



NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION PROGRAM

EFFECTS OF ALCOHOL ADVERTISING ON YOUNG ADULTS IN NORTH CYPRUS

NASIBA ACHILOVA

MASTER'S THESIS

NICOSIA
2019

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THESIS SUPERVISOR
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NICOSIA
2019

ACCEPTANCE/APPROVAL

We as the jury members certify the EFFETCS OF ALCOHOL ADVERTISING ON YOUNG ADULTS IN NORTH CYPRUS prepared by the NASIBA ACHILOVA defended on /.../.... has been found satisfactory for the award of degree of Master.

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DEDICATION

I dedicate my thesis to my mom Nazira. It is her effort that today I am here, she was supporting me during the whole period of my Master's Degree and till now. I would not be able to reach this point without her.

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ABSTRACT

EFFECTS OF ALCOHOL ADVERTISING ON YOUNG ADULTS IN NORTH CYPRUS

Alcohol consumption among youngsters is a growing problem. Misuse of it might affect people around, families and friends. The problem of alcoholism was and still there around the world. Like other possible problems, it can be risky sex which can lead to bad consequences, poor grades, addiction, car accidents, and health issues, etc. Alcohol advertisement in North Cyprus is very common. As a traditional advertisement, there are lots of banners all over North Cyprus with alcohol advertisements. There are a lot of clubs and casinos on the island so all of them are having social media pages so as modern ads, youngsters are mostly viewing pop-up ads and campaigns in social media. The purpose of this study is to determine the effects of alcohol advertisements on youngsters' alcohol consumption. There were reports that in the past decade the use of alcohol among young adults have been increased, so this research also will explain which factors lead them to start drinking. This research utilizes a quantitative research design to understand the relationship, between alcohol advertising and alcohol consumption among young people. The thesis will rely on a self-reported survey questionnaire conducted with young people between the ages of 17 and 24, in Northern Cyprus. The result of this research might give information that can be used by the government of banning alcohol advertisements.

Keywords: Alcohol advertisement, North Cyprus, young adults, alcoholism, alcohol consumption.

ÖZ

ALKOL REKLAMININ KUZEY KIBRIS'TA GENÇ YETİŞKİNE ETKİLERİ

Gençler arasında alkol tüketimi büyüyen bir sorundur. Bunun kötüye kullanımı etrafındaki insanları, aileleri ve arkadaşları etkileyebilir. Alkolizm sorunu dünya çapında ve hala oradaydı. Diğer olası problemler gibi, kötü sonuçlara, kötü notlara, bağımlılığa, araba kazalarına ve sağlık sorunlarına yol açabilecek riskli seks olabilir. Kuzey Kıbrıs'ta alkol reklam çok yaygındır. Geleneksel bir reklam olarak, alkol reklamları ile Kuzey Kıbrıs'ın her yerinde çok sayıda afiş var. Adada çok sayıda kulüp ve kumarhane var, bu yüzden hepsi sosyal medya sayfalarına sahipler, böylece modern reklamlar, gençler çoğunlukla sosyal medyada pop-up reklamları ve kampanyaları görüntülüyorlar. Bu çalışmanın amacı, alkol reklamlarının gençlerin alkol tüketimi üzerindeki etkilerini belirlemektir. Son on yılda genç yetişkinler arasında alkol kullanımının arttığına dair raporlar vardı, bu nedenle bu araştırma hangi faktörlerin onları içmeye başlamasına neden olduğunu da açıklayacaktır. Bu araştırma, gençler arasında alkol reklamcılığı ve alkol tüketimi arasındaki ilişkiyi anlamak için niceliksel bir araştırma tasarımı kullanmaktadır. Tez, Kuzey Kıbrıs'ta 17 ile 24 yaş arasındaki gençlerle yapılan kendi kendini rapor eden bir anket anketine dayanacak. Bu araştırmanın sonucu alkol reklamları yasaklayan hükümeti tarafından kullanılacak bilgi verebilir

Anahtar Kelimeler: Alkol reklam, Kuzey Kıbrıs, genç yetişkinler, alkolizm, alkol tüketimi

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INTRODUCTION

Alcohol ingestion amid youngsters is a growing issue. Misuse along with irresponsible usage of alcohol may result in intense health issues extending the costs of its to the society, their families, and the individuals (Ford, Hawkes & Elliott, 2008). Throughout that kind of regard, car accidents, health concerns, alcohol addiction, poor grades, and risky sex are probably the other potential issues (Chassin & Delucia, 1996; O'Malley, Johnston & Bachman, 1998).

The adverts are thought to be as one of the primary aspects predispose to alcohol ingesting amid young people (Smith & Foxcroft, 2009). Hence, it's been within the heart of public policy discussions for a while now. As required, while a group of individuals protest the alcohol promotions and also demand for banning on it (Wyllie et al., 1998; Aitken et al., 1988; Aitken, 1989; Young, 2003), others get this needless (Nelson, 1999; Nelson & Moran, 1995, Wilcox et al., 2012). At the same time, additional factors to avoid young adults and children from ingesting are outlined as legal consuming age plus ease of access to alcoholic drinks.

In Cyprus, the thorough usage of alcoholic beverages amid youngsters have actually been noted to have increased throughout the past ten years (WHO, 2014). Sources as well demonstrate that a regular young individual in Cyprus tastes the alcoholic drinks at the age of thirteen, as well as binge consuming with young adults is rising (Steffens & Sarrazin, 2016). In addition to that, drink and drive are some of the reported issues (Cyprus Mail Online, 2017). The table above presents 174 countries around the world by their law regulating the minimum legal drinking age (MLDA). As noticed from the table, Cyprus is in the number somewhere between 16 and 17, as the MLDA is 17 within the country, which is less than the general thresholds of other countries.

Table 1.

Comparison of Minimum Legal Drinking Age (MLDA) in 174 countries

Number of Countries	MLDA
19 (i.e. Indonesia, Kosovo, Rwanda, Mali)	No Limitation
2 (Antigua and Barbuda, Central African Republic)	10-15
20 (i.e. Cyprus, Germany, Spain, Portugal, Morocco)	16-17
116 (i.e. Turkey, Ukraine, United Kingdom, Costa Rica, France, Jordan)	18-19
5 (Iceland, Japan, Paraguay, Thailand, Uzbekistan)	20
12 (the United States, Sri Lanka, Iraq, Oman, Mongolia)	21

Note: *Data is based on the World Health Organization's 2014 "Global Status Report on Alcohol and Health 2014".*

On the contrary, as outlined by the Nanny Index (2016), Cyprus is one of the freest countries around the world together with the UK, Slovenia, Denmark, Germany, Czech Republic, Netherlands, as well as Belgium in terms restriction on alcohol marketing. The list ranges from absolutely no limitations (0) to the whole ban (20). Accordingly, Cyprus takes a rating somewhere between 0-2, allowing it to probably the freest batch of countries worldwide.

Taking into consideration the important factors previously mentioned, Cyprus emerges as some of the freest places within terms of ease of access to restrictions and alcohol on alcohol promotions. At the same time, as the comprehensive usage of alcohol amongst youngsters appears to be crucial, it requires several precautions before it will get out of control. To accomplish that, extensive knowledge of the connection between alcohol promotion & alcohol ingestion is first to be understood. Considering the point that there is

no arrangement over the power of connection among two within the extant literature because of mixed results, this thesis endeavors to fill up this gap. Accordingly, this paper endeavors to explain the way alcohol promotion impacts young adults' drinking patterns. Deriving through the extant literature, the primary outlook of this thesis is that alcohol promotion is going to have a negative impact on young adults leading them to ingest alcohol.

The thesis will conduct a survey analysis on 300 young people at ages of between 17 and 24, computing the drinking habits of theirs along with their exposure to alcohol marketing, and also the impact of family and peers, their liking of alcohol advertising, as well as views regarding consuming alcohol. Next, the thesis will conduct a multivariate analysis to describe the correlation among self-reported ingesting behaviors in addition to exposure to alcohol marketing. The purpose of this thesis is explaining the effect of alcohol advertising on youngsters completely and also to present various policy implications within the subject.

Statement of Problem

The literature about the effects of alcohol consumptions on youth is limited by several fronts. First, to the best knowledge of ours, we have seen merely a few, in case any, research studies concentrating on the Northern Cyprus, nonetheless, alcohol ingestion amid young people in Northern Cyprus is at an astonishing rate. Thus, among the weak points in the literature is the fact that research on alcohol promotion & ingestion is confined to the United States as well as European countries. Secondly, additional research studies concentrate on the general selling of alcoholic drinks in the country and the number of available adverts of the items, rather than concentrating on individuals' behaviors. Third, cultural explanations are overlooked in numerous research studies, while they concentrate on the advertisement along with drinking patterns. Finally, there's no arrangement amongst scholar with the subject; the literature provides us with combined conclusions and therefore while some reports (Lipsitz, Brake, Vincent, and Winters, 1993; Hastings, Anderson, Cooke & Gordon, 2005; Wyllie et al., 1998) discover a positive

correlation between the number of alcohol adverts as well as alcohol ingestion, others (Nelson & Young, 2001; Nelson, 1999; Nelson & Moran, 1995) find absolutely no considerable correlation among two.

Significance of the Study

This research seeks to answer the immediate call for a new study only concentrating on Northern Cyprus. Due to this aspect, this thesis contributes to the field plus keeps the utmost significance. To begin with, it fills the gap within the literature which in turn places excessive concentration on the West, which includes the United States as well as European countries. Next, the research is going to enlighten the current knowledge of the connection between alcohol and advertising. Third, it is going to provide policy implications for the much-debated subjects of banning alcohol advertising and marketing. Fourth, it will at the same time provide a cultural knowledge of the phenomena. The culture in Northern Cyprus may be viewed as the combination of Turkish tradition & Islam together with Western culture and Christianity. Hence, it is going to be of a fantastic contribution to find out the way the culture shapes the individuals' ingesting behaviors along with their perspective on alcohol.

Research Questions

This thesis seeks to examine whether the relationship between alcohol marketing and young adults' consuming behavior. It proposes consequently a set of research questions which are;

1. What is the young population (18-24) in Northern Cyprus?
2. What are the favourite brands and drinking habits among the youth?
3. What are the opinions of the young on alcohol?
4. Do the young think that advertisements affect their drinking habits?
5. Do alcohol advertisements increase alcohol consumption amongst the young people?
6. Do family values on alcohol affect alcohol consumption on young people?
7. Do positive opinions on alcohol affect alcohol amongst the youth?

Primary Objective

- Does alcohol advertising promote young people drinking habits?

Secondary Objectives

- To what extent does family influence young people's drinking habits?
- To what extent do beliefs about alcohol influence young people`s drinking habits?

The first question stands out as the major research question in this thesis. Nonetheless, additional research questions (2 & 3) are actually put in as complementary to the first one to be able to exclude biased research. As required, along with research questions 2 and 3 the thesis seeks to regulate for additional factors and provide an additional in-depth reason to the young individuals' ingesting patterns. Hence, the thesis tends to make propositions for these questions, too.

It is essential to what the study refers to when bringing up alcohol marketing. Therefore, the alcohol marketing within this research discusses several kinds of adverts, which includes tv, radio, cinema, print media, publications (newspapers & catalogs), outdoor (billboards, sporting grounds, buses as well as bus shelters), on the internet (social media, smartphone apps and also websites), and sponsorship of sports activities & music events.

Layout of Study

Chapter 2 literature review; A literature assessment that concentrates on the principle of alcohol marketing, its link with consumption, the liquor market landscape, and the family effect was reported within this particular section.

Chapter 3 methodology; Research layout, sampling, population, information compilation, information evaluation as outlined by this section.

Chapter 4 results; In this particular section, the empirical results were construed and also summarized.

Chapter 5 conclusion; Recommendations and conclusions of the study were reported within this section.

CHAPTER 1

LITERATURE REVIEW

1.1 Introduction

Being a principal component of marketing philosophy, advertising is aimed at endeavoring to regulate consumer's purchasing demeanor. While consumer demeanor is the technique by which individuals decide on, purchase, quote to satisfy their needs (Guolla, 2011). These days multinational corporations and companies committing massive amounts in numerous platforms like television advertising campaigns, social networking adverts (Facebook, Instagram, Twitter, YouTube), magazines, etc.

The impression is a bit more complex in Western countries, in which the utilization of alcoholic beverages (compared to misuse) is extremely typical. Nowadays the chief concern for public wellness is teenagers' and young adults' heavy drinking and alcohol intake. Alcohol promotion is a vital facet in contributing to undesirable repercussions. The swift boom within the utilization of modern social media technological innovation raises new challenges with regard to alcohol promotion. Probably the most active users of social media (age 18-25) day-to-day re-tell and share pertaining to the drinking stories of theirs from get-togethers as well as posting images depicting consuming (McCreanor, Lyons, Griffin, Goodwin, Moewaka Barnes & Hutton 2013).

Certain concerns emphasize liquor consumption in young people as adolescence drinking patterns later in life are crucial determinants of hazardous drinking as well as alcoholism and consequently result in detrimental interpersonal as well as health effects. Being a direct result, research had likewise concentrated steadily on investigating probable variables that may influence youth alcohol ingestion. Although possibly not

restricted to, the consuming opinions, as well as perceptions of friends and family members, cultural requirements, fast entry to marketing and advertising of alcoholic beverages, this kind of factors, generally entail. Current information suggests that a blend of these variables is associated with the intake of alcoholic beverages therefore in several regions of the world regulation of ingesting alcohol is common (Kaewpramkusol, 2018).

Additional studies are envisioned to be able to evaluate such consequences in real drinking circumstances with a broader age range of consumers and to explore alcohol advertising aside from promotion (Stautz, et, al., 2016).

1.2 Theoretical Framework

According to Kombo and Tromp (2006), a hypothetical scaffold is a reasoned set of prepositions, which are derived from and supported by data or evidence. It accounts for or explains phenomena. A theoretical framework attempts to clarify why things are the way they are based on theories.

1.2.1 Social Learning Theory (SLT)

Albert Bandura who is the proponent of social learning theory considered that immediate reinforcement could not make up each learning type. The theory of his included an interpersonal element, arguing that individuals are able to learn behaviors and information new by viewing other individuals referred to as observational studying (or modeling). This particular understanding could be utilized to describe a wide assortment of actions. Bandura determined 3 fundamental versions of observational learning; to begin with, a living design, that entails a real individual demonstrating or perhaps acting out demeanor. Secondly, an oral educational design, that consists of explanations and descriptions of demeanor. lastly, a character archetypal, which encompasses actual or illusory characters demonstrating demeanor in online media., television programs, films, or books (Bandura, and Walters, 1977).

Though it is a fact that alcoholism functions within families, social learning theory keeps that this occurrence could ideally be comprehended by taking into consideration the interaction among psychosocial factors and genetics

influences (Abrams & Wilson, 1986; Monti, 2002). With regard to an early formulation of SLT. Bandura (1969) reported that alcoholics are individuals who have acquired, via differential reinforcement and modeling encounters, alcohol use as a commonly generalized dominating reaction to aversive stimulation (p.536). The principle postulates that a person's expectations concerning alcohol 's influences will have an impact on the possibility of consuming, along with demeanor when intoxicated. SLT suggests that drinking is acquired and also maintained by reinforcement, modeling, conditioned responding, anticipations pertaining to alcohol 's consequences, as well as bodily reliance.

A concept of SLT embodies the developmental idea which learning how to consume happens as a part of a youngster inside a specific society whereby the interpersonal influences of loved ones as well as the actions are shaped by peers, opinions, and also expectancies of people that are young regarding alcoholic beverages. Youthful drinking is affected through the modeling of alcohol use: the development of certain anticipations of the upsides of drinking by media portrayals of sexual prowess, power, in addition to success; as well as societal reinforcement out of peer groups. In additional support of the concept, the perceptions and habits seem to be excellent predictors of adolescent drinking (Barnes, 1977; O'Leary, O'Leary, & Donovan, 1976; Monti, 2002).

Advertising influences individuals by modeling as implied by social learning theory. A modeled demeanor is almost certainly to be embraced when there is a stylish model whose demeanor is compensated. Advertising produces an optimistic impression of alcohol use and therefore boosts the desire for alcohol. The social learning principle argues that advertising plays a role in the belief of drinking as a normal and legitimate undertaking in modern culture. Within this context, advertising reinforces positive perspectives of drinking by offering optimistic purpose models (themes, lifestyle images, and athletes) (wealth, cultural endorsement, and friendship), entertainment (relaxation, humor) (Grube, 1995; Anyange, and Ndati, 2014).

1.2.2 Cognitive Dissonance

The concept of cognitive dissonance coined by Festinger Leon's (1957) specializes in exactly how individuals focus on inner consistency. When discrepancy (dissonance) is realized, individuals largely end up being emotionally uncomfortable. The principle of cognitive dissonance is not commonly viewed as pertinent for advertising exploration; however, it genuinely might be extremely pertinent for discerning alcohol marketing and advertising exploration. As outlined by a cognitive dissonance technique, utilization demeanor happens initially, after which people justify the behavior of theirs by having as well as paying increased interest towards the advertising supporting the demeanor.

Perhaps this exact same theoretical model could be suitable in describing the specific effects of alcohol marketing. For instance, in case adolescents are at a party and start drinking due to peer pressure, cognitive dissonance principle will propose that soon after they have previously engaged in alcohol use demeanor, they would find to rationalize the actions, maybe by having to pay additional focus on alcohol promotions.

The principle merits factor as a substitute reason, notably in research studies that first analyze the correlation involving alcohol advertising publicity, comprehension, or consumption and recognition, then get conclusions about the causal consequences of alcohol advertising on consumption. Since correlation does not equal causation, it is feasible, reversing the causal connection that the alcohol use demeanor emerged earlier and triggered the person to spend additional focus on the advertising (Martin & Mail, 1995).

1.3 Alcohol Marketing

There are numerous elements that might inspire alcohol usage amid people that are young, and alcohol advertising and marketing continue to be recognized as one prospective determinant. There is rising evidence that youth exposure to alcohol advertising is a risk component for under-age ingesting. The Science Group created under the European Alcohol and Health Forum, a

multi-stakeholder platform whereby participants make commitments geared towards minimizing alcohol affiliated damage, in 2009 granted a systematic viewpoint on the influence of advertising correspondence on the quantity as well as patterns of the intake of alcohol drinks notably by people that are young. determined by an evaluation of longitudinal studies the Science Group realized that alcohol marketing raises the chance that adolescents will begin to use alcohol, as well as to ingest much more in case they are currently making use of alcoholic beverages (Anderson et al., 2009).

Policies geared towards constraining exposure to alcohol advertising target community norms, which include perceptions concerning the acceptability of positive images and alcohol use related to usage. Certain alcohol marketing policies incorporate restricting content and location of outdoor marketing, prohibiting the division or perhaps purchase of promotional products to underage youth, as well as limiting or restricting alcohol niche sponsorship of neighborhood functions. The National Research Council (NRC) developed a number of crucial suggestions relevant to underage drinking and advertising (NRC, 2003; DiClemente, Santelli and Crosby, 2009). These integrated suggestions to congress to ideal financing of the U.S. Department of Health and Human Services to keep track of callow contact with liquor marketing and adverts on a regular foundation, press promotions to lessen underage ingesting, along with intense exploration and advancement for a youth-driven national media campaign to lessen callow ingesting (DiClemente, Santelli and Crosby, 2009).

Although not virtually all alcohol advertising is unfavorable, irresponsible marketing and advertising exclusively target these populations as underage drinkers, people of lower socioeconomic status, minority groups, as well as others that might be notably susceptible to the influence of it. Alcohol marketing and advertising slip into 2 large categorizations, each of which has to be addressed concurrently to be able to minimize the adverse ramifications of these adverts. The first, "measured media," incorporates conventional advertising and marketing including electronic media (television and radio), outdoor signs and billboards, and also print press (magazines and newspapers). The second type of media, "unmeasured media," features the

nonconventional venues including sporting and also giveaways, consumer contests, and concert events, the world wide web, along with alcohol positioning in movies and television. This type of media is affiliated with "branding," in which alcoholic beverages manufacturers attest to build a link between a certain market along with the loyalty of theirs to a specific brand via a psychological interconnection. The regulation of alcohol marketing is addressed in several ranges. Foremost is changing the material and positioning of messages. The information found in alcohol advertisements continues to be observed to possess imagery and assertions that are popular and attractive among youth. Advertising and marketing with specific attractiveness to youth. Such as the famous Super Bowl advertisements, ought to be lessened. Similarly, youth exposure to alcohol-related imagery ought to be minimized. This comprises constraining advertising and marketing to venues including sporting concerts or events, wherein there is a prospect of a high focus of youth. Yet another venue is corner retailers, in which a substantial proportion of youth are subjected to a high severity point-of-sale advertisement (Fisher and Roget, 2009).

1.3.1 Alcohol in Media

Prevalent worry prevails on the subject of the likely impacts which media depictions of consumption, alcohol goods positioning, and alcohol marketing and adverts could possibly have on liquor ingestion and issues amid persons that are young. Tv, film, radio, along with music that is popular are frequently recognized as prospective sources via which people that are young find out about liquor and as prospective sways on adolescent ingestion and consumption issues (for instance, Gerbner, 1995; Hoga, and Bar-on, 1996; Stockdale, 2001; Strasburger, 1993a; Villani, 2001). Particularly, public well-being proponents consistently ask for more stringent self or constitutional directive of tv, music, movie, and liquor adverts and marketing (for example, Casswell, 2001; Hacker and Stuart, 1995; Hoga, and Bar-on, 1996; Mosher, 1994; Strasburger, 1993b). The latest variations in alcohol advertising and marketing policies, including the choice by distillers to stop a self-imposed ban and start adverts on tv, has nurtured additionally fears about liquor marketing

and the impending outcomes of it on person's that are young (Snyder, Fleming-Milici, Mitchell, and Proctor, 2000).

1.3.1.1 Television

The function of tv as being a tool to fraternize is utterly developed (Way, 1984). TV shows offer gaudy acumens into the way of lives of important and sometimes ambitious figures (Diener 1993; Russell, Norman, and Heckler 2004), displaying the things they do, consume, or perhaps drink (Avery and Ferraro 2000; O 'Guinn and Shrum 1997). Due to this fact, users get a great deal of information, which includes health-related info (Gerbner 1995), out of watching tv dramas. This could turn into a concern whenever the info provided or way of lives illustrated do not effectively mirror veracity or when habits exhibited are not advocated (Way 1984). To illustrate, scientific exploration in the 1990s confirmed the audience that devotes increased time-consuming mass media retained opinions which were much less encouraging of good nutrition and health (Avery et al. 1997; Signorielli 1993).

Alcohol is more and more contained in the information found in television shows, movies, or music clips. In reality, single research of nutrition and drink portrayals in prime-time programs discovered that alcoholic beverages were essentially the most repeatedly depicted merchandise, comprising twenty percent of most sustenance and drink illustration (Avery et al. 1997).

Youths are weighty end-users of television viewing. Extrapolating by using recently available statistics extracted from a nationally indicative survey, eleven-to thirteen-year-olds watch 27.7 hours and fourteen- to eighteen-year-olds watch 20.2 hours of transmitted as well as taped tv programming per week (Roberts, Foehr, Rideout, and Brodie, 1999). There are numerous dynamisms steering the addition of liquor announcements within the anecdotes or around the sets of tv shows. Product placement, an advertising technique whereby businesses purchase the addition of the products of theirs within movies as well as tv shows (Balasubramanian 1994), is a typical process for the alcohol sector. In reality, liquor is among the highest intentionally positioned merchandise categorizations in Hollywood tv shows along with films (Russell and Belch 2005). The worldwide placement sector has become a \$ 7.45 billion

enterprises, with \$ 2.1 billion expended in 2006 on remunerated tv placements single-handedly (PQ Media 2007; Russell and Russell, 2009). Product placements have grown to be ubiquitous, with a single appraisal approximating the use of theirs in seventy-five % of prime-time tv programming (Consoli 2004). A significant information assessment discovered that liquor placements transpired at least one time in one-hundred and eighty-one tv sequence throughout the 1997-1998 season and in 233 films (Federal Trade Commission, 1999). Along with these programs most well-known with young adults, 53% illustrated liquor consumption; eighty-four percent of Television-14-rated programming, seventy-seven percent of TV-PG scheduling, in addition to thirty-eight percent of TV-G scheduling showcased liquor consumption (Grube, 2004).

The minimal amount of studies has tackled the likely negative impacts of publicity to consumption on tv on adolescents consuming opinions and habits. In most cases, correlational research has determined modest, but statistically substantial, associations among tv viewing and alcohol-related opinions and habits. Consequently, Tucker (1985) discovered that higher college boys who happen to be more substantial television audience ingested much more than a lighter audience. Likewise, Neuendorf (1985) claimed that television viewing was in connection with opinions pertaining to drinking amid ten to fourteen-year-old adolescents: opaquer audience much more likely compared to the lighter audience to concur that individuals that consume are pleased and you have to drink to have a great time at a sporting function.

1.3.1.2 Films

The several instances of films sponsored by alcohol manufacturers indicate the mutual favorable relation involving the alcohol and movie producer's industry. alcoholic beverages placement has transpired in movies with substantial allure to children and teens; in movies where the advertiser recognized that the prime audience integrated a significant underage niche; additionally, on eight from the fifteen television shows most well-known with young adults (Evans, 1999). By displaying alcohol merchandise within films, the merchandise is displayed and consequently campaigned for too many

viewers and the brand is frequently instinctively but positively hooked up with the audience to key figures within the film. Additional interest organizations, such as 'Family First' have conveyed the concerns of theirs on these actions ("TVNZ to stop alcohol adverts during family movies | Family First NZ", 2010). The Marin Institute, a watchdog of the business, brought up the concern of theirs of Carlsberg's product marketing within the 'Spider-Man' films movie extremely appealing to minors ("Summer Time: No Vacation from Alcohol Promotions and Problems," 2004; *Movies with a tick Inventory of alcohol portrayal in Europe's most popular movies*, 2010).

Systematic research implies that publicity to alcohol advertising impacts young individuals' drinking demeanor in the long haul as well as the short-run (Anderson et al., 2009) (Engels, Hermans, van Baaren, Hollenstein, & Bot, 2009; Smith & Foxcroft, 2009). Findings that are similar exist when going over the impact of exposure to alcohol portrayal within films. Greater exposure to alcohol portrayal in films enhances the possibility of the oncoming of drinking as well as binge drinking (Hanewinkel & Sargent, 2009) (Sargent, Tanski, & Gibson, 2007) (Dal Cin, Worth, Dalton, & Sargent, 2008). Of late carried out experimental research likewise claim an immediate consequence of watching alcohol in films. Looking at individuals drinking on the display tends to make individuals sense like drinking. Individuals assigned to experimental conditions with considerable alcohol publicity in commercials or movies, ingest much more alcohol than other individuals (Engels, et al., 2009) (Koordeman, Anschutz, Van Baaren, & Engels, 2009). The test by Engels et al (2009) indicates that, within a time period of just one hour, those youths within the state with alcohol portrayal in films consumed on average 0.65 cups over those within the condition without alcohol portrayal.

Conclusively, alcohol portrayals are frequent within movies, even in those with reviews signifying they are designed for adolescents and children. These depictions are neutral or constructive typically and drinking is affiliated with attractive characteristics and aftermaths.

1.3.1.3 Music and Music Videos

A crucial job for the socialization of adolescents and children is played by music. Listening to music that is popular is believed by modern culture to be a component of a youngster (Roberts, and Christenson, 2001). Music offers distraction and entertainment from complications and also functions as a technique to alleviate boredom and tension.

On research conducted in 2005 to evaluate media utilization of 8- to 18-year-olds within the USA, (Roberts, Foehr, and Rideout, 2005) noted that on a particular day, eighty-five % of 8- to 18-year-olds enjoy music. Though time dedicated to hearing music differs with age set, American youth enjoy music through 1.5 to 2.5 hours each day. Nevertheless, an investigation undertaken by using a small test of at-risk youth disclosed an average of as much as 6.8 hours of music-listening each day (Ward, Hansbrough & Walker, 2005).

The exposure of young people to alcohol in the media is a major concern given its potential impact on drinking behaviors. Young people spend increasing amounts of time listening to popular music, within which US studies have found a growth in alcohol references and brand promotion. About the consequences of music that is popular on demeanor, several types of research have exhibited that inclination for specific sorts of music may very well be correlated or perhaps connected with specific behaviors, such as the relationship of alcohol and drug usage with electronic music or "rave" music dance functions (Diamond, Bermudez & Schensul, 2006).

An investigation by analysts from the Boston University School of Public Health and The Center on Alcohol Marketing and Youth (CAMY) in the Johns Hopkins Bloomberg School of Public Health indicates that alcoholic beverages are broadly portrayed in music that is popular in an optimistic light. The investigators analyzed 720 songs in full, with 167, or 23.2 %, talking about alcoholic beverages. Additionally, forty-six, or 6.4 %, talked about an alcohol product. The alcohol brings up happened to be frequently realized to be found in urbanized songs, rap, including hip-hop, along with R&B and accounted for 37.7 % of all of the songs talking about alcoholic beverages. The country was

the classification with the subsequent maximum information in alcoholic beverages brings up, 21.8 %, and then pop music had 14.9 % brings up. Considering the fact that young adults devote a lot of time each day listening to music the brings up of alcoholic drinks might possibly act as a substantial contributor of marketing for alcohol consumption, alleges the study 's co-author David Jernigan, Ph.D., director of CAMY ("Alcohol in Music Can Drive Teen Drinking", 2013).

Music clips are attractive to adolescents and children. (DuRant et al., 1997) examined five hundred and eighteen music video clips from MTV, CMT, BET, and also VH1 for a depiction of tobacco and alcohol consumption. They discovered that depictions of (substance consumption mottled by the network as well as a music genus, with MTV owning the greatest fraction of videos that depicted tobacco and alcohol consumption, and CMT with the buck proportion of tobacco consumption in video clips. In regards to music genre, rap music video clips contained the maximum fraction of delineations of liquor consumption, while R&Bs video clips exhibited the very lowest liquor consumption. Furthermore, liquor consumption was present in a greater fraction of music video clips which had any voluptuous material than in video clips which had absolutely no voluptuous material.

Music videos that are Popular might introduce young adults to alcoholic beverages as well as tobacco imagery and is likely to inspire them to make use of the substances (Cranwell, Opazo-Breton & Britton, 2015). Web-based music video clips are greatly subjecting young adults to optimistic depictions of smoking as well as consuming alcoholic beverages, investigation implies. This kind of portrayals presented a substantial wellbeing hazard which calls for suitable regulatory regulation, scientists proclaimed ("Online music videos 'expose teens to smoking and drinking'", 2016).

1.3.1.4 Magazines

Alcohol, as well as Drinking, had been standard features in magazines read by people that are young. Generally, there were 1,699 discrete bits of textual content throughout the publications (e.g. articles or blog posts, interviews), of which 8.1% found no less than a single reference to alcoholic beverages. In

comparison to the portrayal of alternative substances, alcohol was depicted to much better scope, with drugs that are illegal getting depicted in 1.7 % and cigarettes 0.5 % of articles. From the 2,472 magazine posts and articles analyzed, 15.4 % contained alcohol-related references. A total of 397 separate alcohol-related references had been counted. These included both those referring to a person's drinking 51.1 % and all those associated with alcoholic beverages consumption on the whole, for instance, alcohol sponsorship and advertising of sport 48.9 %. There was clearly a virtually identical range of alcohol-related references within males 52.1 % and magazines were targeted by female-47.9 %. Nevertheless, there are several references to alcohol within youth-targeted publications 5.5 %. When alcohol did attribute in magazines aimed at young people, this incorporated alcoholic drinks sponsorship on football strips, as well as substance consumption suggestions hotlines and also issue pages. There seemed to be a relative shortage of references to underage drinking as well as official and educative info (i.e. governing administration campaigns) on alcohol from the test (Atkinson, et, al., 2011).

Alcohol ads are likewise usually discovered in magazines, and also alcohol organizations expended more than 3.3 billion dollars on merchandise marketing and advertising for nearly 35,000 adverts over a 10-year span from 2001-2011. Of these adverts, more than 1,000 had been deemed noncompliant (i.e., alcohol adverts that turned up in magazines with more than thirty % underage readership) and an extra 11,569 had been deemed as constituting overexposure (Ross, Henehan & Jernigan, 2017). Despite the fact that alcohol advertising in magazines has reduced lately (Ross, Henehan & Jernigan, 2017; Center on Alcohol Marketing and Youth, 2010), magazine adverts nevertheless supply a successful advertising method for alcoholic drinks brands, as underage youths are subjected to this sort of marketing to a much better extent compared to adults on a per capita groundwork (Center on Alcohol Marketing and Youth, 2010). Research conducted recently discovered 13,513 alcohol adverts found in 118 sampled magazines more than a five-year span (Ross et al., 2014). Additionally, (Ross et al., 2014) examined alcohol adverts within these magazines and determined that the most widely ingested

alcoholic drinks brands by underage youths were likewise essentially the most normally promoted in magazines with a predominately-underage audience.

1.4 Alcohol in New Media

Within the last five years, social media platforms including YouTube, Twitter, and Facebook have emerged as significant players within alcohol advertising promotions. The frontrunner, Facebook, has over 400 million proactive user accounts (Facebook, 2010a; Mart, 2011). Facebook extends advert room which business enterprises are able to obtain to advertise alcohol items, sponsored activities, along with brand-related content.

The principal objective of social networking strategies for alcohol advertisement promotions is encouraging constructive word-of-mouth regarding the merchandise from people in social media sites to others in the networks of theirs. Each pastime by an individual that somehow brings up or perhaps references alcohol merchandise - regardless of whether a status update, tweet, group message, application, event reply, wall post, or footage - communicates regarding the merchandise to people in the user 's system. Provided that the messages portrayed concerning the merchandise through the social medium are desirable, they build optimistic vibes about the brand and hospitable society involving the end-users who connect regarding the alcohol product. Alcohol businesses additionally utilize mass media including smartphone applications, cell phone, and text messages, downloadable ringtones, along with wallpaper backgrounds from the product web sites of theirs along with social media platforms to disperse the messages of theirs (Mart, 2011). Each one of these media is broadly utilized to advertise sorts of products that are well-known to youth audiences.

Presently, more than ninety percent of youths report everyday internet pastime and seventy-one percent utilizing a couple of social media websites (Lenhart et al., 2015). Therefore, the alcohol sector went from investing \$2 billion on social networking in 2008 to \$ 3.5 billion within 2013, which demonstrates alterations in just how young adults view as well as gain access to info. Lately, the European Centre for Alcohol Marketing (EUCAM) approximated that internet advertising ensuing from current offer between Heineken and Google

has the capability to achieve one hundred three million minors monthly (de Bruijn et al., 2019). Consequently, evaluating if the changes equate to real alterations in drinking behaviors is crucial. (Hoffman, Pinkleton, Weintraub Austin and Reyes-Velázquez, 2014; Hoffman, Austin, Pinkleton & Austin, 2016) utilized cross-sectional statistics from a major sample of university pupils and determined that students' usage of alcohol-marketing social networking on Twitter and Facebook became a tremendous predictor of drinking frequency, drinks per drinking day and difficult drinking, while basic social networking utilization was not. Nevertheless, it might be that drinkers tend to be apter compared to abstainers to look for alcohol-related social networking websites. Irrespective, it seems like alcohol marketing and advertising on social media could exclusively impact drinking habits in ways that are similar to conventional alcohol advertising and marketing does.

1.5 Youth Alcohol Consumption

The human propensity for drinking and problem drinking in specific is undoubtedly partly grounded in genetic and biological factors; however, drinking does not manifest as part of isolation. Drinking behavior is extremely affected by societal norms together with the behavioral patterns of anyone around youth, which range from the closet of their interpersonal associations (including fathers and mothers as well as peers) to societal level structural barriers and forces. Consequently, in dealing with youth alcohol ingestion, we reference disparities in levels and patterns of ingestion within and also among sub-cultures and countries. With regard to contemplating drinking culture and patterns. The volume of proportions accessible for comparability is fairly substantial.

There are significant ratios of youth populations within equally developing civilizations as well as Islamic areas that have never ingested alcoholic beverages. Long-lasting abstention rates are optimum for young males, and perhaps greater for young females within the Middle East and South-East Asia. Rates are average for young males and substantial for young females in Africa, and also minimal for young males, but significant for young females, in East Asia. In various other places, the abstention rates for men are minimal and

women minimal to moderate. Latin America may be the sole developing area where the noted rates of abstention resemble those within the advanced places (Aggleton, Ball and Mane, 2006).

In a lot of Western nations, drinking cultures are key to young individuals' interpersonal lifestyles. As early as the mid-1990s a progressively globalized, pervasive way of life of intoxication has emerged amidst people that are young led by deregulation of supply and sale, lessening charges, broader ranges of goods, lowered age of purchase, as well as progressively innovative advertising and marketing of alcohol. These alterations have observed worsening amounts of ingestion among people that are young across several Western nations, with vital variants by gender, culture, and class. Concurrently, virtual, personalized, social networking devices have designed and been considered up enthusiastically by young people most notably. These commercial platforms (e.g. Facebook, YouTube) have intensely altered communications and connexions (Lyons, et al., 2017).

Regardless of what pathway state young people take, irrespective of whether they drink or otherwise, whether illicit drugs are taken by them or otherwise, they pretty much inevitably speak about the benefits of 'time out' from everyday routine, of interacting with the friends of theirs, experiencing a great time, having a laugh and also loosening up out of the stresses and anxieties they feel. For the majority of young people, alcohol is a vital element of this 'time out' and it is the centrality to the leisure of theirs making alcohol the 'favorite drug' (Parker, Aldridge and Measham, 1998).

The newest data out of the TRNC's Chamber of Commerce indicate a substantial surge in alcohol ingestion. Within the first 9 months of this year, TL fifty-eight millions of alcohol products had been shipped to the TRNC. These composed 8.5 million liters of beer, one million liters of wine, 700,000 liters of whiskey and also 500,000 liters of raki. Typically, the most popular import was beer and then wine, raki, and whiskey. Escalating alcohol ingestion is evidenced by import figures from 2007 that ended up being TL twenty-four million in comparability to the initial 9 months of 2013, in which these figures have considerably more than doubled to TL fifty-eight million ("North Cyprus

News - Alcohol consumption in TRNC increasing", 2013). Cakici, Cakici, Es, and Ergun (2014), claimed life-time usage of any sort of alcoholic drink among almost all students was 81.0 %. Men utilized alcohol often compared to women. Students from TRNC ingested alcohol often as opposed to students from Turkey or several other countries. 8.5 % of the students claimed consuming alcoholic beverages under age eleven. The majority of the students noted consuming alcoholic beverages at the age range 16-17 (30.6 %) and also at age 18-20 (26.6%). 42.5 % of the women, as well as 25.7 % of the men, noted having made use of alcoholic beverages after age eighteen. Men began consuming alcoholic beverages at sooner ages.

1.6 Correlation of advertising with consumption

Issues concerning alcoholic drinks promotions are specifically formidable with regards to the effects of it on people that are young. As the U.S. Federal Trade Commission browsed at the problem of alcohol marketing and advertising and youth in 1999, it realized that although many components might impact an underage individual's drinking judgments, which includes amid other items parents, media and peers, there is cause to think that advertising and marketing additionally plays a role (Federal Trade Commission, 1999). In 2000, an exclusive article to the U.S. Congress on alcoholic drinks decried the absence of longitudinal research evaluating the consequences of alcohol marketing and advertising on young folk's consuming behavior; it realized: survey tests present a bit of proof that alcohol advertising might affect drinking opinions as well as habits amongst adolescents and children. This specific proof, nonetheless, is far from conclusive (U.S. Department of Health and Human Services, 2000).

Nonetheless, the intervening 6 years have observed an outpouring of fresh reports, hunting specifically at alcohol advertising 's effect on youth. One appraisal of the report established: there is now adequate indication on the principal rudiments of this [alcohol] advertising to say that the balance of likelihoods now supports the deduction that it is having an outcome (Hastings et al., 2005).

1.7 Effects of Alcohol Advertising On Young Adult

Probably the most substantial study advancement as of 2008 continues to be the publication of the conclusions of a number of longitudinal experiments of alcohol advertising 's influences on people that are young. A particular finding of these experiments was that additional factors including constructive outlook concerning alcohol consumption or peer influences did not anticipate the consciousness of alcohol marketing and advertising, but what best predicted awareness of alcohol advertising was real contact with that advertising (Collins et al., 2003) and that this specific consciousness is apparent in children as young as age 9 and widespread amongst 14-year-olds (Collins et al., 2005). These longitudinal scientific studies observed statistically substantial associations between exposure to alcohol adverts and consumption.

Additional longitudinal scientific studies observed substantial associations involving youth drinking demeanor, on one hand, as well as exposure to alcohol consumption present in motion pictures or perhaps ownership of alcohol advertising products, on the other (McClure et al., 2006; Sargent et al., 2006).

Scientists have desired to uncover precisely how alcohol advertising impacts young individuals' decision-making concerning alcoholic beverages consumption. Based on a single overview of the neuroscience, psychology, as well as marketing literature applicable to this issue (Pechmann et al., 2005), comprehending the psychosocial and biological context of adolescence is essential to understanding this particular interaction. Primary factor to this are 3 unique vulnerabilities of adolescence: impulsivity, connected to a temporal gap involving the starting point of environmental and hormonal stimulus into the amygdala along with the additional gradual continuing growth of inhibitory influence thru the executive designing as well as decision-making features of the pre-frontal cortex; self-doubt and self-consciousness, attributable at the very least in part to the development of abstract thinking, but apparent in the increased intensity and frequency of unfavorable disposition states during adolescence; and also heightened odds of developing from merchandise

consumption, which includes impulsive demeanor like driving and drinking, but additionally increased susceptibility to contaminants due to the plasticity of the growing brain in addition to increased awareness to the brain's so-called stamping capabilities determining reward and pleasure. Adolescents are led by these vulnerabilities to become particularly fascinated with precarious recognized goods which assure quick gratification, excitement, and/ or social status.

Recent research conducted by Wilcox, et al (2015), examined the per capita revenue of alcoholic beverages in the U.S. from 1971 to 2011. In the course of this time, they discovered that per-capita ingestion stayed somewhat regular, with alterations merely transpiring just among the 3 types of alcoholic drinks (beer, wine, and spirit).

The research likewise discovered that alcoholic drinks promotion media expenditures for every alcoholic drink have risen above 400 % after 1971. Analysts came to the conclusion founded on empirical evidence and theoretical perspectives that total alcohol promotion does not influence total alcohol ingestion. Worldwide, Turkey prohibits alcohol promotion as well as the marketing of alcohol drinks within specific circumstances. Setting bans on alcoholic drinks promotion in correlation with ingestion has offered disagreeing results.

There has been a debate which is much as well as a query regarding the prospective effect or perhaps the impact of alcohol marketing and advertising on youth. Lately, (Anderson et al., 2009) carried out a systematic assessment of longitudinal scientific studies on the validity of liquor promotion and advertising on youth. determined by the evaluation of the most effective research and evidence thus far, (Anderson et al., 2009) disclosed the observing findings: Research of contact with the onset and alcohol advertising of drinking amongst non-drinking youth, proof of exposure to alcohol promotion and heightened quantities of consumption involving current youth drinkers, data of a dose-relationship with respect to the effect of advertising publicity.

1.7.1 Youth Onset Drinking

The research report that a relationship prevails among the onset and alcohol advertising or perhaps initiation of alcohol ingestion amid youth. Alcohol advertising shapes youths' mindsets, perceptions and also notable expectancies around alcohol consumption, which often, impact youth choices to consume (Grube and Waiters, 2005). Therefore, youth interactions with alcoholic drinks progress out of the liking of alcohol adverts to optimistic anticipations about alcoholic beverages consumption (internalizing messages regarding alcohol) to motives to consume or real consuming demeanor (Weintraub and Knaus, 2000).

Within longitudinal research of 3111 pupils, (Ellickson et al., 2005) learned that for 7th-grade non-drinking youth, contact with in-store beer exhibitions foretold drinking onset by grade nine. Comparable findings and trends happen to be found in other places (Anderson et al., 2009; Collins et al., 2007; Fisher et al., 2007) in that exposure to alcohol marketing and advertising stimulates intent to consume as well as the initiation of ingestion is predicted at quite earlier adolescence.

1.7.2 Heightened Consumption and Over Consumption

Research studies propose that marketing and advertising has an influence on the intent to drink, actual drinking in addition to drinking patterns (Anderson et al., 2009; Ellickson et al., 2005; Snyder, 2006; Fisher et al., 2007; Collins et al., 2007; Stacey, 2004). Alcoholic drinks promotion publicity has been favorably associated with increased drinking amid youth (aged 15-26) (Snyder, 2006). Of worry, the study additionally implies that in conjunction with usage, there is appearing proof that exposure to alcohol marketing and advertising is linked with over ingestion amid youth. Elevated alcohol adverts continue to be linked to a twenty-six % surge in the likelihood of drinking 3 or more beverages within a meal (Stacey et al., 2004). Additionally, marketing and advertising in the form of ostensibly benign alcoholic drinks promotional products (e.g., hats, t-shirt, key chains, etc.) seem to additionally play a role in underage alcohol consumption along with misuse.

1.7.3 Dose-relationship

Study additionally propose a dose rapport exists; in different terms, youth that see more alcohol advertising consume more. one national research among them discovered that youth contact with each extra alcohol advert above a monthly average of 23 predicted a 1 % surge in youth drinking, while each extra dollar expended per capita on alcohol marketing in a certain media industry above an average of \$ 6.80 predicted a three % surge in youth drinking (Snyder et al., 2006). This discovery is particularly notable considering the fact that in 2005, the alcohol business invests \$2 billion on newspaper advertisements, outdoor, print, radio, and television (Neilson, 2005). Comparable relationships have been conveyed elsewhere such as (Saffer and Dave 2006), who determined that minimizing alcohol adverts could create reduction in adolescent alcohol ingestion (e.g., a 28% reduction in alcohol adverts will minimize adolescent monthly alcohol involvement from twenty-five % to 24-21 %, and then binge drinking from twelve % to 11- 8%).

1.8 Family and Youth Drinking

Regardless of the rising effect of colleagues from younger years across teenage years (Kandel, 1985; Li et al., 2002b), amongst the utmost vital interpersonal milieus affecting pubescent choices to utilize liquor could be the family (Bahr et al., 1995; Guo et al., 2001; Hawkins et al., 1992; Latendresse et al., 2008; Peterson et al., 1994; Reifman et al., 1998). Many different amendable family elements are in connection with delayed liquor and also substance consumption. Longitudinal research indicates that effective family control habits, which includes rules which are clear prohibiting alcohol consumption, keeping track of youngster's demeanor, as well as constant repercussions for violating guidelines, are associated with diminutions in teenage liquor consumption (Barnes et al., 2000; Brook et al., 1986; Chilcoat and Anthony, 1996; Kosterman et al., 2000; Nash et al., 2005; Sargent and Dalton, 2001).

In comparison, parental perceptions favoring other drug use and alcohol are likely to be associated with an increased possibility of substance consumption by youths (Long et al., 2004; Hawkins et al., 1992). Constructive norms (e.g., acceptance of callow imbibing) are transferred by parents to kids, who, in turn, create positive perceptions about drinking (Ary et al., 1993; Brody et al., 1998; Foley et al., 2004; Hawkins et al., 1992). Furthermore, parental tessellations of liquor consumption, as well as participation of the children of theirs in the use of theirs, have been proven to become threat elements for adolescent alcohol as well as other drug consumption (Chassin et al., 2003; Hawkins et al., 1992; Johnson and Leff, 1999; Li et al., 2002a).

A number of reports analyzing the support of family elements to pubescent liquor consumption originate from the USA, in which domestic and national dogmata help household norms against liquor. This sort of dogmata consists of placing the least legitimate age for purchase and possession of liquor at twenty-one years and regulations concentrating on social and retail use of alcohol by youth (Fell et al., 2008; Lagressa et al., 2006), additionally institution district policies which encourage abstinence as well as 0 lenience for callow drinking (Beyers et al., 2005). Regardless of this specific orientation, several parents continue to offer alcoholic beverages to the children of theirs, as disclosed by a 2005 American Medical Association research in which twenty-five % of young adults noted being in a party during which callow drinking was transpiring in the company of parents (American Medical Association, 2006). Parental endorsement of callow consumption as well as provision of chances make use of alcoholic drinks within supervised situations have been countered, nonetheless, by regional U.S. police attempts to charge parents for provision of alcoholic drinks to youngsters at home under social-host-liability regulations (Bernat, 2006), which happen to have been already associated with substantial diminutions in drunk driving fatalities amid minors (Dills, 2010).

Found in Australia, studies suggest that thirty-fifty percent % of young drinkers acquire alcoholic beverages via the parents of theirs (Hayes et al., 2004), hinting that it is considerably more normative for parents to get associated with their youngster's alcohol consumption. Australian parents are reliant on a national harm-minimization policy orientation concerning minority

commencement as well as the escalation of usage. Precisely, the Australian harm-minimization policy implies that liquor consumption is a regular component of pubertal growth (Beyers et al., 2005). Nevertheless, U.S. statistics typically reveal that parental norms which are far more resistant towards liquor consumption possess the inadvertent consequence of raising teens' liquor consumption within unsupervised situations (Foley et al., 2004; Yu, 2003). Harm-minimization supports that parental attitudes and rules favoring "responsible" drinking might be affiliated with an increased probability of callow liquor consumption but additionally contend that parental overseen liquor consumption might decrease the probability of pubescent drinkers advancing to precarious liquor consumption in the course of early adulthood and adolescence.

CHAPTER 2

METHODOLOGY

2.1 Introduction

This particular chapter examines the particular tactics which were employed in information assortment as well as statistics assessment in responding to the study queries. It addresses the research population, study structure, test dimension & sampling procedure, and information assortment methods.

2.2 Research Design

Research design could be referred to as the framework of the investigation. Research design constitutes the strategy for the assortment, measurement, as well as assessment of information. A descriptive investigation layout was utilized by this research. It consists of surveys and fact-finding queries of various sorts. The objective of descriptive research is the explanation of the state of matters as it prevails at present. The foremost feature of this technique is that the researcher has no control over the variables (Kothari 2004). Orodho (2003) claims that a descriptive design is a technique of information assortment by either interviewing or administer a questionnaire to a test of persons.

2.3 Research Method

Research strategies or methods, refer to the approaches the researcher employ in executing research operations. In alternative terms, virtually all the ways that are utilized by the researcher throughout the course of reviewing the research problems of his (Kumar, 2008).

Quantitative research techniques are exploration strategies working with figures as well as whatever is measurable within an organized means of the study of phenomena and the relationships of theirs. It is utilized to respond to queries on interactions within measurable variables with an intent to describe, anticipate as well as regulate a phenomenon. Quantitative research generally concludes with disconfirmation or confirmation of the hypothesis analyzed.

The quantitative study is likely to embrace a deductive type of thought because experimental and empirical observation is often harnessed to evaluate theories associated with a certain item of analysis (Mellinger & Hanson, 2017). The research study's goal is to understand the effect of alcohol advertisements on young adults in Northern Cyprus.

2.4 Sample size

Sampling is commonly used in academic studies as a method of collecting information that is useful regarding the public. The procedure for sampling entails utilizing a few of parts or items of the public in an effort to generate conclusions pertaining to the entire public (Lim & Ting, 2012).

The sample size of a survey most often describes the number of units that were selected through which information had been gathered (Lavrakas, 2008).

For this study, the intended sample size is a total of 300 participants (young adults) between the ages of eighteen and above twenty-six from the Turkish Republic of Northern Cyprus (TRNC).

According to Statistical Yearbook 2017, it reported that as the last census 2011, the total population in Northern Cyprus was 287,257 persons in Northern Cyprus. From the report, the age range of persons between the age of 18 to above 26 was a total of 83,409. Although there is no clear data representation of persons of the intended research. This amount, 83,409 gives a total sample size of 384 at 95% confidence level with a 5% margin of error.

2.5 Sampling Method

Sampling strategies are generally categorized into two large categories: probability or nonprobability sampling. Probability samples are selected in such a manner that each member of the public possesses a recognized likelihood to be part of the sample. Probability sampling does entail arbitrary assortment. Just for this exploration probability sampling was employed particularly simple random sampling.

Simple random sampling is the easiest sort of arbitrary sampling. This technique for sampling which entails pulling a test out of the public to ensure that every sample has an identical likelihood of being selected. Simple random sampling is simple to achieve and explain to others. Since simple random sampling is a good method to pick a sample, it is sensible to generalize the outcome from the test back towards the public. Simple random sampling is not essentially the most statistically effective approach to sampling and one could not-just due to the absence of the draw-get an excellent representation of subgroups in a population (Trochim, Donnelly, and Arora, 2015)

Convenience sampling is a form of nonprobability sampling in which individuals are sampled simply as they are "convenient" options of information for the researcher (Lavrakas, 2008). Self-administered surveys by description entail convenience sampling, as respondents themselves determine whether or not to carry out a questionnaire. Even though this sampling strategy is improbable to produce a test that is particularly indicative of the public of interest it could be quite economical to administer that a survey is enabled by it to be performed that would usually be overly pricey (McCormack, Hill, and Hill, 1997).

Both convenience and random sampling was utilized in conjunction with a self-administered questionnaire to collect data from young adults in North Cyprus. The researcher attended the color fest which was held in Famagusta on the 20th of July, 2019 as it was presumed by the researcher to contact a lot of youth in attendance which the researcher did. The color fest is a festival which is known as the most colorful festival in the world. This was the channel by which data was attained by the researcher.

2.6 Source of Data

The study utilized primary and secondary data. Primary data was obtained using the research instrument. Data collection was conducted from a random selection in order to limit bias. Secondary data was collected from prior researches relating to the research topic which consisted of scholarly articles, books, journals and so on in relation to alcohol adverts and consumption.

2.7 Research Instrument

An instrument may be the typical phrase that analysts employ for a measurement device (survey, questionnaire, test, etc.). For this study, a self-administered questionnaire was utilized as the research instrument for data collection.

The questionnaire certainly is the favored instrument of several researchers because it frequently offers an effective and cheap technique for obtaining information within a manageable and structured style. For this research, the questionnaire was comprised of closed questions, these are inquiries to which most attainable responses are offered. Probably the most often-used style of closed question certainly is the dichotomous query in need of a 'yes' or 'no' answer. Multiple-choice queries were likewise attached in the questionnaire; these queries provide a selection of pre-defined answers. Finally, open-ended questions were utilized to permit the recording of any response to a query given by the respondent (Wilkinson and Birmingham, 2003).

2.8 Data Analysis

In accordance with Kombo & Tromp (2006), data analysis means analyzing what has been gathered up as part of a survey as well as implementing inferences and deductions. It requires scrutinizing the acquired info and also generating inferences. For this study, the student package SPSS was used for data analysis. Specifically using Pearson's coefficient, T-test, F-statistics, and P-value. Lastly the test for reliability using Cronbach alpha.

2.9 Ethical Consideration

The researcher told the respondents the intent behind the research plus desired the consent of theirs to get involved with no duress. The respondents had been sure of confidentiality regarding the info they had been giving. A preceding every time, respondents were required to sign consent type. Every respondent was permitted to consult any clarification they required.

CHAPTER 3

ANALYSIS AND RESULTS

3.1 Introduction

Through the subsequent part, tables are presented that describe answers by frequency. This is an extremely simple method for exploring the outcome, as well as identifying which variables might be evaluated in a more significant degree. The end part of Chapter four briefly details the outcomes of the alcohol advertising survey. Additionally, this specific section consists of Pearson correlations involving alcohol commercials along with youth ingestion, and also if respondents are affected by these adverts.

3.2 Descriptive Statistics

In this section, descriptive statistics about the sample background are presented. These entail frequencies for age, gender, nationality, and religion. This is to provide a tabulated image of sample distribution in regards to these four themes and also a summary of participants who contributed to this research.

Table 2.

Statistics

		Age	Gender	Nationality	Religion
N	Valid	275	275	275	266
	Missing	0	0	0	9

Table 3.*Religion*

	Frequency	Percent	Valid Percent	Cumulative Percent
	25	9.9	9.9	9.9
Agnostic	11	4.4	4.4	14.3
All of them	15	6.0	6.0	20.2
Atheist	23	9.1	9.1	29.4
Christian	1	.4	.4	29.8
Hindu	2	.8	.8	30.6
Laveran Satanism	1	.4	.4	31.0
Muslim	155	61.5	61.5	92.5
Orthodox	5	2.0	2.0	94.4
Protestant	13	5.2	5.2	99.6
Zoroastrian	1	.4	.4	100.0
Total	252	100.0	100.0	

RQ1. What is the young population (18-24) in Northern Cyprus?

According to Statistical Yearbook 2017, it reported the age range of persons between the age of 18 to above 26 was a total of 83,409. The table below is supported by the data. As it is clear to note that a total of 75.6% of the sampled population lies between that age range of 18-25.

Table 4.*Age*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	54	19,6	19,6	19,6
	21-23	82	29,8	29,8	49,5
	23-25	72	26,2	26,2	75,6
	26+	65	23,6	23,6	99,3
	Missing	2	,8	,8	100,0
	Total	275	100,0	100,0	

Table 5.*Gender*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	183	66,5	66,5	66,5
	Female	89	32,4	32,4	98,9
	Other	3	1,1	1,1	100,0
	Total	275	100,0	100,0	

The dominating gender that was surveyed are males representing 66.5% of the total sample size.

Table 6.*Nationality*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	2	,7	,7	,7
	Azerbaijani	2	,7	,7	1,5
	Bahrain	1	,4	,4	1,8
	British	7	2,5	2,5	4,4
	Bulgarian	1	,4	,4	4,7
	Congolese	5	1,8	1,8	6,5
	Cypriot	26	9,5	9,5	16,0
	Dutch	1	,4	,4	16,4
	Egyptian	3	1,1	1,1	17,5
	Eritrean	2	,7	,7	18,2
	Indian	7	2,5	2,5	20,7
	Iranian	4	1,5	1,5	22,2
	Iraqi	2	,7	,7	22,9
	Jordanian	4	1,5	1,5	24,4
	Kazakh	1	,4	,4	24,7
	Korean	1	,4	,4	25,1
	Lebanese	2	,7	,7	25,8
	Libyan	5	1,8	1,8	27,6
	Moroccan	2	,7	,7	28,4
	Nigerian	12	4,4	4,4	32,7
	Pakistani	2	,7	,7	33,5
	Palestinian	5	1,8	1,8	35,3
	Poland	1	,4	,4	35,6
	Russian	5	1,8	1,8	37,5
	Saudi	1	,4	,4	37,8
	Arabian				
	Syrian	9	3,3	3,3	41,1
	Turkish	87	31,6	31,6	72,7
	Turkish	47	17,1	17,1	89,8
	Cypriot				
	Turkmenistan	12	4,4	4,4	94,2
	Ugandan	1	,4	,4	94,5
	Ukrainian	7	2,5	2,5	97,1
	Yemeni	7	2,5	2,5	99,6
	Other	1	,4	,4	100,0
	Total	275	100,0	100,0	

As indicated by the table above, it can be observed that most of the participants are from Turkey with a percentage of 31.6%, while Turkish Cypriots with a percentage of 17.1% are dominating the sample size.

Table 7.*At what age did you have your first taste of alcohol?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	,4	,4	,4
	10	2	,7	,9	1,3
	11	3	1,1	1,3	2,6
	12	3	1,1	1,3	3,9
	13	4	1,5	1,7	5,6
	14	11	4,0	4,8	10,4
	15	13	4,7	5,6	16,0
	16	8	2,9	3,5	19,5
	17	11	4,0	4,8	24,2
	18	19	6,9	8,2	32,5
	19	30	10,9	13,0	45,5
	20	34	12,4	14,7	60,2
	21	32	11,6	13,9	74,0
	22	33	12,0	14,3	88,3
	23	14	5,1	6,1	94,4
	24	13	4,7	5,6	100,0
	Total	231	84,0	100,0	
Missing	System	44	16,0		
Total		275	100,0		

As indicated in the table above you can see that alcohol consumption started as early as the age of 5 as claimed by a participant. Nonetheless, the majority of the participants indicated consuming alcohol as early as the age of 20 (12.4%). Looking at the table, it also shows the age range of 18-20 showcases significant numbers. These figures are supported by Cakici et. al., (2014) conducted a study in TRNC which claimed that the majority of the

students noted consuming alcoholic beverages in the age range 16-17 (30.6 %) and also at age 18-20 (26.6%).

RQ2. What are the favorite brands and drinking habits among the youth?

The table below (table 8) signifies the preferences amongst the sample participants. Carlsberg and Efes beer brands portray higher preference amongst the participants with a total of 11.3% combined. On the other hand, under the category of Spirit, Red Label Whisky indicates the most preferred spirit with a total of 7.3%. The table supports the claims made by North Cyprus News (2013) which stated that the most popular alcoholic drinks imported are beer, wine raki, and whiskey.

Table 8.

Brand Preferences

				Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Absolut Vodka	12	4,4	4,9	4,9
	Amsterdam	2	,7	,8	5,7
	B&G	1	,4	,4	6,1
	Baileys	2	,7	,8	6,9
	Beck's	3	1,1	1,2	8,1
	Beer	2	,7	,8	8,9
	Black Label	6	2,2	2,4	11,3
	Blue Label	2	,7	,8	12,1
	Bombay Sapphire	1	,4	,4	12,6
	Bomonti	9	3,3	3,6	16,2
	Bud	12	4,4	4,9	21,1
	Carlsberg	17	6,2	6,9	27,9
	Castel	1	,4	,4	28,3
	Chivas	4	1,5	1,6	30,0
	Cîroc Vodka	2	,7	,8	30,8

Cocktail	3	1,1	1,2	32,0
Corona	11	4,0	4,5	36,4
Doluca	2	,7	,8	37,2
Dom Perignon	2	,7	,8	38,1
Don Simon	2	,7	,8	38,9
Efes	14	5,1	5,7	44,5
Etel	1	,4	,4	44,9
Finlandia	1	,4	,4	45,3
Gin	3	1,1	1,2	46,6
Glenfiddich scotch	1	,4	,4	47,0
Good quality beer	1	,4	,4	47,4
Gordon's	1	,4	,4	47,8
Guinness	2	,7	,8	48,6
Heineken	5	1,8	2,0	50,6
Hendrick's gin	3	1,1	1,2	51,8
JP Chenet	1	,4	,4	52,2
Jack Daniel's	10	3,6	4,0	56,3
Jameson	1	,4	,4	56,7
Johnnie Walker	4	1,5	1,6	58,3
Jägermeister	1	,4	,4	58,7
Kingfisher	1	,4	,4	59,1
local wine	2	,7	,8	59,9
Long island	2	,7	,8	60,7
Marmara beer	1	,4	,4	61,1
Martini	2	,7	,8	61,9
Merlot	1	,4	,4	62,3
Miller	9	3,3	3,6	66,0
Mojito	1	,4	,4	66,4
Monkey shoulder	1	,4	,4	66,8
None	12	4,4	4,9	71,7
Olmecca	2	,7	,8	72,5
Pasqua	1	,4	,4	72,9
Raki	3	1,1	1,2	74,1

Red wine	4	1,5	1,6	75,7
Sarafin	2	,7	,8	76,5
Sex on the beach	2	,7	,8	77,3
Smirnoff	5	1,8	2,0	79,4
Smirnoff apple	1	,4	,4	79,8
Southern Comfort	2	,7	,8	80,6
Tequila	5	1,8	2,0	82,6
Tuborg	4	1,5	1,6	84,2
Vodka	7	2,5	2,8	87,0
Whiskey Red label	20	7,3	8,1	95,1
Yeni Raki	7	2,5	2,8	98,0
Hennessey	2	,7	,8	98,8
Cider	1	,4	,4	99,2
Prosecco	1	,4	,4	99,6
Ballentine's	1	,4	,4	100,0
Total	247	89,8	100,0	
Missing System	28	10,2		
Total	275	100,0		

Table 9.

If you drink alcohol, what is the maximum number of alcoholic drinks, glasses, bottles, or cans you had on one occasion?

Total Number	Frequency
1-2	96
3-4	64
5-6	29
7 or more	39
Never	25

Table 9 shows the drinking habits amongst the youth as indicated by the total number of alcoholic drinks, glasses, bottles, or cans the youth had on one occasion. The table showcases that most youth had 1-2 number of alcoholic drinks, glasses, bottles, or cans the youth had on one occasion.

RQ 3. What are the opinions of the young on alcohol?

Participants were asked to give their opinion in regards to alcohol. Several questions were asked in other to achieve this objective. The tables below indicate the opinion of these youths in regards to alcohol.

Table 10.

Drinking is a risk free activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	90	34.1	35.7	35.7
	Disagree	56	21.2	22.2	57.9
	Neutral	68	25.8	27.0	84.9
	Agree	25	9.5	9.9	94.8
	Strongly Agree	13	4.9	5.2	100.0
	Total	252	95.5	100.0	
Missing	System	23	4.5		
Total		275	100.0		

The table indicates that 35.7% of the youth are strongly against the opinion that drinking is a risk free activity while 22.2% disagree. This shows that the youth are aware of the consequences that come along with drinking.

Table 11.*Drinking causes serious health problems*

		Frequency Percent		Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	8,0	8,0	8,0
	Disagree	26	9,5	9,5	17,5
	Neutral	51	18,5	18,5	36,0
	Agree	80	29,1	29,1	65,1
	Strongly Agree	96	34,9	34,9	100,0
	Total	275	100,0	100,0	

Most youth acknowledge the fact that serious health issues are accompanied by consuming alcohol as 34.9% are strongly in support while 29.1% support the notion as well. Hence, it is possible to conclude that youths' perceptions on alcohol are both positive and negative in regards to the situation at hand.

RQ4. Do the young think that advertisements affect their drinking habits?

The researcher tried to understand whether alcohol advertisement had an influence on youth in North Cyprus or not.

Table 12.

Alcohol advertisement influenced me to drink heavier than I should

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	89	32,4	32,4	32,4
	Disagree	59	21,5	21,5	53,8
	Neutral	79	28,7	28,7	82,5
	Agree	19	6,9	6,9	89,5
	Strongly Agree	29	10,5	10,5	100,0
	Total	275	100,0	100,0	

The table indicates that advertisement has little impact on youth's drinking habit as 32.4% are strongly against the notion and 28.7 are neutral on the effect of adverts on their drinking. Conclusively, it could be said that adverts play no role from the data collected from via the sample.

RQ5. Do alcohol advertisements increase alcohol consumption amongst the young people?

Youths sampled during the color fest were asked regarding the above stated question. The table below indicates the response obtained from participants.

Table 13.*Alcohol advertisements increase the consumption of alcohol*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	45	16,4	16,4	16,4
	Disagree	55	20,0	20,0	36,4
	Neutral	83	30,2	30,2	66,5
	Agree	61	22,2	22,2	88,7
	Strongly Agree	31	11,3	11,3	100,0
	Total	275	100,0	100,0	

The table shows that 30.2% of the respondents had a neutral view that alcohol adverts increase alcohol intake, 22.2% agreed and 20% of respondents disagreed. Therefore, it is quite difficult to draw a tentative conclusion as most of the participants were neutral on this subject matter.

RQ6. Do family values on alcohol affect alcohol consumption on young people?

Most families drink alongside their offspring which in turns deems it okay if the child indulge in drinking activities. Nevertheless, some parents are so rigid that they do not partake in drinking and sees it as a huge problem if their children indulge in drinking.

Table 14.*Does your family socialize with alcohol?*

		Frequency	Percent	Valid Percent
		1	.4	.4
Valid	No	146	53.1	53.1
	Yes	105	38.2	38.2
	Total	252	91.7	91.7
	Missing	23	8.3	100.0
	Total	275		

Table 14 shows that most 53.1% of families do not socialize with alcohol alongside their children. This hence showcase high moral values and standard upheld by most families in North Cyprus. Meanwhile table 16 below shows that despite the values held by the families, consumption by youths are not affected as the data shows that most parents would not be aggravated to find out if their offspring's consumed alcohol as 35.3% claimed their parents would not be offended at all if their parents found out they consumed alcohol.

Table 15.*How upset would your parents be if they knew you drank alcohol?*

		Frequency	Percent	Valid Percent
		5	2.0	2.0
Valid	A little bit	46	16.7	16.7
	Not at all	94	35.3	35.3
	Quite a bit	29	11	11.0
	Really angry	78	27.3	27.3
	Total	252	92.3	92.3
	Missing system	23	7.7	100.0
	Total	275		

RQ7. Do positive opinions on alcohol affect alcohol consumption amongst the youth?

The table below shows that most youth have position opinion in regards to it providing relaxation.

Table 16.

Drinking alcohol gives me relaxation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	48	18.2	19.0	19.0
	Disagree	32	12.1	12.7	31.7
	Neutral	58	22.0	23.0	54.8
	Agree	76	28.8	30.2	84.9
	Strongly Agree	38	14.4	15.1	100.0
	Total	252	95.5	100.0	
Missing	System	23	4.5		
Total		275	100.0		

30.2% of the sampled youth are in agreement that alcohol provides relaxation. 23% are neutral while 19% strongly disagrees with this opinion. It is visible to see that most youth have optimistic views in regards to alcohol usage.

Table 17.*Drinking promotes friendship and sociability*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	14,5	14,5	14,5
	Disagree	46	16,7	16,7	31,3
	Neutral	62	22,5	22,5	53,8
	Agree	74	26,9	26,9	80,7
	Strongly Agree	53	19,3	19,3	100,0
	Total	275	100,0	100,0	

Most youth are of the opinion that alcohol promotes socialization as 26.9% agree with this idea. Although 22.5% take no position on this subject, 16.7% of the sample are in disagreement with this notion.

3.3 Reliability

Reliability is involved with how far an instrument like a questionnaire is going to produce similar results in different circumstances, presuming that hardly anything else has improved (Roberts & Priest, 2006). Cronbach's alpha coefficient, created by Lee Cronbach in 1951, is essentially the most commonly used unbiased way of measuring reliability; it is depicted as a number in between zero as well as one as well as attached to inter-relatedness of items in a test (Tavakol & Dennick, 2011). The value of alpha improves as items in a test are correlated to one another.

The suitable values of alpha differ from one particular writer to the next, but ranges of between 0.70 to 0.95 are suitable. A poor value of alpha could be as a result of a minimal number of queries or perhaps inadequate inter-relatedness involving items. High values of alpha might also propose redundant

items testing similar inquiries within a questionnaire. A 0.9 optimum value of alpha has been implied (Tavakol & Dennick, 2011).

Table 18.

Reliability Statistics

Cronbach's Alpha	N of Items
,704	16

Table 19.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AB4	35,0314	48,885	,202	,703
AB6	36,5220	49,580	,204	,701
AB7	36,0126	44,660	,335	,688
AB8	35,6541	45,062	,462	,669
AB9	35,4214	46,460	,358	,683
F1	37,0629	50,354	,484	,686
F2	37,2453	50,859	,398	,690
F3	37,2767	50,109	,513	,684
F4	37,2013	49,903	,534	,683
DP4	36,3459	44,808	,347	,685
AA2	34,3774	43,959	,299	,698
AA5	37,1069	52,525	,162	,702
F5	36,6478	44,356	,512	,663
AA3	36,7987	52,997	,217	,702
DP1	34,4340	46,424	,278	,695
AA1	37,1447	52,491	,165	,702

The Cronbach's alpha stands at 0.704 which is acceptable. The reason for the low Cronbach's alpha from the table above could be due to the significant level of missing value or perhaps there is no correlation between the variables.

3.4 Chapter Summary

In this particular chapter, the empirical outcomes of the outcome were described. Group data of respondents was specified and questions on perceived or experiences that are associated with alcohol marketing and ingestion were examined. The reliability of the questions had been tested using and Cronbach's alpha coefficient. Alcohol ingestion pattern of participants was specified and the outcome was in contrast to those of similar studies.

CONCLUSIONS, LIMITATIONS, AND RECOMMENDATIONS

Introduction

The aim of this specific chapter is showcasing the conclusions generated from the empirical research on this study. It gives a summary of the entire study and findings. Limitations of the researching are shown and even improve the justification for recommendations for future research and relevant stakeholders.

Conclusions

Contact with alcohol advertisements is affiliated with more alcohol ingestion amid young people.

A particular finding of these experiments was that additional factors including constructive outlook concerning alcohol consumption or peer influences did not anticipate the consciousness of alcohol marketing and advertising, but what best predicted awareness of alcohol advertising was real contact with that advertising (Colins et al., 2003) and that this specific consciousness is apparent in children as young as age 9 and widespread amongst 14-year-olds (Colins et al., 2005). These longitudinal scientific studies observed statistically substantial associations between exposure to alcohol adverts and consumption. In TRNC the story conducted showed that alcohol advertisement does not play a role in youths' consumption rather data shows it to be inconclusive. This is supported by Wilcox, Kang, and Chilek (2015), that came to the conclusion founded on empirical evidence and theoretical perspectives that total alcohol adverts do not influence total alcohol ingestion. As shown in Table 11, it is seen that 32.4% of the participants strongly disagreed. In summary, a conclusion could be drawn that alcohol advertisement plays little or no role in youths' consumption. More so in regards to family influence, found in Australia, studies suggest that thirty-fifty percent of young drinkers acquire alcoholic beverages via the parents of theirs (Hayes et al., 2004), hinting that it is considerably more normative for parents to get associated with their

youngster's alcohol consumption. Australian parents are reliant on a national harm-minimization policy orientation concerning minority commencement as well as the escalation of usage. Precisely, the Australian harm-minimization policy implies that liquor consumption is a regular component of pubertal growth (Beyers et al., 2005). In TRNC however, reverse is the case as cultural factor might play a role here. Table 2 showcases most of our participants are Muslims, this hence shapes their family values as they statistics shows that most families do not socialize with alcohol.

Lastly, the opinion of the youths in regards to alcohol is widespread across the spectrum. Although most youth have optimistic opinions in regards to some aspects of alcohol ingestion, they disagree or are neutral towards other opinions.

Limitations and Delimitations

This research has its limitations and delimitations as all other research. The first limitation may come from its survey nature. As with all surveys, this study can be subject to human biases. Accordingly, participants might not reveal their real intentions or want to give the most favorable answer to the survey question. In addition, the selected sample might not be very representative of the targeted population since it was carried out only on the color fest. Another limitation might derive from the sample size (250 for this study).

The study will take further steps to rule out any biases in the analysis, which might be the results of these limitations. Therefore, the researcher will use a tone that is neutral and non-judging. In addition, both a male and female surveyor will conduct the survey questions to rule out any gender biases in the participants` answers. The study will have to stick to the current sample size due to time and financial limitations. However, we do not think that it will pose a serious threat to the analysis as long as there are no sampling biases.

Study Recommendations

In line with the results of this research, the following recommendations were concluded:

This research did not obtain any causal relationship between alcohol marketing and consumption. For the authorities, strict regulations should be placed in regards to the drinking age. As this does not only protect these youths from harm (physically) but also health wise. Secondly, education will go a long way in regards to the aftermaths and consequences of excessive consumption on their health, family image and national representation at large.

Lastly, research shows that alcohol advertisement plays no role in Northern Cyprus. Therefore, as a researcher, I highly recommend looking into other factors for future researches.

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Nasiba Achilova Master Thesis

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ETHICS COMMITTEE APPROVAL



YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

06.08.2019

Dear Nasiba Achilova

Your application titled “**Effect of Alcohol Advertisement on young adults in North Cyprus**” with the application number YDÜ/SB/2019/515 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.