

**THE EFFECTS OF ALCOHOLIC TELEVISION ADVERTISEMENT ON
TERTIARY STUDENTS IN WESTERN REGION**

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ABSTRACT: *Alcoholic advertising in Ghana has portrayed alcoholic products as harmless and socially acceptable to everyone above the age of eighteen years, this has made alcoholic products very popular in the television waves in Ghana. Owing to this, the precious commodity which has contributed to various health and social needs, has become a subject of abuse among students in Western Region. The current study uses a descriptive study and data taken from five hundred (500) students' respondents to examine the effect of alcoholic television adverts on students in the western region. With the aid of descriptive statistics, graphs, charts and tables were generated for the analysis. The analyses revealed that, majority (71.4%) of the students do not support television advertisement. It was brought to light that several behaviours ranging from vandalism, reckless behaviours, truancy, impaired thinking, and youth behaving violently in school are some of the effects of alcoholic advertisements on students. Based on the findings delineated in the foregoing paragraph, this study recommends that the regulatory body must also vet the advert content that portrays alcoholic products as harmless and socially acceptable to help reduce its negative impact on students' education since education is the social institution through which society provides its members with important knowledge, including basic facts, job skills and cultural norms and values and must be protected. Students should be encouraged to watch less harmful television advertisements channels which will reduce the level of alcoholic information they absorb from television channels.*

KEYWORDS: AIDA theory, alcohol, advertisement, abuse, social learning, tertiary students, television

INTRODUCTION

A report on the Foundation for a Drug-Free World website indicates that the Babylonians were the first to promote fermented drinks while worshipping the wine goddess and other deities around 2700 B.C. hence the first alcoholic beverage believed to have gained fame among the Greeks is “Mead made from honey and water” (Philip & Chapel, 2014). Alcohol on its own is not harmful unless abused by the user. This is because it has not only played significant roles in religions viz. in the form of wine; medical centres where it is widely used as spirits, antiseptics among others; alcohol also provides the body with nutrients as well as promotes relaxation to the consumer (Hames, 2012). However, this precious commodity has been a subject of abuse among students across the globe and Ghana is no exception.

In 2017, images on various media platforms show dozens of minors “drenched in alcohol at the Baba Yara Stadium, Kumasi” twenty-four hours after attending a concert staged by Bisa Kdei and Shatta Wale (Nyabor, 2017). These repercussions were attributed to the tantalising television adverts across the country. Thus, in a swift response to such disturbing news, the Food and Drug Authority (FDA) in Ghana slapped a Gh¢ 25,000 sanctions on the company for selling intoxicated products to minors; ordered the company to recall its products from the market and warned them to desist the use of renowned personalities in their adverts on the basis that adolescents are likely to patronise products promoted by their icons (Nyabor, 2017). Despite calls to ban alcoholic adverts, several scholars and notable organisations argue that a ban on alcoholic adverts would not deter people from its consumption owing to the fact some of the most patronised ghettos across the country do not need any formal advert to gain customers (Nelson & Young, 2001; WHO, 1995). Accordingly, other studies also argue that irresponsible parents and peers have more capacity to influence students into alcohol consumption than television adverts (Nelson, 2011; Smith & Foxcroft, 2009).

Based on the submission above, literature reviewed say that alcoholic beverage is widely consumed by students in Ghana and beyond (Pinsky, Sanches, Zaleski, Laranjeira, & Caetano, 2010) hence, several members of the Ghanaian public have on various occasions called on the regulators to control alcoholic adverts in the country noting that the adverts do not just influence students consumption but is believed to be the genesis of most students’ health problems and deaths in the country (Moss, Chen & Yi, 2014). With the emergence and resurgence of covid-19 pandemic disease, crisis warns that “The COVID-19 pandemic is far more than a health crisis”. It is affecting societies and economies at their core in various sectors of the economy of which education is not an exception (UN report, 2020 as cited in Ofori; Frimpong, Babah, & Mensah, 2020). With this, it is more serious for tertiary students to become addicted to alcohol advertisement and its usage because the massive intake or addiction to alcohol can complicate issues for students when infected with the covid virus.

To support this claim, a 2009 report by the World Health Organisation (WHO) says that alcohol is directly responsible for “nine percent of the annual deaths of youths between the ages of 15 and 25 years” (WHO Global Status Reports on Alcohol and Health,

2009). Although the age limit for alcohol consumption in Ghana is 21 years, a lot of young men and women in their late adolescents patronise alcohol (Oppong Asante, Meyer-Weitz & Petersen, 2014). These students cultivated habits might lead to sexual promiscuity, addiction, a decline in academic performance among teenagers, depression which sometimes led to suicide, memory loss, impaired brain development which also affects decision making among the youth. With respect to the various thoughts put forward by various scholars in this study, it is very important for a study to be conducted in Western Region, to examine the effects of alcoholic television adverts on tertiary students.

Problem Statement

Alcohol is an ever-present across Ghana. The management of alcoholic companies suggest that it provides numerous health-benefits yet critiques say it has and continues to cause more harm to human than the envisaged benefits. Alcoholic drink has experienced a huge increase in sales and most people attribute such boom to the television adverts and gimmicks by the producers. These adverts are mostly accompanied by romantic scenes which manipulate the emotions of the innocent youth out there (Standard & Poor's Industry Trends, 2007). It is no secret that various calls have been made from the public for the regulatory bodies to intervene and raise awareness of the numerous effects associated with alcohol adverts on students nationwide. With an estimated population of about 30.6 million, Coffie (2010) posits that about 40 percent of the Ghanaian youths below 25 years abuse alcohol and one out of five students in Ghana consume alcohol.

Irrespective of the several educational programs designed to educate students on the health implications of alcohol consumption by the various regimes through the Ghana Education Service (G.E.S.) along with its health partners and other concerned bodies, the addiction continues to amplify (Annor, 2016). With such alarming facts, the impact of alcoholic adverts on students in Ghana cannot be overstated. It is against this background the study seeks to examine the effect alcoholic television adverts have on students in the Western region since the region is noted for its exciting harbour and beaches which glamour entertainments among students. The objectives of this study are to examine the perception of tertiary students on alcoholic beverages television adverts in Western Region, and to identify the effects of such alcoholic beverages' television adverts on the tertiary students' education in Western Region. And guided by the research questions; What are the perceptions of tertiary students on alcoholic television adverts in Western Region? What are the effects of alcoholic television adverts on the tertiary students in Western Region? As at the time this research was conducted not much had being done pertaining the geographical scope of the study, that is Western Region and even Ghana, so the need to research into the area was birthed. Furthermore, the result of the study will inspire other researchers to conduct more researches in the area. And enhance a strategic guide for policy makers to set out guidelines that could help as a structure for implementing sustainable strategies that will ensure alcoholic television adverts do not continue to have much negative impact on tertiary students in Ghana, which is pertinent to facilitate educational outcomes and social growth.

LITERATURE REVIEW

Theoretical Framework

According to Akintoye, 2015 as cited in (Mensah, Agyemang, Acquah, Babah and Dontoh, 2020), the purpose of a theoretical framework is to provide the organization for the study, to test theories, to make research findings meaningful and generalizable, to establish orderly connections between observations and facts, to guide the researcher in the interpretations of the results, to predict and control situations and to stimulate research. This study is therefore guided by the 'AIDA' theory and the social learning model.

Alcoholic advertisement has become an important area of research from both theoretical and practical stand point. From a theoretical point, it is imperative for us to understand the impact of swaying promotional messages on students so as to address them in order to eschew the issue of heavy drinking among tertiary students and their education issues in Ghana. This research opines on the 'AIDA' theory to appreciate the advertisement concept and its relation to alcoholic issues. The AIDA Theory has an acronym AIDA which stands for Attention, Interest, Desire and Action. The theory which explains how marketing strategies work is believed to have been propounded by an American advertising advocate called Elias St. Elmo Lewis in the year 1898; has an underlining strength to kindle attention and increase demand among the target audience (Oxford University Press, n.d.). The theory assumes that consumer behaviour is universal hence less attention is given to the beliefs and psychological elements of the end-user. In light of this, it is possible that the end-user may have consumed the product on several occasions before any reminiscent opinion on the product is made and in a more competitive environment, this theory provides managers with the right techniques to influence the purchase decisions of the target audience.

The attention stage is very important because it seeks to attract potential consumers/customers. It is very essential for managers to understand the psychosomatic factors that ignite the attention of the target audience (Satsangi & Brugnoli, 2018). Accordingly, Lewis put forward that the chief motive of running an advertising campaign is to gain the attention of potential customers and failure to do so is a huge blow to the company. Building upon that, Goldman went on to say that any cogent advertisement should be able to surprise potential customers. This according to him will not only grab their attention but also influence their purchase decision.

The interest stage is probably the most challenging stage of the model because the advert should not only try to grab the audience's attention but induce them to seek for details about the product or service (Brako, 2012). The potential customers' interest can be stirred of if the advert contains straplines and bullets as well as break ups in the advertiser's point(s).

The desire stage in 'AIDA' deals with when an advert is never considered successful if it is not able to convince the potential customer to spend money on the product or service. Thus, a study conducted by Lewis asserts that potential customers have diverse needs but the desire to satisfy such needs require motivation (Mensah, 2011). Most

scholars refer to the action stage as the magical phase because it is at this period the potential customer(s) reach a decision to purchase the product with respect “to the advertising message” (Brako, 2012). Brako (2012) further opined, it is at this phase the customers take the action to acquire what they want thus the risk or cost to obtain the product or service do not deter them.

The significance of the model in ensuring an efficacious television advert (in this case an alcoholic advert) cannot be exaggerated. This is because unlike the print media or radio adverts, television adverts make use of optical signals, enchanting and ubiquitous sound effects alongside prominent personalities who do not only capture the viewers’ attention but also allow the potential customers to see the product and what it actually looks like. The ‘aida’ theory was adopted in this study to make readers appreciate the concept of advertising alcoholic products. Alcohol abuse has surge in recent times because the content of the alcoholic television adverts does not portray any negative effect (Bandura, 1986). The researcher adopts this model to demonstrate how students can resort to alcohol through the social lifestyles associated with alcoholic television adverts.

Social Learning Model

This model was put forward by Albert Bandura who is of the view that people tend to absorb new information and learn new things swiftly when they observe others. According to him, this system of learning is responsible for the various behaviours human adopt in society. Furthermore, the model asserts that through observation, humans learn in three phases:

- A live phase: this allows the individual to mimic a behaviour,
- Verbal instructional phase: the person mimicking the behaviour is able to describe or explain such behaviour and;
- The symbol phase: which allows the individual to display the behaviour in various acts (e.g. films, media platforms, television, books) (Bandura, 1977).

As discussed already, the primary objective of any alcoholic advert is to influence the potential customer to buy the product. Thus, Critchlow (1986) asserts that any television advert that assimilates the social learning model is likely to influence and stimulate action from the viewers. The current study is of the view that the swaying content of alcoholic television adverts has the drive to make students believe that alcohol consumption is just like any normal activity. To support this claim, Stockdale purports that such adverts depict riches, comedy, friendship, societal approval, relaxation among others (Stockdale, 2001). Owing to the fact that these adverts are repetitive in nature, the influx of the convincing images, graphics and messages nurtures the thinking and action of teenagers with respect to the alcohol consumption (Long, O'Connor, Gerbner, and Concato, 2002). Alcohol abuse has surge in recent times because the content of the alcoholic television adverts does not portray any negative effect (Martin et al., 2002). The researchers adopt this model to demonstrate how students can resort to alcohol through the social lifestyles associated with alcoholic television adverts.

Television Advertising and Alcohol Usage

As a result of their ability to reach and influence large numbers of people, the media carry immense power (Melon, 2002 as cited in Mensah, Boasiako & Acquah, 2017). It is claimed that advertising alcoholic products on television has gradually shaped the opinions and attitudes of teenagers towards alcohol use (Martin et al., 2002). Advertising on television plays a vital role in encouraging teenagers to drink alcohol (Saffer & Dave, 2006). The use of celebrities and role models in these adverts make it easier to inspire the habit of drinking on innocent teenagers (Anderson, 2009). Research has shown that teenagers are more likely to experiment what they see on television and alcohol intake is no immunity (Saffer & Dave, 2006). In the opinion of Austin and Knaus (2000), there is a correlation between the portrayal of alcohol use on television and the expectancies of teenagers. Building upon this, a study conducted by Tapert and colleagues say that most teenagers between the ages of 14 and 18 years with alcohol use disorders emanate from the swaying messages from television advertisements (Tapert et al., 2003).

Popularity of Alcohol among Teenagers

The effects of alcohol on the health and safety of teenagers in the long run is a matter of serious concern (Woods, 2011). It is no secret that alcohol is the most abused drug among teenagers (O'Malley, Johnston and Bachman, 2009) yet its consumption among the teenagers continue to significantly surge at a declining age in recent years (Coffie, 2010). As stated earlier, this can be attributed to the availability and inadequate protection of minors. Instead of discouraging minors, most of the local joints sell the substance to teens in a quest to maximize profits whereas some of the teenagers also consume alcohol to show their peers that are matured.

The Concept of Alcohol

Alcohol is a product of fermented starch, yeast, sugar, etc. and it is widely used as fuel, spirit and in industries as solvent. As a drug, it is categorised under narcotic substances (Bai, Anderson and Moo-Young, 2008) which means it helps to slow down vital organs of the body and in most times, the implications according to Bai, Anderson, and Moo-Young (2008), is faint speech; wobbly movement; passive response; mental unpredictability and interference with one's sense of judgement. When consumed it goes straight to the small bowels thus depressing the central nervous system (Messing, 2014). The digestion of alcohol is conducted by the liver and its effect on the enzymes depends on the quantity absorbed which explains the various post-alcoholic reactions in individuals. Other factors that may also account for the variability in humans may include: health of the individual, sex, age, prescribed drugs, genetics and the quantity as well as quality of food consumed before taking the alcohol (Messing, 2014).

Alcohol Advertisement

Alcoholic advertisement is not only regulated but legislated as well. For instance: beverage companies in the Netherlands are prohibited to advertise their products if a quarter of the target viewers are dominated by minors. The regulatory body also encourages the general public to report any advert that may violate the Dutch Advertising Code (Karlsson & Österberg, 2002).

Advertising is perceived to be one of the most reliable ways of attracting potential customers. Thus, companies across the globe spend millions of dollars in various forms of advertisement. Pediatrics (2010) says that alcoholic advertisement is directly responsible for a 30 percent increase in its consumption among adolescents. Anyange, (2012) opines that television adverts promoting alcoholic products has swayed adolescents to 44 percent beer consumption and 34 percent wine products in the United States of America (USA). The study also posits that a ban on alcoholic advertisement in Sweden led to a 20 percent decrease in consumption across board.

Martin et al. (2002) says that advertising alcoholic products on various media platforms including Television stations has significantly influenced teenagers' drinking habits across Ghana. Owing to this, a study conducted by Martin and his colleagues assert that using the media to advertise alcohol has exposed more teenagers in Ghana to alcohol in this decade than ever (Martin et al. 2002). In the same vein, Roggeveen and Johar, (2002) also says that the repetitive nature of alcohol television adverts has made adolescents believe in alcoholic products without questioning its effects on the immune system. This study believes that the more students are exposed to alcoholic television adverts, the more students ascribe some credibility to the information received which later ignites their intention to drink. In light of this, Waiters, Treno and Grube (2001) argues that exposure to alcoholic television advertisement is enough premise for students to consume the substance. Advertising alcoholic products on television has gradually shaped the opinions and attitudes of adolescents 'towards alcohol use' and that advertising on television plays a vital role in encouraging adolescents to drink alcohol (Saffer & Dave, 2006). In the opinion of Austin and Knaus (2000), there is a correlation between the portrayal of alcohol use on television and the expectancies of adolescents.

The snags associated with advertising alcohol on television and other media handles cannot be exaggerated. The twenty-first century has been dominated by smart products such as mobile-phones, computers, television etc. Waiters, Treno and Grube, (2001) believe that the availability of those devices most especially televisions has changed the lifestyle of adolescents in Ghana and beyond and that alcoholic commercials on television do not provide much education to students.

Several policies have been adopted by the Food and Drug Authority (F.D.A) in Ghana but most people believe that the institution has more work to ensure alcoholic adverts do not take a biased advantage of the limited intellectual capacity of most teenagers in the country (Kunkel, Wilcox, Cantor, Palmer & Linn, 2004).

METHODOLOGY

The study adopted a descriptive research design. According to Burns, 2003 as cited in (Mensah, 2020), research design is a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings. Therefore, Baxter and Jack (2008) are of the view that descriptive study provides an opportunity for the researcher to gain a deeper sense of the problem under study in order to facilitate an in-depth understanding, description and explanation of the phenomenon under study. The descriptive study is therefore justified on the grounds that, the researcher seeks to give a description suppositions of how Alcoholic television advertisement affect

students' education in Ghana. The choice of a descriptive study design will therefore enable the researcher to gain an in-depth understanding of the effect of Alcoholic television advertisement by describing responses gained from respondents through structured interviews and questionnaires and that, the researcher will not have any chance to manipulate data. The population of the study consist of all students in the Western region.

Fraenkel and Wallen (2002) state that there is no clear-cut answer to the question on a sample size. In their opinion the best answer lies in the sample which can be as large as the researcher can rely on to obtain the needed data with affordable time and energy. They however recommend that researchers should endeavour to obtain a sample size that they can reasonably be representative. Dwelling on the recommendation of Fraenkel and Wallen (2002), this research deemed it appropriate to choose a sample size of five hundred (500) students. The choice of 500 students was justified on the stratification of the type of tertiary school being sampled in the study area. The sample of 500 was stratified from one traditional university, one technical university, one college of education, and one nursing training in the region. The choice of 200 as sample for the two universities depended on the large number of the university students, as compared to the college of education, and the nursing training schools which had 50 each as its samples size due to their smaller students' population.

STRATIFICATION	SAMPLE SIZE	TECHNIQUE
Traditional University	200	Random sampling
Technical University	200	Random sampling
College of education	50	Random sampling
Nursing training	50	Random sampling

Table 1. Stratification and sampling

Random sampling technique was used in the selection of the students within each institution. This was because; only students who were available and willing to participate in the study could be used by the research. Structured questionnaire was used to gain responses which served as the primary data. The responses were analysed accordingly and presented in thematic tables. Data collected from respondents are deemed to be sensitive societal data and as such data was made confidential and protected. Data was analysis using tables and graphs.

RESULTS

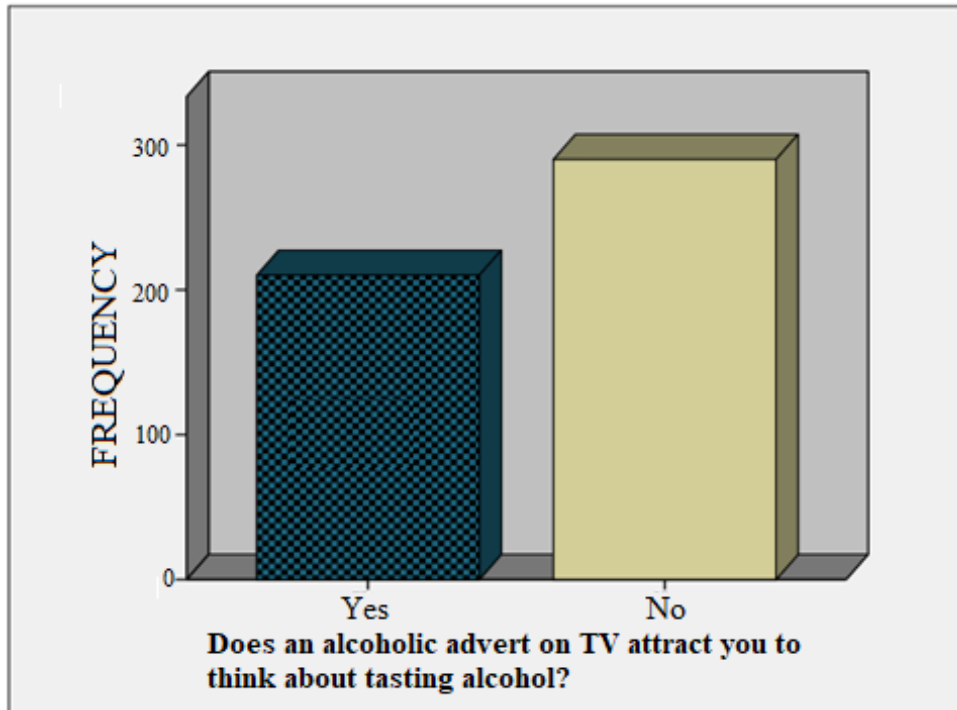


Figure 1. Does an alcoholic advert on television attract you to think about tasting alcohol?

Source: Field Data 2021

Responses on figure 1 show that 290 respondents (58%) said no when asked if an alcoholic advert on television attract them to taste alcohol and 210 respondents (42%) said yes when responding to the same question.

Alcohol advertising

Responses	Frequency	Percent
Yes	140	28.0
No	350	70.0
Missing	10	2.0
Total	500	100.0

Table 2. Do you support alcohol advertising?

Source: Field Data, 2021

Table 2 posits that 70% (350) of the participants say they do not support alcoholic advertising, 28% (140) say yes, they support alcoholic advertising and 2% (10) of the participants did not answer the questionnaire.

Respondents saying ‘yes’ they support alcoholic adverts were asked to indicate why

Responses	Frequency	Percent
Selling volumes increase	50	10.0
Enables consumers to be aware of new brands	20	4.0
It is key in the business world	80	16.0
Missing	350	70.0
Total	500	100.0

Table 3. If yes, Why?

Source: Field Data, 2021

Table 3 shows respondents who support the alcoholic advertisement excluding those who do not support alcoholic advertisement and it can be seen those 80 respondents representing 53.3% believe that advertising alcohol is key in the business world, 50 respondents represented by 33.3% say advertising alcohol will increase sales volumes and 20 respondents representing 13.3% say advertising alcohol creates brand awareness.

Why Respondents do not support alcoholic adverts

Responses	Frequenc y	Percent
Can cause students to think about drinking to the neglect of their studies	300	60.0
Drinking is portrayed as harmless	20	4.0
Drinking is depicted as something good	30	6.0
Drinking is portrayed as socially acceptable	20	4.0
Missing	130	26.0
Total	500	100.0

Table 4. If no, Why?*Source: Field Data, 2021*

Table 4 depicts respondents who do not support the alcoholic advertisement excluding those who support alcoholic advertisement and it can be seen that 81.1% (300) respondents are of the opinion that alcohol should not be advertised because it can cause students to think about drinking to the neglect of their studies, followed by 8.1% (30) respondents who added that alcoholic advertisement depict drinking as something good and an equal percentage of 5.4% representing 20 respondents who say that advertising alcohol depict the substance as harmless and socially acceptable.

Number of Respondents	Responses
100	It makes the students yearn to drink which may affect the internal organs health i.e., the brain, heart, lung cancer and liver.
100	Alcohol adverts makes the youth drink to behave violently in school.
70	The drinking can also cause shorter attention span and the student performs poorly in academics, since the students tend to concentrate more on the alcohol
30	The drinking leads to students; <ol style="list-style-type: none"> 1. Vandalism. 2. Recklessness. 3. Truancies and School dropout
80	Impaired thinking
40	Sexual misconducts.
40	Addiction and stay away from books
10	Alcohol poisoning and Hangovers
30	Disrespect others verbally and physically, and disregard to school regulations.

Table 5: Thematic presentation of some of the effects of alcoholic adverts on the tertiary students' education in Western region

Source: Field Data 2021

As seen in table 5, an equal number of 20% say consuming alcohol leads to 'violent' behaviour as well as destroying the internal organs, such as 'the brain, heart, lung cancer and liver' of students. According to the National Council for Social Studies (NCSS) the primary goal of education is to prepare students to be effective citizens and that through the curriculum students should have the opportunity to apply their civic knowledge to solve problems in schools (Mensah & Agyemang, 2020). If alcohol therefore can destroy the brain, then tertiary students cannot use their civil knowledge to solve problems. 16% assert that consuming alcohol leads to 'impaired judgement' whilst 14% opined that 'It can also cause shorter attention span and the students perform poorly in academics.' Also, an equal number of 8% say that consuming alcohol leads to 'addiction and stay away from books' and 'sexual misconduct'. Various concerns were raised by various respondents. For instance, 6% say alcohol intake makes students' truancy and school dropout. Another 6% stated that consuming alcohol causes the students to disrespect others 'verbally and physically' and disregard to school regulations in Ghana. While 2% say that 'it leads to issues like hangovers' and 'alcohol poisoning' were among some of the consequences raised. Students use critical thinking, self-assessment, reasoning, problem-solving, collaboration, research and investigation to make connections in new and innovative ways as they progress through their studies in education (Mensah, 2020). When these students become so addicted to alcohol drinking, these aims of them cannot be materialized.

FINDINGS

The prime objective of the study was to examine the effects of alcoholic television advertisement on students in Western region. It is often asserted that the principal role of advertisement is to attract potential customers yet the findings revealed that 58% of the respondents are not swayed by television advertisement to taste alcohol. This implies that the use of alcohol in weddings, outdoorings/naming ceremonies, traditional festivals and pouring of libation in; funeral rites, religious rites in the form of wine after communion etc. in Ghana creates the impression that the substance is a cultural relic. 70% of the respondents do not support alcoholic advertisement. Yet the fact still remains that, advertising on television plays a vital role in encouraging students to drink alcohol.

Finding 2 posits that 71.4% of the participants say they do not support alcoholic advertising and 28.6% say yes, they support alcoholic advertising. The findings here support the study's suggestion that alcoholic products advertised affect students, as stated in the literature, advertising is perceived to be one the most reliable ways of attracting potential customers yet evidence from literature reviewed says that alcoholic advertisement is directly responsible for a 30 percent increase in its consumption among adolescents. (Pediatrics, 2010).

Finding 3 revealed that 81.1% of respondents who do not support the alcoholic advertisement are of the opinion that alcohol should not be advertised because it can cause students to think about drinking to the neglect of their studies, followed by 8.1% of respondents who added that alcoholic advertisement depicts drinking as something good and an equal percentage of 5.4% say that advertising alcohol depict the substance as harmless and socially acceptable. These findings imply, a very significant percentage of respondents who are against alcoholic advertisement on television because it can cause students to think about drinking to the neglect of their studies and also students in Ghana are vulnerable to alcohol advertisement abuse hence as a people, we need to do all they can to protect our students from swaying messages that make them believe alcohol consumption is exciting or acceptable for daily use.

Finally, the study sought to identify some of the effects of alcoholic television adverts on the students in western region and the analysis reveal that, advertising alcoholic products on television can cause more educational-behavioural problems among students. Some of these problems include: violent behaviours, poor performance in school, impaired judgement and destruction of internal organs among others. This implies that exposing alcoholic products to students causes more harm than good. As seen in table 5, an equal number of 20% say consuming alcohol leads to violent behaviour as well as destroying the internal organs, such as 'the brain, heart, lung cancer and liver' of students. 16% assert that consuming alcohol leads to impaired judgement whilst 14 % opined that it can also cause shorter attention span and the students perform poorly in academics. Also, an equal number of 8% say that consuming alcohol leads to addiction and stay away from books and sexual misconduct. Various concerns were raised by various respondents. For instance, 6% say alcohol intake makes students' truant and school dropout. Another 6% stated that consuming alcohol causes the students to disrespect others verbally and physically, and disregard to school

regulations in Ghana. While 2% says that it leads issues like hangovers and alcohol poisoning were among some of the consequences raised.

The views of the students are in line with what doctors say 'alcohol consumption interferes with the functions of the brain, making it difficult for the individual to think clearly and it is also a leading cause of the structural change in the hippocampus of students (Witt, 2010).

DISCUSSION

Advertising is perceived to be one of the most reliable ways of attracting potential customers. Companies across the globe spend millions of dollars in various forms of advertisement. In as much as Pediatrics (2010) says, alcoholic advertisement is directly responsible for a 30% increase in its consumption in adolescents and Martin et al. (2002) says that advertising alcoholic products on various media platforms including Television stations has significantly influenced teenagers' drinking habits across Ghana and if it has significantly influenced teenagers drinking habit then it can cut across tertiary students but the findings of this research states otherwise with a majority percentage of respondents saying they are not swayed by alcoholic advertisement on television.

Again, the findings imply, a very significant percentage of respondents who are against alcoholic advertisement on television because it can cause students to think about drinking to the neglect of their studies and also students in Ghana are vulnerable to alcohol advertisement abuse hence as a people, we need to do all they can to protect our students from swaying messages that make them believe alcohol consumption is exciting or acceptable for daily use.

IMPLICATION TO RESEARCH AND PRACTICE

Based on the findings, the researcher recommends that:

1. Parents must lay more prominence on the friends and company their students engage in. It is believed that when students are engaged in meaningful conversations and company, they are more likely to be less persuaded by messages from televisions among others.
2. Parents are also advised to mitigate students' use of the television. They can achieve this by providing more sensible reasons with respect to the use of television.
3. The regulatory body must also vet the advert content that portrays alcoholic products as harmless and socially acceptable to help reduce its negative impact on students' education since education is the social institution through which society provides it member with important knowledge, including basic facts, job skills and cultural norms and values and must be protected.
4. Guardians should also cultivate the habit of encouraging their students to engage in outdoor activities. This will occupy them and make them more active thus diverting their attention from alcoholic advertisement.

5. Students should be encouraged to watch less harmful channels like Nickelodeon, Discovery World among others. This will reduce the level of alcoholic information they absorb from other channels.
6. The habit of reading and playing an instrument or dancing should be encouraged among students, since those activities boost the endorphins and keeps their mind active.
7. Guardians should be mindful of the kinds of programs they view at home; it is advisable they check the content and block those alcoholic television adverts which are not suitable for students. This is so because some of these alcoholic companies sponsor some of the telenovela programs that parents watch with their wards. Students innocently absorb and practice what they see.
8. Educational institutions should also help to educate students about the adverse effects of consuming alcoholic product's advertisement.
9. There is the need for a tripartite collaboration among the Ministry of Education, Ghana Education Service and other Non-governmental educational organizations to provide the needed engagements and programmes like counselling services, educational funfairs, and the needed materials for studying that will divert the attention of tertiary students from alcohol advertisements (Mensah & Frimpong, 2020 as cited in Mensah, 2020).

CONCLUSIONS

Based on the findings in this study, researchers conclude that alcohol advertisement has a negative impact on a lot of students' education in the Western region. It is often asserted that the principal role of advertisement is to attract potential customers, yet the findings revealed that a little above half of the students are not swayed by television advertisements. Yet the fact still remains that, advertising on television plays a vital role in encouraging students to drink alcohol. This implies that the use of alcohol in weddings, outdoorings/naming ceremonies, traditional festivals and pouring of libation in; funeral rites, religious rites in the form of wine after communion etc. in Ghana creates the impression that the substance is a cultural relic. A very high percent of the students does not support alcoholic advertisements, therefore alcoholic companies should make less effort to advertise their product(s) aiming to attract tertiary students especially in the Western region of Ghana because from the responses collected, majority of respondents were of the opinion that they do not support alcoholic advertisement on television and if they (students) do not support the advert and they (alcoholic drink producers) continue to advertise their products to students, in the long run, students will be bored with the television adverts and all other things being equal they might decide to even stop patronising their products.

This research concludes that most of the students in Western region do not support alcoholic advertising on television. The findings here support the study's suggestion that alcoholic products advertised affect students, as stated in the literature, advertising is perceived to be one the most reliable ways of attracting potential customers moreover, evidence from literature reviewed says that alcoholic advertisement is directly

responsible for a 30 percent increase in its consumption among adolescents (Pediatrics, 2010).

Researchers conclude that almost all the students are of the opinion that alcohol should not be advertised because it can cause students to think about drinking to the neglect of their studies, that alcoholic advertisement depicts drinking as something good, harmless and socially acceptable. And that students in Ghana are vulnerable to alcohol advertisements abuse hence society need to do all it can to protect our students from swaying messages that make them believe alcohol consumption is exciting or acceptable for daily use.

Finally, the study concludes that some of the effects of alcoholic television adverts on the students' education in Western region are more educational-behavioural problems. Some of these problems include: violent behaviours, poor academic performance in school, impaired judgement, shorter attention span, addiction, stay away from books, sexual misconduct, students' truant and school dropout, students' disrespectfulness, and disregard to school regulations in Ghana. Consuming alcohol may lead to destroying some internal organs, such as the brain, heart, lung and liver of students, and cause hangovers and alcohol poisoning were among students. This implies that exposing alcoholic products to students can cause more harm than good in their educational pursuit.

FUTURE RESEARCH

This study geographically limited itself to the Western Region of Ghana but subsequent research(es) can consider the other regions of Ghana which will increase the population size and help in useful generalisations of the subject. The research only considered tertiary students with a sample size of 500 but subsequent studies can include students of other educational levels which will increase the sample size and also help comparatively to draw a line between the effects of alcoholic television advertisement on tertiary students and high school students in the Western Region of Ghana.

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