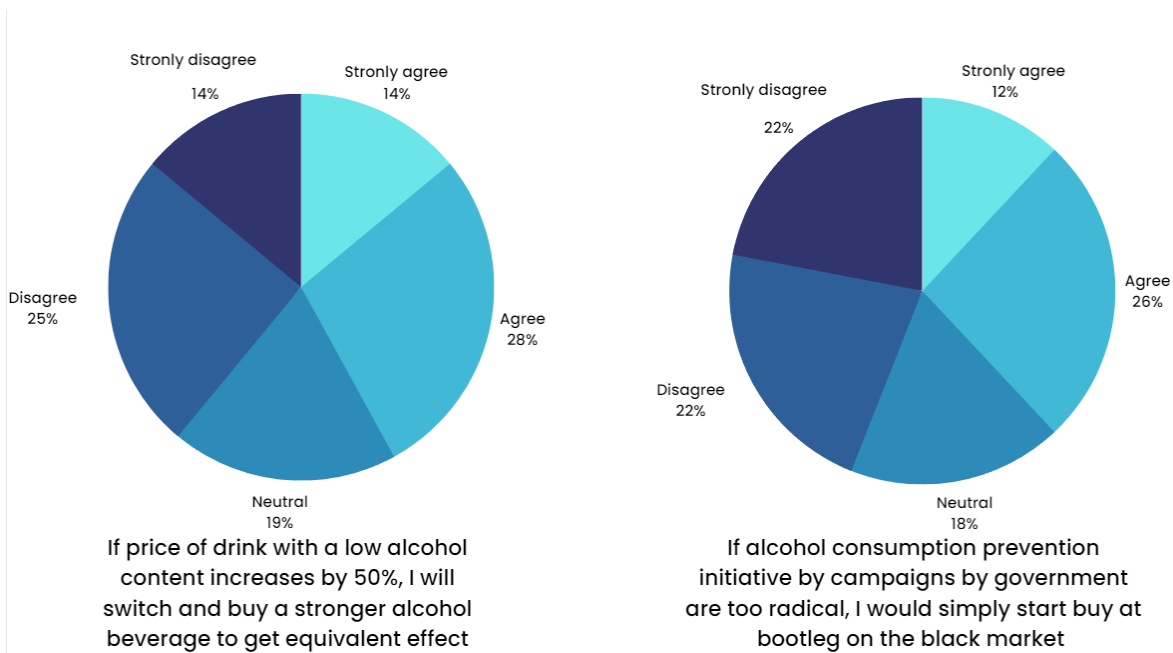


Figure 21 : Distribution of respondents' intentions to adapt their alcohol consumption if regulations become stricter

From the results of these questions on the consumption intentions of Generation Z, we can understand that if prices go down and prevention goes down, half of the young people will increase their alcohol consumption. This shows that some restrictions and prevention maintain a certain balance in drinking habits. But if we disrupt these habits by increasing the price of alcoholic beverages, young people will adapt, decrease their consumption at first, and then look for an alternative that fits their lifestyle. Similarly, if we disrupt the accessibility of alcohol products by regulating the points of sale, generation Z would acclimatize to buying alcohol in other less controlled outlets. We understand that the price and scope of alcohol sales influence the habits of Generation Z to a large extent.

## 5 Discussion

### 5.1 Limitations, reliability and validity

Our research has some limitations that should be considered. In our topic, we found many interesting factors that influence youth drinking. We wanted to focus on the most relevant points and not highlight all the social, economic, or religious factors that could come into play in our topic. In addition, when we conducted our questionnaire, we received just over 100 responses. This is a

minimum size sample, therefore, not enough to apply our results to the entire population of young people in France. Moreover, we carried out this study over a short time frame, that is to say in 6 months that we obtained these answers. We were at that time in a difficult context of Covid-19. This period greatly disrupted the habits of the study population, as all situations favorable to alcohol consumption were canceled, such as parties, bars, sporting events, or university events. This upset a whole generation that did not discover the entrance to higher study including all the integrations and events dedicated to their arrival that most certainly included alcohol. Because of all of these factors, our research has limitations and cannot be applied to all cases.

These limitations apply to our research tools. There are also limitations in the use of these tools. For example, when we analyzed the results of our questionnaire, we found that some answers reflected the desire of young people and their instinctive opinion, but not necessarily their buying behavior from an instinctive point of view. Indeed, no young person wants to have to pay double for alcoholic beverages and yet the consequent increase in prices would reduce consumption by Generation Z. Indeed, some of our questions were asked to understand the desires of young people, but these same questions focused solely on the prevention of alcohol abuse, would get different answers, even contradictory. This is also the aspect that we took into account in analyzing the results and that refers to the reliability of our results.

## **5.2 Answering the research questions**

Research question (RQ)

RQ1- What kind of approach businesses use to combine both advertisement and prevention campaigns of alcohol?

From the research conducted around the literature review, it was deduced that the business of combining prevention and marketing campaigns is not limited to the strict regulations imposed by the government. Indeed, these companies choose to adopt strategies that perfectly circumvent the imposed regulations. Most of these businesses do not care to provide real prevention to deter alcohol abuse. These businesses develop campaigns to attract consumers and gain customer loyalty. Building a brand image, lifestyle around the product so that the consumer projects himself in the consumption of this product.

However, several studies have highlighted a solution that could regulate alcohol abuse: The social marketing promising approach to address alcohol use and related harm. Social marketing can be an effective tool for promoting prevention behaviors, by educating, incentivizing, and engaging individuals and communities in efforts to adopt healthier lifestyles and behaviors. However, it is difficult for wine and spirits companies to focus only on this strategy, which would reduce the strong consumption intention linked to these marketing campaigns.

RQ2- What is French generation Z consumers' perception of wine and spirits alcohol consumption advertisement campaigns?

Several findings regarding this topic were interpreted through the quantitative survey conducted. First, it was understood that Generation Z itself did not perceive a total and permanent ban on alcoholic beverage advertisements as necessary, as these advertisements are not considered a major factor in alcohol consumption in and of themselves. On the other hand, there are several aspects of these ads that are troubling and are perceived to influence young people. First, the ads often convey positive connotations about aspects that are essential to the construction of a young person in Generation Z. Companies play on characteristics that young people envy and admire, leading them to understand that alcohol is associated with all this social success. Unfortunately, this part of advertising is very difficult to regulate, because it is indeed difficult to apply laws to positive connotations that are felt and interpreted differently by all generations. Then, the second point which plays on the consumption of the young people is the frequency of repetition of these advertisements. Indeed, these connotations become stronger the younger people see these positive images linked to alcohol. This is the view that French Generation Z brought to their own perception of the influence of marketing campaigns on their alcohol consumption.

RQ3- What is French generation Z consumers' perception of wine and spirits alcohol consumption prevention campaigns?

Research has shown that Generation Z perceives prevention campaigns in two ways. For Generation Z, there are awareness campaigns on the one hand. These are perceived as effective and impactful for young people's consumption; they raise awareness of the imminent and long-term

dangers of alcohol abuse. This impacts the idealized image that advertisements create among young people and gives a more real and serious aspect of alcohol consumption.

On the other hand, there are prevention campaigns that are characterized by restrictions and regulations. Research has focused on restrictions and regulations that concern the prices and points of sale of alcohol. Young people have a rather unfavorable view of this aspect of prevention and are not willing to adapt their drinking habits to restrictions. However, according to research, these practices significantly influence alcohol consumption among young people. Still, Generation Z perceives this type of prevention as very effective but not necessarily necessary. French Generation Z perceives prevention as effective but does not always have a positive view of the changes imposed.

### **5.3. Dialogue between results and existing body of knowledge**

Authors Kubacki et al, (2000-2014) demonstrates that youth are influenced by awareness campaigns that provide information about the negative effects of alcohol by highlighting regulations and restrictions that have been put in place to limit the promotion of alcoholic beverages, especially on social media. These include restricting alcohol advertising in certain media, limiting the content of alcohol advertisements, banning alcohol advertising in certain venues, enforcing age restrictions, implementing health warnings, and regulating event sponsorship. The survey conducted on this topic shows similar results which imply that awareness campaigns and prevention measures are needed to reduce the negative impact of alcohol on public health, especially among young people who are more vulnerable to the influence of advertising. Other findings are also similar between the Sancho et al. (2011) text and the quantitative survey regarding the use of symbols and images in advertising that encourage youth to view alcohol in a positive light and encourage them to consume it to be perceived as attractive and desirable.

The survey conducted on Generation Z in France also added to the existing results some factors influencing alcohol consumption among young people. Indeed, the survey shows that advertisements that are repeatedly visible and present in the daily life of Generation Z have a great influence on their alcohol consumption. In addition, the survey provided us with details on the extent of Generation Z's influence on the accessibility and price of alcoholic beverages, and thus the increase in price and the fact of making access to alcohol more difficult would reduce the abuse of consumption by Generation Z.

#### **5.4. Compliance with Research Ethics guidelines**

Due care was taken to comply to the ethical guidelines of Jamk's thesis. Only aggregate numbers were generated and disclosed in this publication to ensure the privacy and confidentiality of the interviewees.

## **6 Conclusions**

### **6.1 Key Findings**

The research showed that corporate prevention was limited to restrictions imposed by governments over the years. This research also showed that advertisements affect young people through the connotations they generate. Indeed, the advertisements accompany their product with a whole brand image, an image associated with the desires of generation Z, with things they admire such as sexual success, sex appeal, romance, adventure, rebelliousness, elegance, sociability.

To further explore this topic, a survey was conducted to understand the perception of Generation Z in France on prevention and advertising campaigns. The extracted results proved that information such as, young people are strongly influenced by the accessibility and affordability of alcoholic drinks. They also showed that young people were strongly impacted by advertisements that they see in several places in their daily lives and repeatedly throughout their day. It is this recurrence that builds a certain connotation in the minds of young people. Fortunately, young people are also influenced by awareness campaigns that disseminate information about the negative effects of alcohol, and even the impact of alcohol on the life of a Generation Z youth. Generation Z believes that awareness of the negative effects of alcohol, and taking responsibility for one's own consumption, would be an effective way to regulate binge drinking.

So, when the questionnaire asks Generation Z about the key prevention issues that would impact them the most, they answer that awareness campaigns would be effective, as well as some regulation of the too frequent visibility of advertisements. Then the analyzed results reveal that, regarding the real consumption intentions of young people, the increase of prices and the fact of

making access to alcohol more difficult, would decrease the consumption abuses of a large part of the young people.

Therefore, thanks to this study, the government or the companies involved must understand that image-building advertisements should be limited, and awareness campaigns should take an important place in prevention or in the companies' marketing strategies. The solution of increasing prices and reducing points of sale would have a strong impact but would not necessarily push young people to responsible consumption.

## **6.2. Managerial or Societal implications**

This publication's results highlight aspects that could be beneficial to both companies in the human resources and marketing departments and to society as a whole. The consumption of alcohol by young people is a phenomenon caused by companies that create advertisements on the one hand, but also by different societal aspects that push consumption among young people. It is first of all important for the human resources department to raise the awareness about the harm of alcohol and how they push the consumption by selling products that are harmful for the health. Discussing the potential health and safety risks associated with alcohol consumption, particularly among young people, could lead to better regulation by the company. Related to this, the HR could work with the marketing department to implement measures to enable young people to view more appropriate advertisements and ensure better communication of the risks associated with alcohol consumption.

In a second phase, exploring the societal implications, the government could take advantage of these results to better understand the social norms that influence young people and their drinking intentions. This would allow them to understand the risks of addiction and dependence associated with youth drinking. It would also allow them to examine the prevalence and impact of underage drinking among young people in Generation Z. considering the legal and social consequences of underage drinking and exploring potential strategies for prevention. Therefore, we can assume that this publication can be interesting both for companies and more particularly the HR and marketing department as well as society to succeed in promoting responsible drinking behaviors and reducing the risks associated with alcohol consumption.

### **6.3 Recommendations for future research**

For future research on this topic, the authors will be able to use a larger sample size in order to have more accurate results. This would allow for the analysis of the entire Generation Z in France and all its nuances. In addition, some reliability could be added to the results such as, for example, conducting this survey a few years after Covid-19, so that the drinking habits of young people are again stable. It would also be interesting to consider the involvement of companies in prevention campaigns by conducting a qualitative survey with communication managers. This study could shed light on the involvement of companies in preventing alcohol-related harm. Finally, this research study highlights the presence of the influence of marketing campaigns and prevention campaigns on the consumption of alcohol among the French generation, but to deepen the subject it would be interesting to compare these two opposing influences on the consumption of young people.

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## Appendices

### Appendix 1. Quantitative Questionnaire

# Alcohol Prevention and Marketing Questionnaire

Quantitative Questionnaire about alcohol prevention and marketing campaigns

1. What is your gender?

*Une seule réponse possible.*

- Male
- Female
- Non-binary
- Prefer not to disclose

2. How old are you?

*Une seule réponse possible.*

- Gen Z (9 – 24)
- Millennials (25 – 40)
- Gen X (41 – 56)
- Boomers II (57 – 66)

## 3. What is your nationality?

*Une seule réponse possible.*

- France
- Finland
- Germany
- Afghanistan
- Akrotiri
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Ashmore and Cartier Islands
- Australia
- Austria
- Azerbaijan
- Bahamas, The
- Bahrain
- Bangladesh
- Barbados
- Bassas da India
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia

- Bosnia and Herzegovina
- Botswana
- Bouvet Island
- Brazil
- British Indian Ocean Territory
- British Virgin Islands
- Brunei
- Bulgaria
- Burkina Faso
- Burma
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands
- Central African Republic
- Chad
- Chile
- China
- Christmas Island
- Clipperton Island
- Cocos (Keeling) Islands
- Colombia
- Comoros
- Congo, Democratic Republic of the
- Congo, Republic of the
- Cook Islands
- Coral Sea Islands
- Costa Rica
- Cote d'Ivoire
- Croatia
- Cuba
- Cyprus

- Czech Republic
- Denmark
- Dhekelia
- Djibouti
- Dominica
- Dominican Republic
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Ethiopia
- Europa Island
- Falkland Islands (Islas Malvinas)
- Faroe Islands
- Fiji
- French Guiana
- French Polynesia
- French Southern and Antarctic Lands
- Gabon
- Gambia, The
- Gaza Strip
- Georgia
- Ghana
- Gibraltar
- Glorioso Islands
- Greece
- Greenland
- Grenada
- Guadeloupe
- Guam
- Guatemala
- Guernsey

- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Heard Island and McDonald Islands
- Holy See (Vatican City)
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Isle of Man
- Israel
- Italy
- Jamaica
- Jan Mayen
- Japan
- Jersey
- Jordan
- Juan de Nova Island
- Kazakhstan
- Kenya
- Kiribati
- Korea, North
- Korea, South
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon

- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Macedonia
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique
- Mauritania
- Mauritius
- Mayotte
- Mexico
- Micronesia, Federated States of
- Moldova
- Monaco
- Mongolia
- Montenegro
- Montserrat
- Morocco
- Mozambique
- Namibia
- Nauru
- Navassa Island
- Nepal
- Netherlands
- Netherlands Antilles

- New Caledonia
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island
- Northern Mariana Islands
- Norway
- Oman
- Pakistan
- Palau
- Panama
- Papua New Guinea
- Paracel Islands
- Paraguay
- Peru
- Philippines
- Pitcairn Islands
- Poland
- Portugal
- Puerto Rico
- Qatar
- Reunion
- Romania
- Russia
- Rwanda
- Saint Helena
- Saint Kitts and Nevis
- Saint Lucia
- Saint Pierre and Miquelon
- Saint Vincent and the Grenadines
- Samoa
- San Marino

- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Georgia and the South Sandwich Islands
- Spain
- Spratly Islands
- Sri Lanka
- Sudan
- Suriname
- Svalbard
- Swaziland
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Timor-Leste
- Togo
- Tokelau
- Tonga
- Trinidad and Tobago
- Tromelin Island
- Tunisia

- Turkey
- Turkmenistan
- Turks and Caicos Islands
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Venezuela
- Vietnam
- Virgin Islands
- Wake Island
- Wallis and Futuna
- West Bank
- Western Sahara
- Yemen
- Zambia
- Zimbabwe

4. In which year of your study are you now?

*Une seule réponse possible.*

- First year
- Second year
- Third year
- Fourth year
- More than fourth year

## Alcohol consumption marketing attitude questions

5. What is your own opinion about the following factors as a very significant contributors to university student's alcohol abuse?

*Une seule réponse possible par ligne.*

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Unregulated alcohol advertisements</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lack of adequate information about adverse effects</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Ease of access</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Affordability (availability at low cost)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lack of government regulations</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lack of alternative recreational activities</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lack of support for stressful situations</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Alcohol prevention practices

6. +++ In your own opinion the following alcohol consumption prevention practices should be introduced :

*Une seule réponse possible par ligne.*

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Alcohol advertisement should be limited to certain situations</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Alcohol advertisement should not to be allowed close to universities</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Alcohol advertisement should not be allowed on billboards and bus stops</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Alcohol sponsorship of events like music &amp; sporting should not be allowed</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>If at all alcohol advertising not to be allowed</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Alcohol trading should not be allowed close to university</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Government has to impose</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

high tax rate  
on alcohol  
beverages

---

There has to  
be minimum  
pricing below  
which alcohol  
cannot be  
sold

Government  
has to control  
alcohol  
trading by  
limiting  
alcohol  
outlets

There has to  
be minimum  
age cut-off  
below which  
alcohol  
cannot be  
sold

7. Indicate the appropriate age cut off to allow purchase of alcohol

*Une seule réponse possible.*

- 12 years
- 14 years
- 16 years
- 18 years
- 19 years
- 20 years
- 21 years
- Alcohol should be an illegal substance

Intention to consume alcohol and other substances

8. If you had a chance to drink some alcohol (beer, wine, others) in the next 6 months, would you do it?

*Une seule réponse possible.*

- No
- Probably no
- Probably
- Definitely would drink it

9. If a friend offered you a drink of alcohol (beer, wine, other), would you drink it?

*Une seule réponse possible.*

- No
- Probably no
- Probably
- Definitely would drink it

## 10. Your intention of alcohol purchase, drinking use

*Une seule réponse possible par ligne.*

	Stronly disagree	Disagree	Indecisive	Agree	Strongly agree
<b>If price of alcohol decreases by 50%, I will buy more alcohol</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>If price of drink with a low alcohol content increases by 50%, I will switch and buy a stronger alcohol beverage to get equivalent effect</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>If the price of alcohol would double, I would still NOT change my drinking behavior</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>If the price of alcohol would quadroupled, I would still NOT change my drinking behavio at all</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>I think I will continue to drink the way I am not matter what</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

alcohol  
consumption  
prevention  
the  
government  
will impose

---

If alcohol  
consumption  
prevention  
initiative by  
campaigns  
by  
government  
are too  
radical, I  
would simply  
start buy at  
bootleg on  
the black  
market

If the alcohol  
production,  
marketing,  
distribution is  
completely  
deregulated  
(no  
governmental  
intervention  
allowed at  
all) I will still  
not change  
my drinking  
habbits

---

11. How likely would you drink the following alcohol beverage/s in the next 7 days

*Une seule réponse possible par ligne.*

	Not at all	Unlikely	Indecisive	Likely	Very likely	Certainly
<b>Wine</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Beer, drought beer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Hard liquors (Local 'Areke, Gin, whisky, or other alcohol drinks)</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Google Forms

## Appendix 2. Theory of Reasoned Action (TRA)

# Theory of Reasoned Action (TRA)

