

**Global Alcohol Marketing and Corporate Social
Responsibility: Creating an Impactful Brand Image
for Public Health in Ireland**

Research dissertation presented for the degree of
MSc in Global Brand Management

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Candidate Declaration

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I certify that the dissertation entitled:

Global Alcohol Marketing and Corporate Social Responsibility: Creating an Impactful Brand Image for Public Health

Submitted for the degree of: MSc in Global Brand Management is the result of my own work and that where reference is made to the work of others, due acknowledgement is given.

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Acknowledgements & Dedication

I would like to thank my family and my friends for their constant support. In addition, I would like to thank my supervisor, Dr Catherine Rossiter, for her direction and time in helping me complete my dissertation. Finally, I also want to thank the participants who took time for the survey.

This dissertation is dedicated firstly to my family. Thank you for your constant support and for teaching me to aspire to achieve greatness. This research is also dedicated to my friends Ezgi Gencer, Emre Tanriver and Irmak Kucur for always encouraging me throughout the challenges of my Master's degree.

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List of Abbreviations

AID - Alcohol-Impaired Driving

ASAI - Advertising Standards Authority for Ireland

CAGR - Compound Annual Growth Rate

CSR - Corporate Social Responsibility

HED - Heavy Episodic Drinking

ICAP - International Centre on Alcohol Policies

NPO - Non-Profit Organization

WHO - World Health Organization

Abstract

Global Alcohol Marketing and Corporate Social Responsibility: Creating an Impactful Brand Image for Public Health in Ireland

Can Gulver

In this study, it was shown that corporate social responsibility (CSR) advertisements conducted by alcohol brands can create an impactful brand image for public health in Ireland. Heavy drinking and binge-drinking rates are high in Ireland, and a significant group of people argue that alcohol advertising campaigns heavily influence binge-drinking culture in Ireland. In this research, it was aimed to measure and examine the impact of CSR marketing initiatives of alcohol brands among consumers in Ireland about drinking responsibly. The importance and benefits of the relationship between CSR initiatives and alcohol marketing in the matter of public health were explored. It was concluded that public-health themed CSR campaigns can create a positive perception towards the brand in the majority of the people in Ireland.

The research was taken from a post-positivist point of view. The subjectivity of human behaviour and perceptions were analysed with an objective and hypothetical-deductive perspective using a quantitative method. Quantitative results were explored with a survey based on the research objective and conceptual framework. The survey was conducted with a snowball sampling method with 112 participants, which was distributed via social media in April 2020.

The findings show that people in Ireland who have seen CSR advertisements are more likely to agree with the fact that an effective public-health themed CSR advertising can increase loyalty to the brand in Ireland. It can be interpreted that alcohol brands have the potential to create an impactful brand image with public-health themed CSR advertisements. Based on the research results, it was discovered that CSR marketing might provide an opportunity to raise awareness of harmful drinking in Ireland and to maintain the brand's reputation. There is a substantial amount of evidence, which shows that alcohol brands should apply certain strategies to create awareness of harmful drinking in Ireland and enhance the overall brand image. These outcomes might be beneficial for Irish and global alcohol brands in deciding what actions and strategies should be taken when developing CSR strategies to create an impactful brand image.

Keywords: Alcohol marketing, advertising, corporate social responsibility, brand image, public health

1. INTRODUCTION

1.1. Overview

This research will be investigating the impact of corporate social responsibility (CSR) marketing of alcohol brands among consumers in Ireland about drinking responsibly. Within this scope, the research will analyse how alcohol brands can strengthen their brand image on target consumers in the best manner with CSR, and it will also examine the effects of CSR campaigns conducted by alcohol brands on awareness of responsible drinking in Ireland.

1.2. Research Purpose

The purpose of the research is to measure and explore the impact if any of the CSR initiatives of alcohol brands which aim to create awareness among consumers in Ireland in the matter of responsible drinking. This exploratory research will focus on the relationship if any between the fields of CSR and global alcohol marketing.

CSR is defined as a principle stating that corporations should be accountable for the effects of any of their actions on their community and environment (Frederick *et al.*, 1992). Companies are responsible for contributing to economic outcomes that meet societal expectations (Beal, 2013). CSR is a business practice that helps companies manage their key areas such as economic, social, political and environmental (Chen, 2020). There is a strong connection between CSR and the size of the company; CSR initiatives increase

the company's competitiveness and its profit by strengthening the image of an organisation and creating a positive value to its customers (Vilanova *et al.*, 2009). In recent years, the importance of CSR has increased globally in the alcohol industry, and the large companies undertake CSR initiatives due to rising awareness of the harmful effects of alcohol (Mialon & Mccambridge, 2018). Thus, CSR has become a vital strategic resource for companies to reduce legal risks and improve their reputation on public health.

Health researchers emphasize that alcohol advertising increases alcohol awareness among people, including adolescents, which can lead to earlier drinking and higher consumption (Smith & Foxcroft, 2009). According to the statistics of alcohol consumption worldwide, three million people die every year due to harmful alcohol use, which is 5.3% of all deaths (World Health Organization, 2018). Coronary heart disease, breast cancer, tuberculosis, motor vehicle accidents, liver cirrhosis, and suicide are the most common individual alcohol-related harms (Babor & Robaina, 2013). Therefore, harmful drinking, overconsumption of alcohol and drink driving are the specific areas of public health issues that the research will focus on.

In Ireland, alcohol consumption per capita was 11 litres of pure alcohol per person aged 15+ in 2018 (Alcohol Action Ireland, 2020). According to the World Health Organization's report, Ireland has the world's second-highest binge drinking rate, and it also indicates that the majority of those people drink in a harmful way (WHO, 2018). In addition, 54% of drinkers aged 18-75 were classified as harmful drinkers in Ireland, which is equivalent to 1.35 million people (Long & Mongan, 2014).

Irish government regulates the alcohol industry heavily and strictly. The main reason for this heavy regulation is the industry's potential and actual effects on public health (Burke, 2015). In Ireland, alcohol brands have run several national and global campaigns that promote responsible drinking, mainly targeting young people (Burke, 2015). In recent years, banning alcohol sponsorship in sports by the Irish government has become an issue because of the notion that it is encouraging young people about drinking. Accordingly, the alcohol industry has focused heavily on its CSR activities in order to prevent and soften the increased regulations (Irish Examiner, 2013). Therefore, the research will focus on the Irish market and Irish alcohol consumers aged 18+, especially millennials.

The effects of alcohol marketing and advertising on public drinking behaviour have always been a matter of debate; accordingly, the idea that advertising and branding increase consumption and drinking potential of young people has become a threat to the alcohol brands. However, public-health themed marketing campaigns can encourage a change in drinking behaviour. This leads to specific changes in the image and identity of brands, and it creates the potential to strengthen their overall brand image on public health. The central question of this research is "How alcohol brands can build an impactful image for public health by using corporate social responsibility marketing in Ireland?". Therefore, the designed topic title of this research is *"Global Alcohol Marketing and Corporate Social Responsibility: Creating an Impactful Brand Image for Public Health in Ireland"*.

A remarkable increase (7 per cent between 2010 and 2017) in total alcohol consumption is observed in Ireland (Manthey, et al., 2019); although this is an advantage for alcohol companies (profit, sales etc.), the change in drinking

behaviour and overconsumption of young people becomes a major public health problem. The focus of the research will be to identify available evidence on the impact if any of CSR initiatives by the alcohol industry on harmful drinking and to evaluate how alcohol brands can strengthen their brand image with CSR marketing activities.

1.3. Significance of the Study

Any size of alcohol company or brand can apply CSR practices in their marketing strategy. Integrating marketing strategies and CSR initiatives can strengthen the brand image properly, and also bring profit to the company. Many sources evaluate the impact of CSR initiatives on alcohol marketing. However, no research shows how brands can enhance their overall brand image for their marketing strategies and tactics in the Irish market. In this research, the collection and analysis of data in the research strategy will be carried out in connection with the information obtained from the literature research, which will examine all aspects of the research subject. So, this will make this research unique.

The idea of strengthening the brand image with CSR marketing activities in the alcohol sector can help Irish and global alcohol brands. The research will provide factual information to alcohol companies about the key points and factors that brands should consider in their CSR initiatives in the specific area of public health, such as responsible drinking. The results obtained with the secondary data could be beneficial for Irish and global brands in deciding what to include when developing CSR strategies to create a positive brand image. Another feature of this research is that it might provide an opportunity to raise

awareness of responsible drinking in Ireland, to maintain the brand's reputation and provide a strategic advantage.

1.4. Background and Issues

According to the statistics of alcohol consumption worldwide, 3 million people die every year due to harmful alcohol use, which is 5.3% of all deaths (World Health Organization, 2018). Also, the total alcohol consumption per capita of the world's population over 15 years of age increased from 5.5 litres of pure alcohol in 2005 to 6.4 litres in 2016. HED (heavy episodic drinking) is a popular drinking style around the world (World Health Organization, 2018). Long-term HED can cause significant problems in public health, especially in the 20-24 age group.

Besides health impacts, excessive and harmful use of alcohol has negative social and economic consequences for individuals and society. Excessive alcohol use can cause more than 200 types of diseases and injuries and can also lead to death and disability in early life (WHO, 2018). There is a direct and indirect relationship between harmful alcohol use and mental, behavioural disorders and injuries. It is foreseen that almost 1.4 per cent of the population worldwide have an alcohol use disorder, especially in the 25-34 age group. In 2016, 3.5% of alcohol caused deaths resulted from communicable, maternal, perinatal and nutritional conditions (Ritchie & Roser, 2018). Besides, more than 187,000 road traffic accidents were recorded due to drunk drivers (Ritchie & Roser, 2018).

Unfortunately, despite positive progress in HED and alcohol-related mortality and morbidity rates since 2010, the total per capita alcohol consumption increase in the world (World Health Organization, 2018). Although it is difficult to reduce the use of harmful alcohol, various practices such as legal restrictions are in force and are being designed. The regulation of the marketing of alcoholic beverages (especially for young people and adolescents) is one of the most important of these applications. Alcohol marketing has become a threat to society in terms of public health. Because of this situation, companies in the alcohol sector prioritized CSR initiatives and entered a process of major change in their marketing campaigns.

Alcohol industry is a vast market which was valued at \$1,344 billion in 2015 and is projected to reach \$1,594 billion by 2022 (Prasannan, 2018). Also, a sharp increase in volume is expected in the future (Prasannan, 2018). According to the Drinks Industry Ireland's report, increasing awareness of public health has led to what has been called 'mindful drinking' (Drinks Industry Ireland, 2018). This is where the need for CSR arises. According to Pantani *et al.* (2017), CSR marketing activities are in contradiction with public health targets, and it is emphasised that brand logos strengthen the image of the company and encourage alcohol consumption. However, other research asserts that CSR initiatives provide a positive awareness on public health. As it is seen, the effects of alcohol marketing on public health are controversial. In this research, we will analyse how companies can strengthen their brand image in the best manner with CSR.

1.5. Research Objectives

The research is planned to be carried out with six main objectives. These six objectives are listed below:

- i. To examine the alcohol consumers in Ireland, and their drinking behaviours and habits
- ii. To examine and understand the importance and benefits of the relationship between CSR initiatives and alcohol marketing in the matter of public health (overconsumption, drink driving etc.) in Ireland
- iii. To analyse the code of standards, regulations and components of alcoholic drinks advertising in Ireland
- iv. To measure and explore the impact of CSR initiatives of alcohol brands among consumers in Ireland about drinking responsibly
- v. To explore whether the CSR campaigns positively strengthen the overall brand image
- vi. To identify the evidence available for CSR campaigns of alcohol brands in Ireland to create awareness of harmful drinking and to build an impactful brand image

As a result of the research that will be obtained based on these objectives, it is aimed to determine the key points and factors to create an impactful brand image and identity in terms of public health, to find the ideal CSR strategies and to present various alternatives. To address the specified research objectives, the literature review in the next section will examine and evaluate the existing studies and research in order to understand the subject and conduct the research.

2. LITERATURE REVIEW

2.1. Overview

In this section, sources and research on the chosen topic are found, examined, and the results are interpreted. Also, a conceptual framework was created to understand results better and to achieve research goals.

The purpose of the literature review is to examine the areas covered by the research subject in depth. In this section, the effects of today's global marketing on public health are examined. Since the research focuses on Ireland, vast research has been conducted on the Irish alcohol market. In addition, the terms CSR and brand image are explained theoretically, and the relationship between them is detailed with reliable sources. Finally, previous CSR examples and strategies in the alcohol industry, which will benefit the following parts of the research, were examined and evaluated. The following topics outline the structure of the literature review.

- Global Alcohol Marketing and the Effects on Public Health
- Alcohol Market in Ireland
- Corporate Social Responsibility in the Alcohol Industry
- The Relationship Between Brand Image and CSR
- CSR Marketing Strategies and Examples in the Alcohol Industry

2.2. Global Alcohol Marketing and the Effects on Public Health

The alcohol industry includes many units such as manufacturers, wholesalers, distributors, vendors and point-of-sale operators. According to Statista's report, the revenue of global alcoholic drinks market is accounted for \$1587.9 billion in 2020 and is projected to grow at a CAGR (Compound annual growth rate) of 5.6% forecast by 2025 (Statista, 2020). Alcohol drinks production and diversity differ among countries due to economic and regional factors; however, beer, vodka, whisky, wine, rum, gin, tequila are the most known members of the alcohol market (Jernigan, 2009).

Alcohol marketing is the advertising of alcoholic drinks by alcohol manufacturers in various environments. In its marketing channel, which is one of the most important wings of the industry, significant investments are made in the advertising, sports and entertainment sectors (Jernigan, 2009). According to the International Centre on Alcohol Policies (ICAP), branded alcoholic drinks account for 38 per cent of reported alcohol consumption worldwide (ICAP, 2006). Marketing activities have become mandatory for these manufacturers to maintain their presence and competitiveness in the industry.

Global multinational companies such as Diageo, Heineken and Pernod Ricard implement their marketing campaigns in accordance with their brand identities, in both regional and global strategy. However, alcohol advertising is one of the most regulated marketing sectors. In some countries like Malaysia, Russia and Turkey, some or all forms of alcohol advertising are banned, which is called 'dark market' (Ryan, 2016). Due to the increasing globalization in the

alcohol industry, global brands carry out marketing activities that promote themselves and their products in order to gain market share (Jernigan, 2009). These activities include traditional and digital marketing such as television advertising, sponsorships in sports, as well as other activities such as new product development, product placement and promotion of social responsibility programs.

In today's marketing, establishing a connection between the brand and consumers is very important. The main purpose of this is to add meaning to the brand and strengthen the brand image on the audience. The relationship established with a brand through marketing varies according to the identity and perspective of the brand (Saffer, 2002). Each brand has a different identity, and its target audience varies from brand to brand. They aim to involve themselves in the lifestyle of their target consumers in their marketing strategies. If brands succeed in their strategy, the consumer becomes part of the brand identity (Aaker, 2012).

Throughout the years, the target audience of alcohol marketing campaigns has changed, and brands are targeted towards a particular demographic (Eads, 2015). It is not possible to generalise the target audience of all alcohol brands. Still, according to the WHO's report, 43% of the population in the world are current drinkers in 2016 (WHO, 2018). In only three WHO regions, alcohol is consumed by more than half of the population - the European Region (59.9% of current drinkers), the Region of the Americas (54.1%) and the Western Pacific Region (53.8%). In certain countries, people aged 20-24 may be much more heavy drinkers, which may mean that drinking levels in this age group are prevalent. In addition, current drinkers are less frequent among the 15-19 age group than the general population aged 15+. Women (32.3%) are less

frequent current drinkers in all regions of the WHO than males (53.6%) in 2016. Lastly, as the country's economic wealth increases, alcohol consumption also increases, but the ratio between men and women remains constant across all income groups (WHO, 2018).

Another vital function of alcohol marketing is the advantage of strengthening institutional identity and reputation in the alcohol industry. It has the power to change and promote public perception in public health and other key points. It can also have an impact on political regulations and practices. Many studies have been conducted to determine whether advertising in alcohol marketing has a direct effect on alcohol consumption. Because if there is a direct relationship in this way, the impact power of alcohol marketing on human beings is quite high. This shows that consumer behaviour may be changed negatively. Other studies have used both quantitative and qualitative methods to measure the impact of advertising on the public. In qualitative research, it has been shown that brand advertisements are quite effective emotionally (Jones & Donovan, 2001). Although positive messages and emotions can be transmitted to the audience, it cannot change the possibility that it can increase alcohol consumption as this can strengthen the loyalty to the brand (Jones & Donovan, 2001).

There are regulations regarding alcohol marketing in many countries around the world. According to a global survey of national health authorities, regulations exist in between 8 and 56 per cent of countries in order to protect young and other vulnerable people from the harmful effects of alcohol marketing (WHO Department of Mental Health and Substance Abuse, 2004). These regulations and policies are diversified as legal and voluntary, and they include instructions on the content of other marketing areas, not just on

promotion (Noel *et al.*, 2017). In addition, WHO has published a framework for alcohol policy in the European region in 2006 to control alcohol marketing. It has five ethical principles and goals which includes "All people have the right to valid impartial information and education, starting early in life, on the consequences of alcohol consumption on health, the family and society" (World Health Organization, 2006).

Some alcohol companies create their specific marketing codes and carry out their activities according to these codes (Noel *et al.*, 2017). The voluntary, self-regulated marketing codes are divided in two as content and exposure. Content standards mainly concentrate on five concepts: responsible marketing communications, responsible alcohol consumption, health and safety issues, protection of minors, and the effects of alcohol (International Center for Alcohol Policies, 2011).

Despite regulations around the world in alcohol marketing, young people are exposed to alcohol marketing through various media channels. This encourages alcohol consumption among young people. Especially in terms of public health, the necessary precautions should be taken (Cukier *et al.*, 2018). Since the internet is involved in almost every aspect of our lives, people can be affected by alcohol brand advertising. Y generation, especially young people, are exposed to high alcohol marketing even if brands continue their marketing activities following regulations in the alcohol industry (Noel *et al.*, 2017). How young people react to alcohol advertising and what they think of alcohol are vital questions in terms of consumption. It is also thought that various actions should be implemented in alcohol marketing in order to prevent harmful drinking and over-consumption (Collins *et al.*, 2017).

Anderson *et al.*, (2009) followed more than 38,000 young people and included thirteen longitudinal studies, concluded that alcohol marketing, in twelve out of thirteen studies led to higher consumption and heavy drinking among alcohol users. At the same time, thirteen studies testing the effect of outdoor advertising did not observe a potential effect on alcohol use; it has been found to have an effect on the incentive of alcohol.

Siegel *et al.*, (2016) is the first study to examine the relationship between brand-specific advertising and brand-specific alcohol consumption among underage alcohol consumers using all 898 brands that include consumption data of the young population (ages 13-20) in the USA. According to the study, a significant relationship was found between underage adolescents exposed to alcohol marketing and alcohol consumption. Underage youths have more than five times the chance of consuming brands that advertised in national television and 36% more likely to consume brands that advertised in national magazines (Siegel *et al.*, 2016). Apparently, alcohol brand marketing in media channels has a considerable impact on young people.

In the USA, a group of youth ages 15-20 (51% women) were surveyed twice during the 2011-2013 period and were asked: "If you could drink any brand you want, what is the name of the brand of alcohol you would choose?". Budweiser, Smirnoff, Corona, Jack Daniels and Bacardi are the most aspirational brands in this survey and are also the most frequently seen brands. As a result, it was observed that young people were profoundly affected by alcohol-branded advertisements. Besides, the study of Brown *et al.*, (2016) indicates that alcohol advertisements have a cognitive effect on heavy drinkers and have been observed to promote alcohol consumption more. Also, alcohol warning advertisements have been found to show a reactance effect that does

not have a positive impact on heavy drinkers. Therefore, the importance of CSR in the alcohol industry is increasing day by day (McClure *et al.*, 2018).

In conclusion, the effects of alcohol marketing on public health has been the subject of discussion. Especially for critical issues such as harmful drinking, corporate image and policy discussions, brands should do extensive and realistic research and develop strong tactics to identify its marketing strategies (Casswell, 2004).

2.3. Alcohol Market in Ireland

This research focuses on the marketing of alcohol brands in Ireland. Therefore, it is necessary to examine the alcohol consumers in Ireland, statistics and developments in the alcohol market, consumer behaviours and other essential data.

Ireland's alcohol consumption and heavy drinking rates are among the highest in Europe, according to the WHO's statistics (WHO, 2018). Ireland was one of the countries with the highest percentages of people identifying themselves as current drinkers in 2016. That puts Ireland at the top of the 194 countries in binge drinking just behind Austria (40.5 per cent). Also, Ireland was in the fourth line in the European region for HED (heavy episodic drinking), described as drinking more than 60 grams of pure alcohol (O'Keeffe, 2019). According to the Alcohol Action Ireland's report, alcohol consumption in Ireland almost trebled over four decades (between 1970-2010) and in 2018, per capita alcohol consumption was 11 litres of pure alcohol per person aged 15+ (Alcohol Action Ireland, 2020).

The survey of National Alcohol Diary shows that more than half (54%) of drinkers aged 18-75 are listed as harmful drinkers in Ireland, which is equal to 1.35 million people (Long & Mongan, 2014). It also indicates that 75% of all alcohol consumed in Ireland in 2013 was done so as part of a binge drinking session. Dependence on alcohol was the most common among 18-24-year-olds (14.7%) and the least common among 65-75-year-olds (2.2%) (Long & Mongan, 2014). On the other hand, Healthy Ireland's survey shows that men have a higher possibility of drinking than women, and those aged 25-64 are more likely to drink than other age groups (Ipsos MRBI, 2015). The percentage of drinks consumed on a typical drinking occasion is almost at the same level in every social group, but binge drinking is high in more deprived areas and lower-income groups. According to the Health Research Board's report in 2015, the average age to start drinking alcohol was 17 years in Ireland in 2013. It is also indicated that those who start drinking at an early age are more likely to become heavy drinkers (Long & Mongan, 2013).

Ireland's alcohol industry achieved moderate growth, with a 1.8% increase in alcohol consumption volume in 2018 with 42.691 million litres of pure alcohol. However, a decrease of 17.7% was observed in the average adult alcohol consumption between the years 2007 and 2018 (Foley, 2019). According to Euromonitor International, legislation and restrictions on public health are expected to increase in the industry. While overall alcohol consumption in Ireland is expected to remain stable, and the health factor will lead to a decrease in sales and consumption (Euromonitor International, 2019).

Advertising Standards Authority for Ireland (ASAI), is an independent self-regulatory body founded and funded by the advertising sector, which has nine

main advertising codes for all marketing communications of alcoholic drinks to implement the principles established by the International Chamber of Commerce (ASAI, 2020). The codes below are a few of them:

- Marketing campaigns should be socially responsible for alcoholic beverages, and should not target the young or the inexperienced. They should not promote binge drinking or be negative in presenting abstinence or moderation.
- Marketing communications can refer to a drink's social dimension or refreshing attributes, but alcohol should not imply improving physical performance or personal qualities or capabilities.
- Marketing communications should not target children or encourage them to start drinking in any way. Therefore, anyone shown in alcohol marketing communication should be over 25 years of age and should appear over 25 years of age (ASAI, 2020).

As it is seen, the consumption of alcohol and the rate of harmful alcohol consumers in Ireland is very high compared to the world. Men aged 18-24 are the highest alcohol drinkers in the population, but this rate is also high in women in the same age group. In this case, the problems caused by harmful alcohol consumption pose a serious threat to public health. The Irish alcohol industry has focused on a variety of activities, such as corporate social responsibility, to reduce alcohol consumption in the country and prevent government restrictions.

2.4. Corporate Social Responsibility in the Alcohol Industry

The alcohol industry acknowledges that alcohol causes serious personal and social harm while providing pleasure and social benefit to people (Rundle-Thiele *et al.*, 2008). However, they are aware that the abuse of their products should not be ignored, although the high level of alcohol consumption positively affects the company strategy and economic interests.

In today's competitive business environment, CSR is a vital strategic resource for companies to sustain their success and achieve their goals (Kotler & Lee, 2008). More than 90% of Fortune 500 companies have CSR initiatives and make huge investments in this field (Skroupa, 2017). As CSR initiatives generally receive widespread media coverage, companies use CSR methods to strengthen their image and build a strong relationship between customers and the brand (Luo & Bhattacharya, 2006). Luo & Bhattacharya (2006) have determined that CSR provides companies with a positive financial contribution as well as providing the opportunity to gain a competitive advantage. CSR is a reliable source of public relations and marketing strategy for companies; the research also demonstrates that customer satisfaction plays a key role in the relationship between CSR initiatives and the firm's market value.

Most alcohol companies are aware that optimal long-term market growth should be based on an ethical, responsible and reliable basis. Accordingly, the industry has mobilised many practices, working in partnership with various organisations to identify alcohol abuse and the related harm and promote responsible drinking and educate consumers. One of these organisations is the International Centre for Alcohol Policies (ICAP). ICAP states that CSR initiatives and actions will raise awareness of alcohol consumption and will

provide economic and social advantages to the industry in the long term (Baggot, 2006). According to this partnership, CSR actions should be based on five main perspectives: (i) drinking patterns should be considered rather than the volume of alcohol consumption; (ii) responsible drinking can be learned, and this should be the cornerstone of alcohol policy; (iii) CSR actions have an equal place in the policy table; (iv) alcohol marketing should be self-regulated; and (v) provide net benefits to society (Baggot, 2006). CSR activities in the alcohol industry can best be explained in two parts. First, it is a factor that can lead to a healthy life if alcohol is consumed responsibly; but if it is consumed excessively, it will have seriously harmful consequences. This factor led the alcohol industry to establish separate organisations (NPO, charities, etc.). The second part is that alcohol producers should be a good corporate citizen and engage their employees and the environment they work in (Hannum, 2009). This is the aspect of CSR that will be focused on the research.

The alcohol industry has increased their CSR efforts to strengthen its corporate image and identity (Juščius & Kondratyuk, 2012). The reason why companies continue such CSR initiatives through the marketing channel is to reach a vast audience, including young people as in their own product marketing. On the other hand, Babor and Robaina (2012) show that CSR activities conducted by alcohol brands increase in the field of public health, such as scientific research, alcohol education and prevention. It is concluded that the alcohol industry intensified its scientific and policy-related activities by using corporate social responsibility initiatives as a tool for economic interests.

According to Juscius & Kondratyuk (2012), there is a lack of a consistent relationship between CSR marketing expenditures and alcohol consumption. Mialon & McCambridge (2018) did the first systematic review of the alcohol

industry's CSR. In this research, 21 studies were examined, and five types of CSR initiatives based on the reduction of harmful alcohol consumption were identified: alcohol information and education, drink driving precaution, research involvement, policy development and the creation of social aspects organizations. However, the study found no clear evidence that CSR actions reduce alcohol consumption (Mialon & McCambridge, 2018). On the contrary, they think that these CSR actions are mostly aimed at protecting their image and reputations against society and the government. Based on this research, alcohol companies should take measures in relation to alcohol policy and also CSR actions should be developed and controlled in such a way as to improve the alcohol companies' image in society and their relationship with governments.

Yoon & Lam (2013) identified three types of CSR tactics used in the alcohol industry for corporate purposes. First, alcohol companies are resorting to CSR initiatives to prevent policy discussions and problems. According to the study, the primary purpose of these CSR actions is not to reduce alcohol consumption. The second is the use of CSR initiatives to prevent government regulations and restrictions on the alcohol industry (Yoon & Lam, 2013). Consequently, it has been observed that CSR practices are rarely controlled and evaluated by the government or other organizations. The last one is sponsorship and charitable CSR tactics. In this type of tactical CSR initiatives, it is stated that the concept of philanthropy remains in the background of brand marketing.

Barry & Goodson (2010) examined the public health-themed marketing campaigns in the alcohol industry and how they transferred the responsible drinking message to the consumer. It has been observed that the alcohol

industry creates smart marketing campaigns using sharp slogans and advertising tactics. In addition, it was emphasized that besides preventing uncertainty and inconsistency in responsible drinking campaigns, responsible drinking notion based on researchers' scientific reports should be used (Barry & Goodson, 2010). Esser *et al.* (2016) found that the alcohol industry's drink-driving themed CSR initiative campaigns are coherent and strategic in high-income countries which have high alcohol consumption such as America. The findings show that the majority of the alcohol industry's global actions to reduce drink driving are based on public health recommendations based on evidence of scientific effectiveness.

Consequently, the alcohol industry should implement CSR activities for the real and correct purpose, which is to be a good corporate citizen and creating awareness among consumers about responsible drinking etc. The main reason companies are distorting the objectives of CSR initiatives is the lack of specific restrictions, regulations and controls.

2.5. The Relationship Between Brand Image and CSR

Brand image is a common term in marketing research and practice. In order to understand the brand image, it is necessary to examine the definition of the term. Keller (1993) defined the brand image as a result of how people perceive and interpret the brand and its associated marketing practices in consumers' mind. Thereby, the brand goes beyond being the actual product. Brand image is an important concept that defines a product or service, adds a personality to it and affects consumer perceptions (Keegan *et al.*, 1995). For this reason, businesses use the brand image as a vital source in order to gain market share

and competitive advantage in their products. The ideal brand image strategy can only be successfully implemented if it is known how to gain trust, credibility and reputation (Erdem & Swait, 2004).

Development of a positive reputation and identity are seen as a significant factor in almost all large organizations' success or failure (Worcester, 2009). However, it has been determined that CSR is used as a marketing tool applied to increase awareness rather than to create a social impact (Luo & Bhattacharya, 2006). Strategic CSR has a substantial impact on brand image and value. While CSR marketing practices create value for the company and society for the brand, it also provides advantages in a competitive environment. However, CSR practices may have negative consequences in terms of brand image. Some people in society consider CSR as a profit-only initiative. Therefore, brands should apply the most effective and ideal CSR strategies considering certain key factors in CSR practices (Srnrka, 2004). In addition, Popoli (2011) argues that integrating CSR and brand image differs in global and local brands. In particular, while a local brand should adopt a more selective approach when designing its CSR strategy, global brands need to have a multi-dimensional perspective which is generally difficult.

Finally, He & Lai (2014) provides empirical evidence of an indirect relationship between CSR and brand loyalty in terms of functional and symbolic image. According to the results of this research, functional and symbolic brand image increases the brand loyalty within the framework of legal and ethical responsibilities which are the two main elements of CSR. As a result of empirical studies of Arendt and Brettel (2010) in the USA and Europe, it has been found that CSR activities are extremely useful in creating corporate identity and they can be integrated into different industry environments,

company sizes and marketing budgets. The research also argued that larger and product-based companies should keep in mind that supporting CSR initiatives and marketing activities will create an image that will benefit the company.

Consequently, it is understood that there is a critical relationship between CSR and brand image. When the correct CSR strategies are applied in every kind of industry especially the alcohol industry which has ethical problems in terms of public health, it is shown that it can create brand loyalty and ethical awareness with increasing brand strength (He & Lai, 2014).

2.6. CSR Marketing Strategies and Examples in the Alcohol Industry

Significant investments have been made in CSR initiatives carried out by the alcohol industry to reduce alcohol consumption and protect public health, and these campaigns have spread to large masses (Babor *et al.*, 2010). It's impressive that from 2003 to 2013, the number of CSR initiatives made and supported has more than doubled worldwide (Pantani *et al.*, 2012). In order to address underage consumers in particular, there has been a significant increase in attempts to overcome harm and overconsumption (Pantani *et al.*, 2012). In this part, some significant examples of CSR marketing campaigns will be examined in order to obtain meaningful data.

Michie *et al.* (2012), identified behaviour change techniques to reduce excessive alcohol consumption. As a result of the research, it has been determined that self-monitoring has a greater effect on short interventions. In

other words, self-monitoring is the most effective method to be applied to reduce the alcohol consumption of individuals (Michie *et al.*, 2012). Accordingly, campaigns that encourage self-monitoring in the CSR activities of alcohol brands may indirectly affect their alcohol consumption behaviour.

Moss *et al.* (2015) highlighted experiments that were conducted using laboratory-based methods to evaluate the effect of responsible drinking messages on young drinkers (over 18-year olds), and different results were observed. These experiments were simulated in a bar environment with responsible drinking posters, and the Alcohol Use Disorders Identification Test (AUDIT) was used to evaluate drinking habits (Moss *et al.*, 2015). As a result of the experiments carried out, it has been noticed that posters promoting responsible drinking may have the opposite effect on undergraduate students in the UK. Findings suggest that more research is needed to ensure that such future public health campaigns have the intended impact.

Gerend & Cullen (2008) examined the effects of responsible drinking messages on university students' alcohol consumption. It was determined that drinking habits decreased in the participants after one month. At the same time, it was observed that the impact of the messages is more effective in the short term. The participants stated that the messages indicating the long-term results had no effect. To summarise the result of this study, it shows that responsible drinking messages are a persuasive communication strategy that motivates the change in alcohol consumption behaviour.

Smith *et al.* (2006) mentioned the three main advantages of responsible drinking campaigns for companies. The first is that it offers effective persuasive incentives to choose the brand, the second is to support fighting against the

restrictions, and the third is an excellent public relations function. At the same time, the study tested young and adult participants by showing a series of commercial films from two leading alcohol companies. Although young people get different comments about the advertising message and its purpose compared to adults, it is still concluded that they have positive evaluations (Smith *et al.*, 2006).

Smith *et al.* (2014) analysed alcohol advertisements, including responsible drinking messages in newspapers and magazines from 2008 to 2010 in the USA. The analysis revealed that 87% of the advertisements included a message of responsibility, but it was observed that the responsible drinking messages were not well defined. However, 88% of 197 different ads were found to be promoted, and their message of responsibility was mostly ineffective (Smith *et al.*, 2014). Therefore, the research emphasises that cognitively tested warnings should support these messages.

Elder *et al.* (2004) examined 19 mass media campaigns aimed at reducing alcohol-impaired driving (AID) and accidents caused by alcohol were examined. It was concluded that AID campaigns, which are carried out properly, may reduce the drink driving. Besides, it has been observed that this kind of mass media campaigns not only change the behaviour of individuals but also brings much more important potential benefits to society (Elder *et al.*, 2004). For this reason, it is advocated that such future campaigns should spread to a wider audience. It has also been suggested that campaigns, where personal and social problems caused by the use of alcohol-impaired driving are processed more emotionally, have a much greater impact on society (Elder *et al.*, 2004). However, in the short term, it has been determined that legal deterrence themed campaigns are more strategic. For these campaign

strategies to be successful, it should be tested first, and the frequency of reaching the audience should be at the top level. When examining the previous campaigns, public services were used instead of paid media to limit costs, but such methods are not effective. Therefore, there should be sufficient resources and supporters to create the most effective AID campaign. However, the research stated that it is necessary to keep up with the developing digital media environment (Elder *et al.*, 2004).

Alcohol Action Ireland (2014) explained that there is a debate between two different views in the Irish market. One argues that sports events sponsored by alcohol brands increase alcohol sales, and the other does not. It claims that sports sponsorship is not linked to the sale of alcohol or that it does not affect the beliefs and drinking behaviour of the Irish people, especially young people (Alcohol Action Ireland, 2013). Alcohol sponsorships of sport's works in terms of increased sales and consequently, alcohol consumption (Alcohol Action Ireland, 2013). On the other hand, it also claims that it creates a culture in which children and young people perceive alcohol consumption as a normal part of life and see it as something that is fun and is related to sporting success.

Dixon *et al.* (2015) examined the performance of the 'Alcohol and Cancer' mass communication campaign conducted in Western Australia as both printed and paid television commercials in three different periods within a year. This performance was measured by surveys conducted to Western Australian women aged 25-54 at these three different times. In the research, it was concluded that such campaigns could reach the target audience, create awareness about the link between alcohol and cancer, and at the same time inform them of reducing drinking (Dixon *et al.*, 2015). As a result of the survey, it was observed that the campaign was recognised by the majority of the

audience and the central message of the campaign was remembered. Besides, the female group between the ages of 25-4, is the group most likely to be motivated and reduce drinking with this campaign, which proves that the campaign has achieved its goal. The most critical factor in the success of this campaign is to demonstrate the potential benefits of alcohol reduction. However, it is stated that a single campaign might be insufficient for the change in alcohol consumption behaviour.

A British alcohol awareness organisation has released a commercial about the link between alcohol and cancer (Gornall, 2014). The advertisement managed to raise awareness in more than half of the audience (60% of women, 48% of men). In these campaigns in England and Australia, similar messages were delivered to the target audience, and less alcohol consumption was observed. This study provides empirical evidence for public health-themed advertising campaigns to reduce health risks from alcohol consumption (Gornall, 2014). Therefore, such campaigns have the potential to adapt to other countries and environments.

Another public-health themed CSR example is from the world's largest alcohol company Diageo. Their main objective is to influence people about responsible drinking. It is an approach that respects both their social values and aligns as a company making premium drinks with their business interests (Diageo, 2019). The company has also long supported the goal of the WHO to eliminate unhealthy drinking by 10% worldwide by 2025. Diageo also wants to reach 200 million people with moderation messages from its brands, and they have already reached 66.02 million people in 2019 (Diageo, 2019).

One of the most successful CSR activities in the alcohol marketing world is Heineken's 'Dance More, Drink Slow' campaign. The campaign gives the responsible drinking message by showing the effect of music on young people's alcohol consumption (Cream Global, 2017). A social experiment was the subject of the campaign commercial. This social experiment focuses on two separate nights in the same club in Miami, and the only difference in these two nights is DJ. One of them has a DJ whose music is not of interest of people, while the other night has the world-famous DJ Armin van Buuren (3BL Media, 2014). As a result of the experiment, it was determined that alcohol consumption was much less on the night of Armin van Buuren. The commercial film shows the effect of music on similar consumers dancing more and consequently changing their slow drinking behaviour. This social experiment proves the effect of music on responsible drinking of young people. This is the first global responsible drinking campaign targeting consumers who love music and nightlife. The Dance More, Drink Slow (DMDS) campaign conveys the message that the control is with consumers and that they can enjoy the night by drinking alcohol responsibly (Cream Global, 2017).

The campaign film was the most-watched Heineken film with 25.9 million views (Lacy, 2014). The audience loved the content and got a high interaction with 55 seconds of downtime. To date, 2,320 DJs have participated in the movement, and the campaign, operating in more than 20 countries, has reached more than half a million music lovers around the world by sponsoring music events such as Ultra and Coachella. Nevertheless, most importantly, with this campaign, more than 9% of consumers stated that they enjoyed more by consuming less alcohol and the brand achieved the desired behaviour of change movement with the responsible drinking message (Lacy, 2014).

Later, the campaign was transformed into a more global model. In the 'Sunrise belongs to moderate drinkers' themed commercial, a consumer refuses beer all night and drinks just water. Later all night, the sober person walks through the street at sunrise with DJ Audrey Napoleon, the official brand ambassador (Wills, 2014). The campaign was shared more than 21,000 times in four weeks, reaching nearly 3 million consumers, and awareness of responsible drinking has increased by 20%. According to studies, 74% of consumers state that this global social media campaign is reliable and effective (Wills, 2014).

One of Heineken's other CSR activities is drink driving. The purpose of the campaign "When You Drive, Never Drink" is to reduce alcohol use by partnering with behavioural change specialists. The campaign was shot in a series of commercials with F1 legends Nico Rosberg, Jackie Stewart and David Coulthard. In the videos, messages were given to encourage people not to drink when driving (Lbb Online, 2019). Heineken designed a series of reminders to change the psychology of drivers in collaboration with Innovia Technology, and it was tested with a pilot study (Gwynn, 2018). As a result of the campaign, there was a 50% reduction in drinking behaviour, and 80% of people said they would encourage their friends not to drink alcohol while driving (Gwynn, 2018).

One of the Diageo's most significant CSR initiative recently is the 'Sometimes less is more: Guinness Clear' campaign published in 2019. The main idea of the campaign is to encourage adults to drink responsibly. The message to be conveyed is to ensure that consumers do not forget to drink water, encourage hydration and make it a positive choice. In the sixth week of the campaign, positive behaviour change increased by 47%, and positive reactions came

from social media. It also won the Gold award at the Cannes Lions festival (Diageo, 2019).

Another CSR activity is the 'Decisions: Party's Over' campaign of the alcoholic beverage giant Diageo. This campaign offers a virtual reality experience aimed at warning consumers about the dangers caused by excessive alcohol consumption (Shorty Awards, 2018). In the survey conducted to measure the performance of the campaign, the results indicate that drinking alcohol over 65% of the participants personally affected and became conscious; 89% stated that the use of VR technology makes the experience more effective (Diageo DRINKiQ, 2018).

Consequently, the above examples show that CSR marketing practices in the alcohol industry have a positive impact. However, the research by the (Institute of Alcohol Studies, 2018), show less than 2% of the CSR activities in the alcohol sector were found to have positive health effects. Different sources also mention the inefficiency of CSR. Therefore, these two different views need to be examined with broader and analytical research. Thus, which CSR strategies should be applied for an effective brand image will be analysed.

3.7. Conceptual Framework

The conceptual framework is a practical guide with various variations and contexts, including the findings and results of previous research as well as the associated theoretical literature. The conceptual framework is not a ready-made tool; it should be constituted from multiple sources that the researcher developed. According to Ravitch & Riggan (2016), conceptual framework

theories are defined as a good set of lenses for understanding analyses and results. It provides capturing various aspects of the subject and is often useful when it involves theories that are complementary. The framework needs to be responsive to what is learned from the research findings and data. In general, additions and modifications are required depending on the type and purpose of the research. In this study, various sources are used to form the conceptual framework. This framework, including Chahal & Sharma (2006), Popoli (2011), Keller (2001) and Naqvi (2013) is as follows:

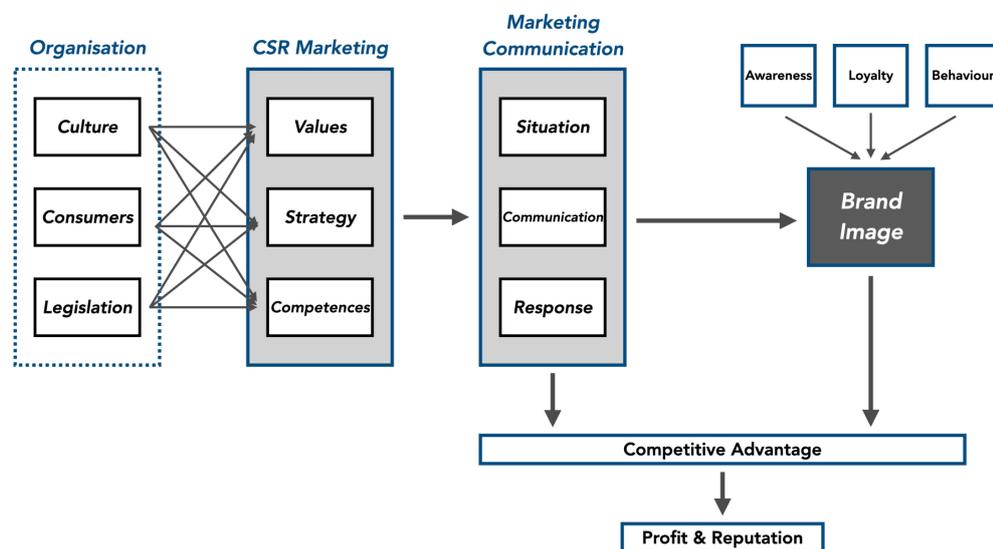


Figure 1: Conceptual Framework

CSR activities should be established logically in connection with the organisation. Therefore, there are three main factors linked to CSR placed in the organisation table: culture, consumers and legislation (Chahal & Sharma, 2006). According to the research of Popoli (2011), CSR marketing is divided into three parts: values, strategy and competences. CSR applications are used to analyse the impact on marketing under of these concepts, which have a strict connection with three stated main factors of the organisation.

In order to evaluate the marketing communication of CSR, three main concept should be used: communication, situation and response (Keller, 2001). Communication factors are related to the characteristics of the communication option itself being considered. These characteristics are content, message, sight, sound, motion etc. (Keller, 2001). Situational factors relate to all factors external to the communication itself, which may affect consumers and have an impact on the effectiveness of communication. Generally, the situational factors are time and place (Keller, 2001). Lastly, consumer response reflects the state changes being experienced by a consumer as a result of exposure to marketing communication (Keller, 2001).

On the other hand, to build an impactful brand image, it should be integrated and connected with awareness, loyalty, behaviour (Naqvi, 2013). The key point of the conceptual framework is the link between CSR performance and brand image. A strong brand image can be established if optimized results are achieved in CSR performance. Thus, the brand gains a competitive advantage and provides the company with profit.

3.8. Conclusion

This chapter presents a detailed and extensive literature research based on the research objectives. The core elements such as CSR, alcohol marketing, Irish alcohol market, brand image and CSR marketing strategies were explored and examined in order to create a conceptual framework. In the next chapter, the research design and methodology are described to explain how to collect and use data for the research objective.

3. METHODOLOGY AND RESEARCH DESIGN

3.1. Overview

The methodology and research design chapter outlines the research paradigm, overall approach, research strategy, as well as the data collection method and analysis. In order to explain the methodology of this research which includes concepts such as philosophy, strategy and technique; Saunders *et al.* (2009)'s research onion method was used. This framework guides to determine the philosophy and the approach of theory development to the research topic.

3.2. Research Paradigm and Overall Approach

In order to define a paradigm, the philosophical influences on the research methodology need to be outlined (Chilisa & Kawulich, 2012). The term of research philosophy is precisely what to do and how to approach information for the development of knowledge when starting the research. The paradigm that will drive this research best is defined as the post-positivism. This philosophy can be described as "a certain pluralism which balances both positivist and interpretive approaches" (Wildemuth, 1993). The post-positivist philosophy provides recognising the need to understand what we are doing in research accurately. It strives to offer a better empirical explanation of the social scientific process and accept the results that the majority says. In other words, it focuses on the reality of science rather than on the reality itself (Fischer, 1998).

The main reason for choosing the post-positivist paradigm is that it accepts the complexity of all human experiences as reality and provides an inclusive approach to study real-world problems (Henderson, 2011). Although post-positivist research works scientifically, it assumes that absolute truth is nowhere to be found, the reality is 'real' but probabilistically apprehensible (Wildemuth, 1993). The main purpose of this research is to measure and explore the impact of CSR initiatives of alcohol brands among Irish consumers about drinking responsibly. In this study, consumers' behaviour and thoughts towards CSR campaigns will be systematically examined, and their impact on the brand image will be measured. The fact that the post-positivist approach considers human behaviour in social science and also believes in generalisation is highly related to the research goal (Robson, 2002). Also, Panhwar *et al.* (2017) argues that post-positivism is a useful paradigm for social and educational research.

The post-positivist approach advocates testing hypotheses, theories and problems of research, and observing and measuring objective reality (Ari *et al.*, 2009). With this philosophy, a researcher puts forward an argument and takes a realistic critical stance (Fischer, 1998). The post-positivist researcher recognises the possible effects of prejudices, advocates objectivity, and its findings are probably correct, but state that it is impossible to disclose the reality entirely (Phillips & Burbules, 2000). Therefore, these factors lead to choosing the post-positivist approach.

As it is seen in the literature review, there is a lot of qualitative research about the effects of CSR activities applied in global alcohol marketing field on public health. However, there is a lack of quantitative research based on consumer to create an effective brand image for public health. It is essential to measure consumer behaviours which are the subject of this research. In this study, the

subjectivity of human behaviour and perceptions will be analysed with an objective and hypothetical-deductive perspective using quantitative methods because the interpretation of the results based on the quantitative data will be made objectively.

3.3. Research Design

The research methodology allows the selection of appropriate research design for a particular study (Groenewald, 2004). Research design provides a connection between methodology and appropriate research methods to examine social phenomena and research problems. This chapter provides an explanation and justification of how to apply the quantitative research design.

3.3.1. Research Strategy

Knowledge can be developed through analysing and measuring social structures. As a result of the data collected by the deductive approach and their analysis, a theory can be developed. This type of research is essential to obtain new findings and analyse the problem from a wide perspective.

In this research, it is aimed to investigate an extensive and profound problem. Alcohol brands appeal to a wide audience; campaign messages, and the brand image can be perceived differently by each person. The aim of this research is to find and develop marketing strategies to increase the effectiveness of CSR practices on public health. When the relationship between brand and human is wanted to be examined, a complex and broad source of

information emerges. Therefore, the most efficient research strategy should be chosen to analyse this complexity and achieve meaningful results.

As seen in the literature review, alcohol brands have carried out CSR marketing initiatives on public health for a long time, but often they have not achieved their goals accurately. One of the main reasons for this is the inability to analyse the target audience correctly and adequately. In this study, it is necessary to understand and analyse alcohol consumers in Ireland in order to raise awareness in responsible drinking in CSR initiatives and at the same time to strengthen brand reputation. According to East *et al.* (2016), there is a close affinity between consumer behaviour and marketing; consumer behaviours must be understood to form a successful marketing strategy.

In this research, a questionnaire which is a mono quantitative method was used. The main purpose of using the questionnaire tool is to obtain data on the perspectives, ideas and observations of the audience addressed by the CSR marketing activities of alcohol brands in Ireland. Another main reason for selecting a quantitative questionnaire approach is to reach and collect data from a wide audience because as the literature shows that the Irish alcohol market is huge, and it addresses to a vast consumer mass. The advantages of the questionnaire are that it is suitable for sampling probabilities and more accurate generalisability, more accessible to code and ideal for emphasising on opinions, attitudes and social process (Collis and Hussey, 2013; Nardi, 2018).

The created conceptual framework covers all aspects of the research, consisting of brand image, alcohol consumers, CSR marketing and alcohol industry. Each question prepared for the survey design was prepared

according to the findings obtained from the literature review, and the conceptual framework formed the basis of this survey design. This questionnaire was created to measure whether the CSR campaigns positively strengthen the overall brand image and to identify the evidence available on the effects of CSR campaigns of alcohol brands on awareness of consuming in the matter of harmful drinking in Ireland. The questions were based on understanding consumers' perception. The quantitative data were collected by asking the participants' behaviours and ideas about CSR activities carried out by alcohol brands, which were reached through an online survey, and explicit findings and results were obtained. These participants are alcohol consumers aged 18 and over living in Ireland.

3.3.2. Methods for Collecting Data

As stated in the research strategy section on page 34, a quantitative research method was used in this research. The survey is the most prevalent quantitative tool used to explain social phenomena; it provides collecting information from a sample of the population of interest (Bowling, 2005). The aim is to address the research objective in all methodological aspects (Roller & Lavrakas, 2015).

The survey was prepared to measure the impact of CSR marketing activities of alcohol brands among Irish alcohol consumers and to obtain meaningful results on how brands can strengthen their image for public health. As mentioned in the previous section, each question has been formed in an integrated way with the conceptual framework and primary research obtained through literature review. These questions were designed to encourage participants to answer in their own opinions to understand their attitudes and

behaviour regarding responsible drinking. The quantitative survey method was chosen for the research strategy because more participants can be reached with the survey. But the disadvantage is whether the participants are honest in answering the questions.

Quantitative data collection was completed with a single-stage survey prepared through SurveyMonkey. The questionnaires were sent to participants and groups through LinkedIn, Facebook, WhatsApp, e-mail, and the social circle of the researcher. In the survey, it was given importance to reach the target audience of the alcohol brands. The questions were intended only to reach the target audience, namely the 18+ aged group of women and men living in Ireland, especially 18-24 age group with the highest alcohol consumption, as seen in the literature review. This was the most convenient way, as the use of social media was widespread in the target audience (McGarrity, 2019). Thus, the participants were reached effectively and quickly. Depending on the laws in Ireland (CitizensInformation, 2020), participants were informed to fill out the questionnaire, and those under the age of 18 were disabled to complete the survey. Questions that could mislead and influence participants were avoided with pre-testing, and responses from participants outside the target group (who does not consume alcohol and lives outside Ireland) were not included in the analysis. This was provided with the survey design, which was explained in Appendix A on page A1.

In order to ensure reliability, various information was given to the participants in the survey. The researcher made assumptions that each person filled out the survey honestly. In order to provide the protection of privacy, no participant information was collected except age and country of residence, and they filled the survey anonymously. In addition, each survey consisted of the same

questionnaire design, and there was no time pressure for any of the participants.

Sampling Method

Using the correct sampling method provides to reach the correct target consumer. Because, the accuracy of the projections can be determined from the findings when the estimates of the population characteristics are measured at the analysis level (Bowling, 2005). Snowball sampling method was used while conducting the survey. This method is mainly used in the social sciences (Barrat and Shantikumar, 2010). In this sampling method, research participants recruit other participants for the survey (Goodman, 1961). Accordingly, the advantage of this method is to reach easily potential participants that are coherent with the target characteristics. But, it is generally impossible to determine the sampling error (Goodman, 1961).

On the other hand, the questionnaire was sent to the supervisor before it was sent to the participants, and it was also checked by a test group of five people, including a consultant and marketers. Then, the arrangements were made according to the feedback and found its final form. This was done to ensure that the questionnaire was practical and easy to respond in accordance with the research objectives. Pre-testing is also designed to ensure higher quality and more accurate data is gathered. The planned sample size was 200 participants. The survey was sent to 194 people via Facebook, WhatsApp and LinkedIn, and the response rate was 58% with 112 participants.

3.3.3. Nature of Data

As mentioned previously, the quantitative data element of the research is a survey. When conducting surveys, the first consideration was to create proper research questions. The purpose of this survey is to try to understand the subjective understanding of people in the social world more deeply. The fact that the questions are clear, varied and easy to analyse are some of the critical points when preparing survey content (Jansen, 2010; Nardi, 2018). The survey was published for ten days in order to reach the desired participant capacity and gather more data. Besides, it was based on various question types such as close-ended, Likert scale and multiple choice. The complete survey is included in Appendix A on page A1.

3.3.4. Access and Research Ethics Issues

The researcher does not anticipate any risk to participants as a result of involvement in this research. In the study, participants were informed about their rights. Every participant was asked to answer honestly. In addition, the characteristics of the research were explained, and they were informed about the right to privacy and withdrawal.

No personal information was shared of the participants, and only the opinions of participants were questioned in accordance with the laws of alcohol age restriction. Depending on the laws in Ireland, participants were informed to fill out the questionnaire, and those under the age of 18 were disabled to complete the survey (CitizensInformation, 2020). Participants were selected depending on the target audience, which is identified in the research. Every

effort was made to ensure the confidentiality of the participants. In order to provide the protection of privacy, no participant information was collected except age and country of residence, and they filled the survey anonymously. Participant names were not recorded, as all participants were assigned a code in the final report to protect the participant's identity.

Participants have the right to withdraw, and they informed that they could send an e-mail to the researcher in case they wish to withdraw or have any questions or want copies of the results. In addition, the confidentiality of the information provided is subject to legal limitations. The data which was collected from the survey will be destroyed after successful completion of the dissertation, and will not be used in any other research.

3.4. Analysis Technique

The data obtained by research strategy were analysed using SurveyMonkey, Excel and SPSS software programs. SurveyMonkey provides a useful analysis of the survey data gathered through the survey. Thus, the survey results can be analysed easily on the SurveyMonkey software. Besides, survey data can be exported to Excel via SurveyMonkey. In order to achieve more detailed and meaningful results, pivot table, filtering and other essential tools were used through Excel to reach the research objectives.

In order to explore whether public-health themed CSR advertisements strengthen the brand image, the independent samples t-test was used. Independent samples t-test is used to test hypotheses based on the parameters of two separate groups of people. It provides comparing two

independent groups of observations or measurements on a single characteristic (Statics Solutions, 2020). It allows testing of an assumption applicable to a population (Goulden, 1953). Independent samples t-test quantitative method was used to obtain a more meaningful and reliable result from the survey conducted to achieve the research objectives. The test was done with IBM SPSS software package, which is practical and easy to apply. The t-test can also be done with Excel; however, SPSS software package was used in order to reduce the risk of error.

3.5. Conclusion

The purpose of this research is to gain knowledge on creating an impactful brand image with CSR marketing initiatives on public health in Ireland. The research strategy was designed in integration with the conceptual framework. The research was taken from the post-positivist perspective, and a deductive approach was adopted. Lastly, quantitative method and analysis techniques were specified in relation to the research objectives.

4. PRESENTATION AND DISCUSSION OF FINDINGS

4.1. Overview

This chapter focuses on interpreting research findings and making logical and feasible conclusions. The findings review present the online survey results, which were obtained by analysing quantitative data using specific techniques. This chapter was structured to reflect the literature review and the conceptual framework. The findings address the research question and objectives in order to create a more comprehensive discussion of the data. In addition, these findings were explored and investigated from a post-positivist approach.

4.2. Findings

The findings present the results of the online survey conducted through SurveyMonkey. These findings were used to measure the impact of Corporate Social Responsibility (CSR) initiatives of alcohol brands among consumers in Ireland about drinking responsibly, to explore whether the CSR campaigns positively strengthen the overall brand image, and to identify the evidence available on the effects of CSR campaigns on awareness. The findings reflect the overall results of the survey, conducted over a span of ten days, from 26.04.2020 to 05.05.2020. The survey was sent to 194 people, and the response rate was 58% with 112 participants. The findings obtained to reach the research objectives were explained with figures, tables and charts; and independent sample t-test, Excel pivot table and SurveyMonkey analysis techniques were used. The following topics related to the research objectives outline the findings:

- Demographics and drinking behaviours of alcohol consumers in Ireland
- The relationship between CSR and alcohol marketing in the matter of public health
- The impact of CSR initiatives among consumers and the effects on brand image
- The evidence available for CSR campaigns to create awareness and to build an impactful brand image

4.2.1. Demographics and Drinking Behaviours of Alcohol Consumers in Ireland

In this section, drinking consumption habits, behaviours and demographics of the participants were analysed. The purpose of this analysis is to examine the target alcohol consumers living in Ireland and to base this audience in the analysis of the effectiveness of CSR campaign and its impact on the brand image. In the survey, the desired consumer group in Ireland has been reached, and all participants are over 18 years. In this section, the findings were explained through the figures.

Demographic information, including age and gender, was obtained in the survey. According to Chart 1, which shows the age demography of age, the age group of 18-24 is the group with the highest number of participants, with a rate of 47.3%. The 25-30 age group follows this with 40%, 31-40 age group with 11.9% and over 41 years old with 1%, respectively (Figure 2). When looking at the gender breakdown, approximately 55% of the participants are women, and 45% are men (Figure 3).

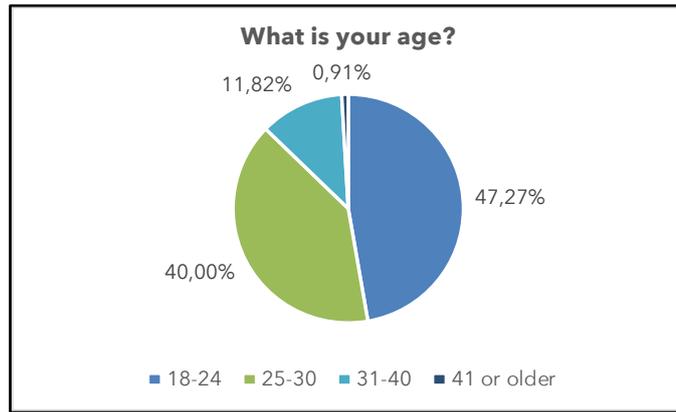


Figure 2: Age Distribution

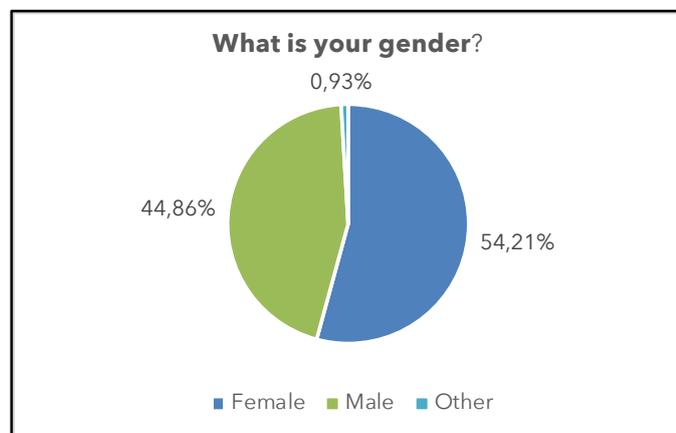


Figure 3: Gender Distribution

In the research, alcohol consumption habits of consumers were measured. The majority of the participants (41.2%) consume alcohol 2-3 times a week, and in the second place is those who consume 2-4 times a month with a rate of 34.58%. In addition, 14% of participants consume alcohol monthly, and 7.45% consume four times a week or more. 2.8% of the participants (3 people) never drink alcohol and were not included in the subsequent analysis (Figure 4). In the survey, the age of the participants to start drinking alcohol was also asked. 55.77% started to drink alcohol at the age of 16-17, 30.77% at the age of 15 or under and 13.46% at the age of 18 and over (Figure 5). In total, 86.54% of the participants started to drink alcohol at a young age.

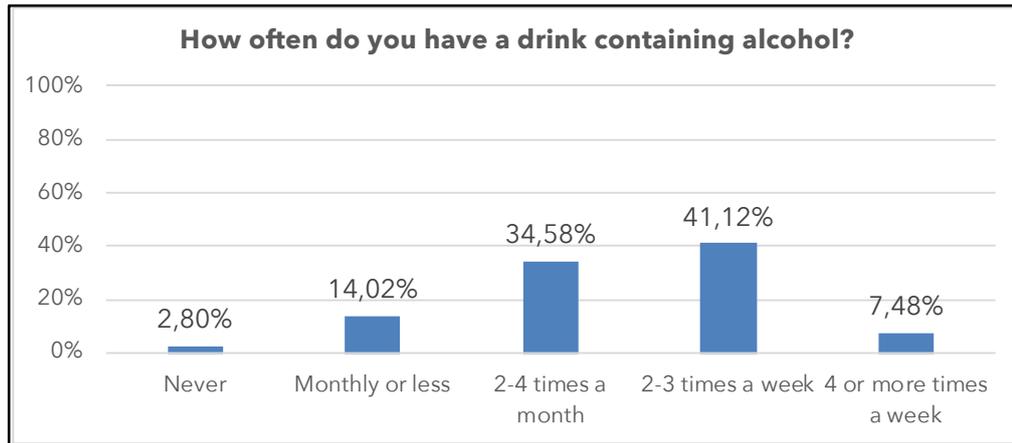


Figure 4: Consumption Habits

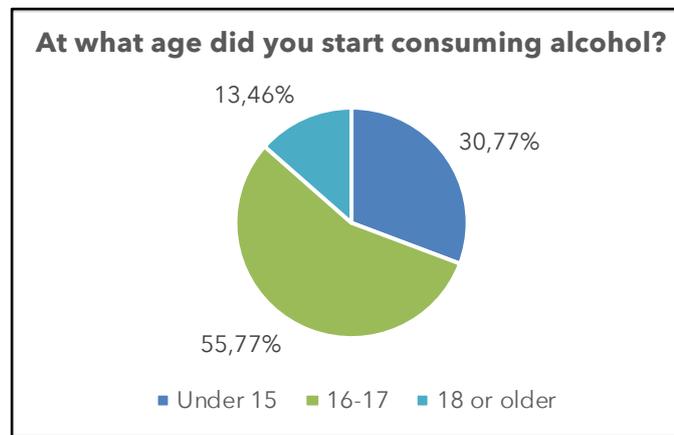


Figure 5: Age Distribution of Starting to Consume Alcohol

The participants were asked how many units of alcohol they consume on a typical day. It was explained what the unit corresponded to (Pint of lager = 2.3 units approximately, a glass of wine = approximately 2.2 units, one measure of vodka = approximately 1 unit), and the data about how much the participants drank was collected. When sorted from largest to smallest, 25.96% of the participants stated that they consumed 5-6 units, 24.04% 7-9 units, 20.19% 3-4 units, 15.38% 10 or more units, 13.46% 1-2 units (Figure 6).

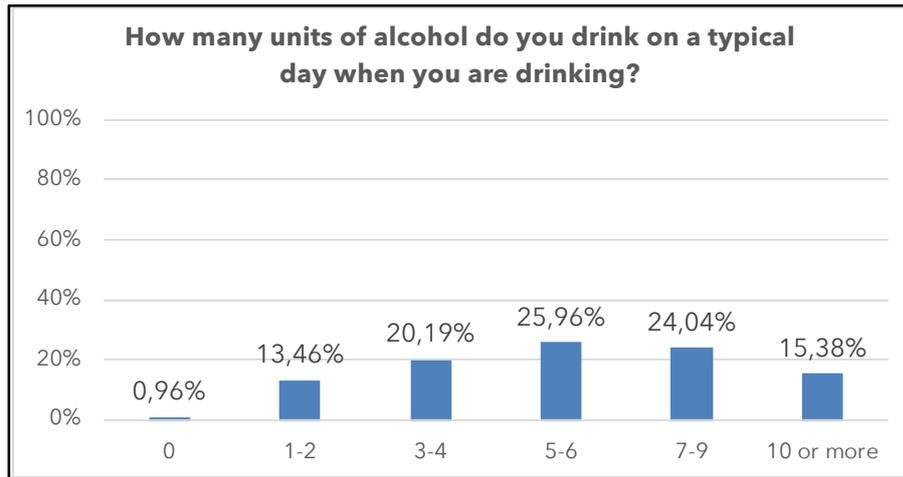


Figure 6: Units of Alcohol Consumed on a Typical Day

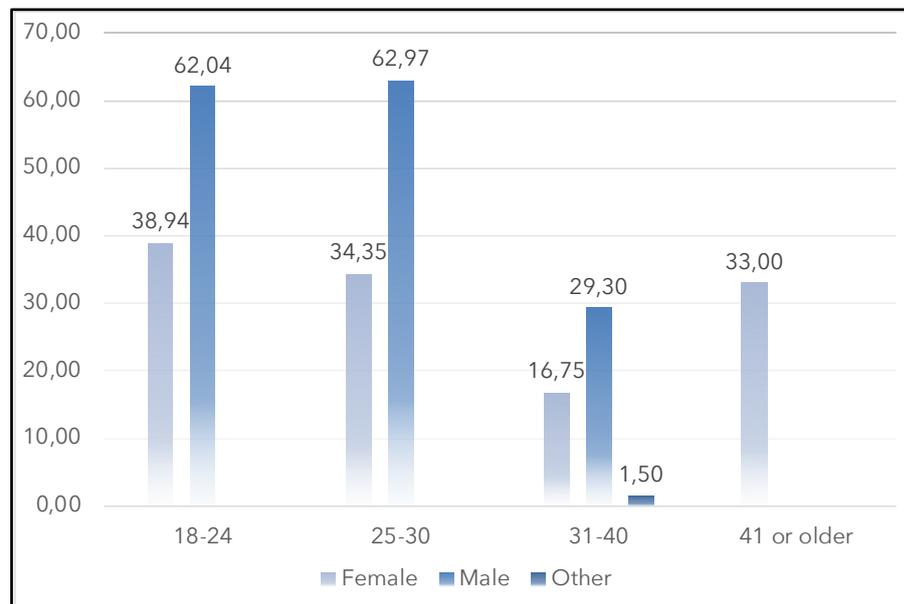


Figure 7: Monthly Average Consumed Alcohol Unit by Age and Gender

The figure above shows the distribution of monthly average alcohol consumption by age and gender. It has been prepared through the Excel pivot table and other tools. For each participant, the monthly total consumed alcohol unit was obtained by multiplying the data obtained with the questions of how often they drink monthly and how many units they consume on a typical day. For example, one participant has stated that he/she consumes 2-3 times a week. The weekly average is 2.5 days and multiplied by 4; it corresponds to a

total of 10 days a month. Supposing that this participant has stated that he/she drank 5-6 units on a typical day, this corresponds to an average of 5.5 units. As a result, when multiplying 10 and 5.5, it was found that a total of 55 units were consumed on an average in a month. This was calculated for each participant, then filtered by an Excel pivot table based on gender and age, the general average was calculated, and the graph above was created. When looking at Figure 7, the proportion of gender is not equal in the age group of 41 and more, so the claims about gender accurately cannot make in the study as this age category will be unbalanced. At the same time, the average monthly alcohol consumption is high in the 18-24 and 25-30 age groups.

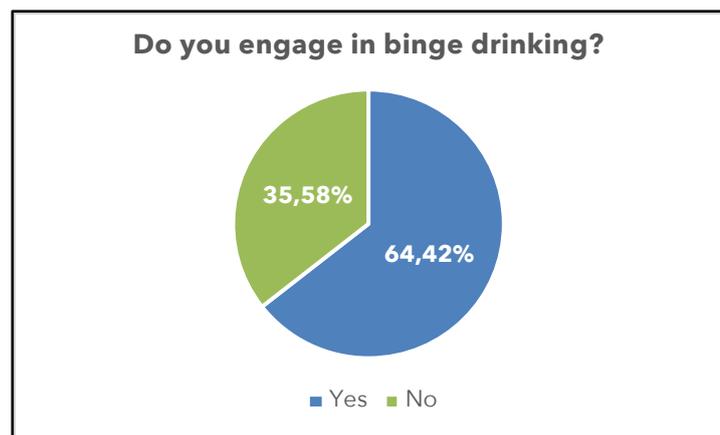


Figure 8: Binge Drinking Distribution

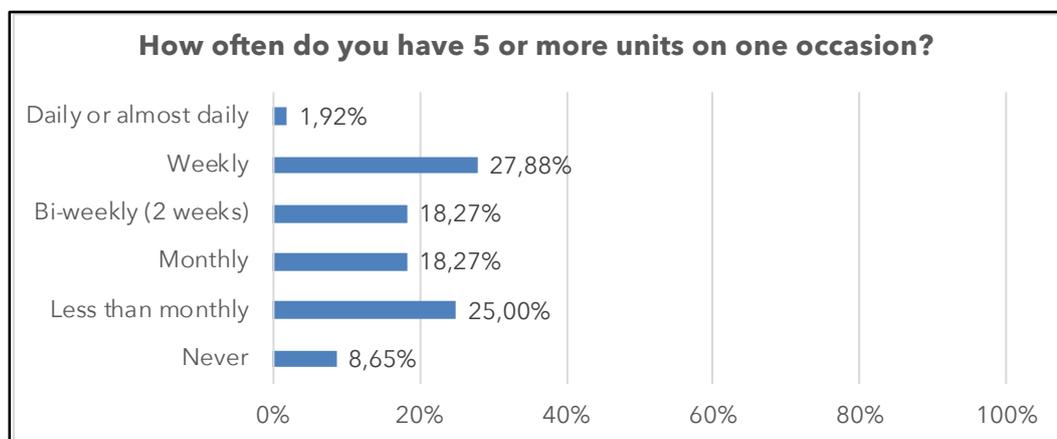


Figure 9: Binge Drinking Habits

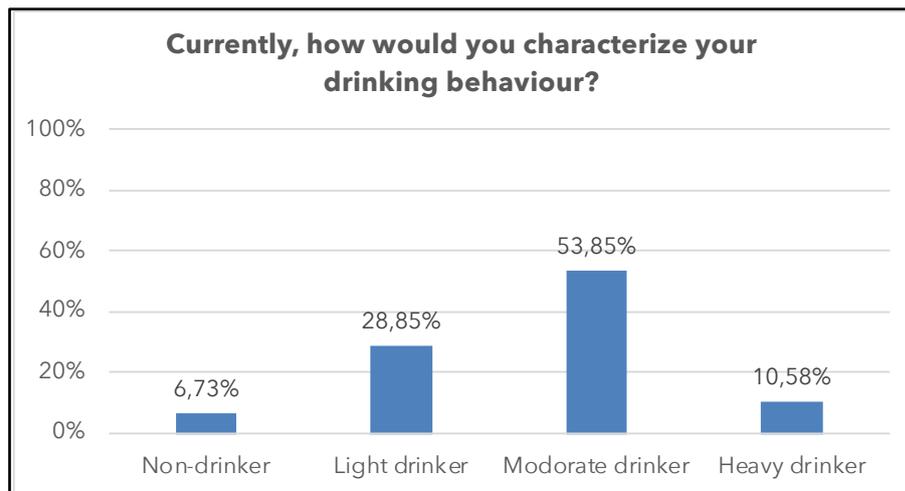


Figure 10: Distribution of Drinking Behaviour Characteristics

Binge drinking, which is one of the critical matters of the research, was asked to be measured in the survey. As is known, binge drinking corresponds to the consumption of 5 or more drinks in one sitting (Foxcroft, et al., 2015). Therefore, the question of “Do you engage in binge drinking? (5 or more drinks in a sitting)” was asked; 64.42% of the participants said yes, and 35.58% said no (Figure 8). At the same time, it was asked how often five or more drinks were consumed on one occasion to measure binge drinking. When sorted from largest to smallest, 27.88% of participants said weekly, 25% less than monthly, 18.27% bi-weekly, 18.27% monthly, 1.92% daily or almost daily, and 8.65% said never (Figure 9). On the other hand, the participants were asked how they characterise their drinking behaviour. 53.85% stated that they are moderate drinkers, 28.85% are light drinkers, 10.58% are heavy drinkers, and 6.73% are non-drinkers (Figure 10).

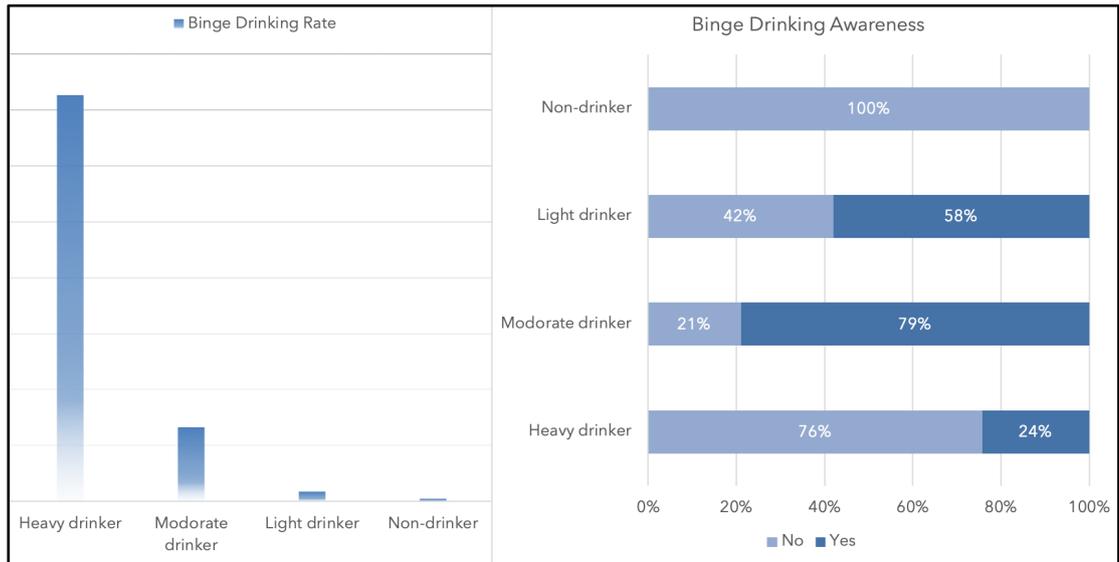


Figure 11: Binge Drinking Rate and Binge Drinking Awareness

In the figure above, there are two different charts which have been prepared through the Excel pivot table and other tools. The chart on the left shows the binge-drinking rate of drinking behaviour types that the participants characterised themselves. In Figure 11, the total average alcohol unit consumed per month by each participant was calculated. The survey also examined how often each participant consumed five or more units of alcohol on one occasion. For each answer, a coefficient was determined based on monthly consumption (0.7 for less than monthly, 1 for monthly, 2 for bi-weekly, 4 for weekly and 10 for daily-almost daily), because the monthly average number of units consumed was calculated for each participant earlier. This monthly average binge coefficient was multiplied by the average monthly total consumed units per each participant, and the binge-drinking rate was found for each participant. Afterwards, the average binge drinking rate of the participants was taken for each drinking behaviour type, and the table on the left was obtained. It is almost 0 in the non-drinker, and as it goes towards the heavy drinker, the binge drinking rate increases sharply.

The chart on the right in Figure 11 shows binge drinking awareness. In this graph, two questions in the survey were compared. As mentioned earlier, the question of "Do you engage in binge drinking?" was asked in the survey. As can be seen in the graph, all non-drinkers answered 'no' because they do not consume alcohol. While 42% of light drinkers said no, the answer no in the moderate drinkers decreased to 21% due to the increase in alcohol consumption. Alcohol consumption in heavy drinkers is very high compared to other alcohol behaviour characteristics, although the binge-drinking rate is very high, only 24% answered yes.

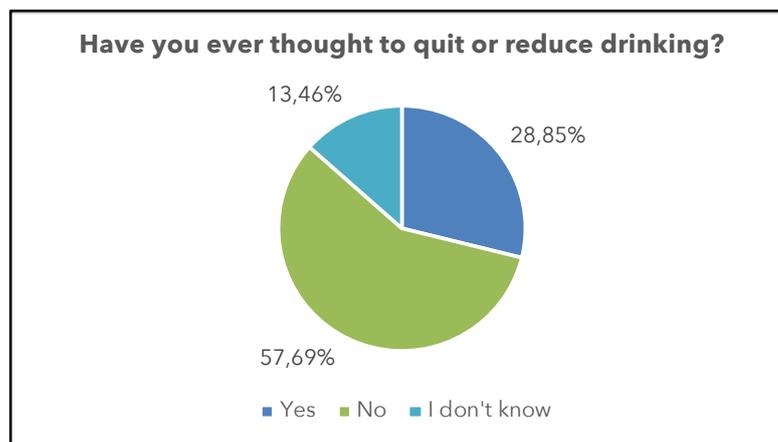


Figure 12: Distribution of Consideration of Quit or Reduce Drinking

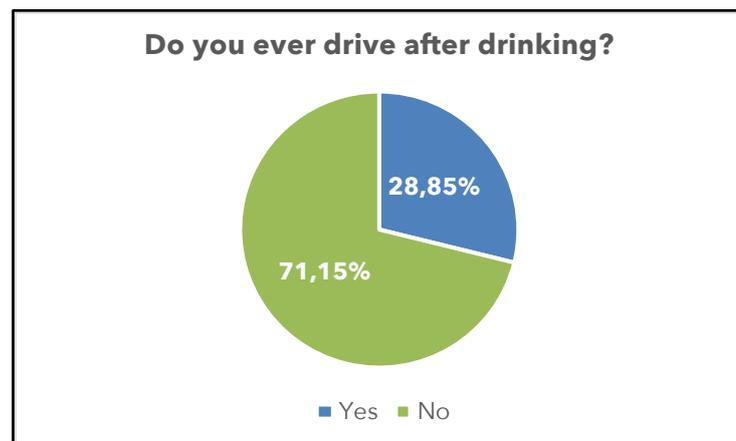


Figure 13: Distribution of Drink Driving

In the survey, it was also asked about reducing or quitting alcohol consumption and drink driving. When the participants were asked whether ever think about reducing or quitting their alcohol consumption, 57.69% replied no, 28.85% yes, and 13.46% do not know (Figure12). When participants were asked whether they ever drive after drinking, 71.15% answered no, and 28.85% answered yes (Figure13).

4.2.2. The Relationship Between CSR and Alcohol Marketing in the Matter of Public Health

In this section, by analysing the results of the survey, the relationship between CSR and alcohol marketing in the matter of public health was examined. In the previous section, the alcohol drinking habits and behaviours of the participants were measured; and in this section, the opinions of the participants on alcohol consumption based on alcohol advertisements were examined. The findings were explained through the figures.

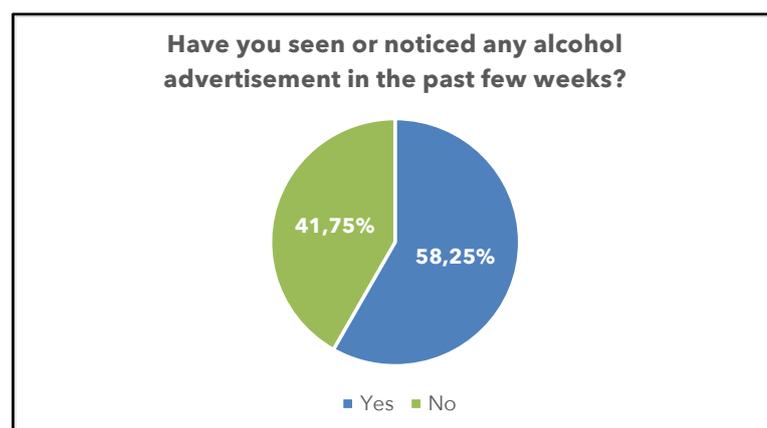


Figure 14: Noticeability of Alcohol Advertisements

According to Figure 14, 58.25% of the participants have seen or noticed alcohol advertisement in the past few weeks, and 41.75% have not. Besides, those who noticed alcohol advertisement in the past few weeks were asked where they saw these advertisements. In this multiple-choice question, it was concluded that 83.03% online, 50.77% outdoor, 29.23% TV, 4.63% radio and one person received mail (Figure 15). As a result, it was measured that consumers encountered alcohol advertisements mostly through online platforms (Figure 15). Also, the participants were asked whether they are following any alcohol brand on social media. 35.92% of the participants said yes, and 64.08% said no (Figure 16).

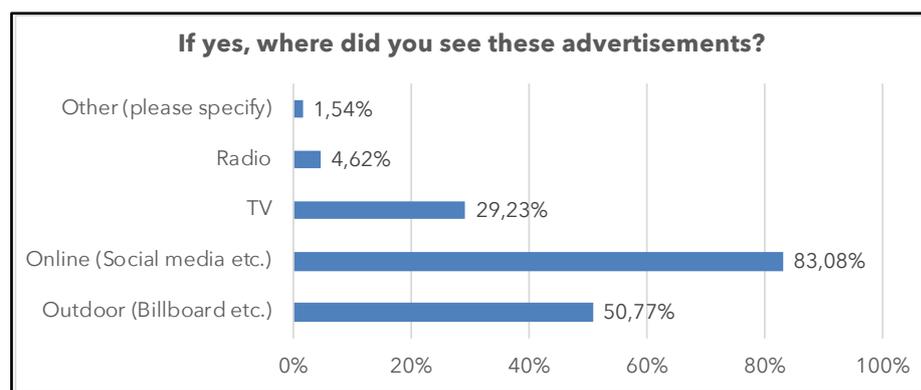


Figure 15: Distribution of Channels Where Advertisements were Seen

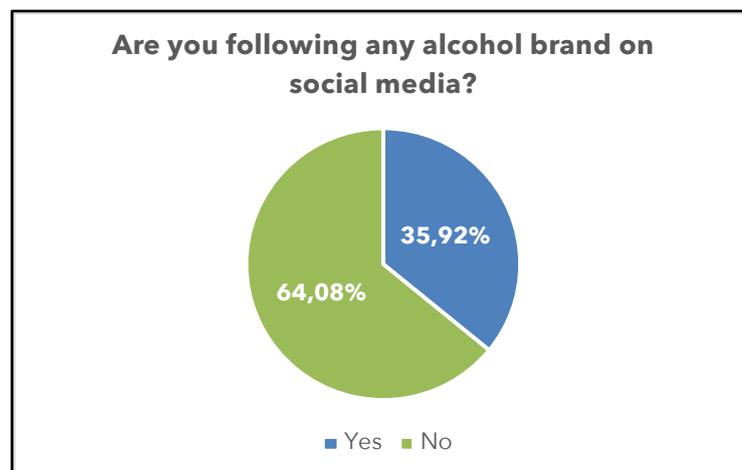


Figure 16: Distribution of Following any Alcohol Brand on Social Media

The level of agreement or disagreement among participants on 5 different topics related to alcohol advertising were measured on a Likert Scale of 1-strongly agree to 5-strongly disagree. For the findings, the results have been grouped together for agree and strongly agree as well as for disagree and strongly disagree (Figure 17).

	Disagree	Neutral	Agree
<i>Alcohol advertising has a direct influence on whether or not I will consume alcohol</i>	37,86%	32,04%	30,09%
<i>Alcohol advertising encourages people to consume alcohol</i>	24,28%	24,27%	51,45%
<i>Alcohol advertisements are often innovative, and I enjoy watching them for the first time</i>	2,91%	22,33%	74,75%
<i>Binge(heavy) drinking culture is heavily influenced by alcohol advertising campaigns in Ireland</i>	40,78%	37,86%	21,36%

Figure 17: The Agreement and Disagreement Rates on Alcohol Advertising

The rates given above in Figure 17 were the average of both participant who have seen or noticed any alcohol advertisement in the past few weeks and those who have not. Therefore, Figure 18 has been created only to reflect the responses of those who have seen or noticed alcohol advertisements over the past few weeks. For the findings, the results have been grouped together for agree and strongly agree as well as for disagree and strongly disagree. Then, the averages were calculated using the Excel pivot table, and the charts in the figure were obtained.

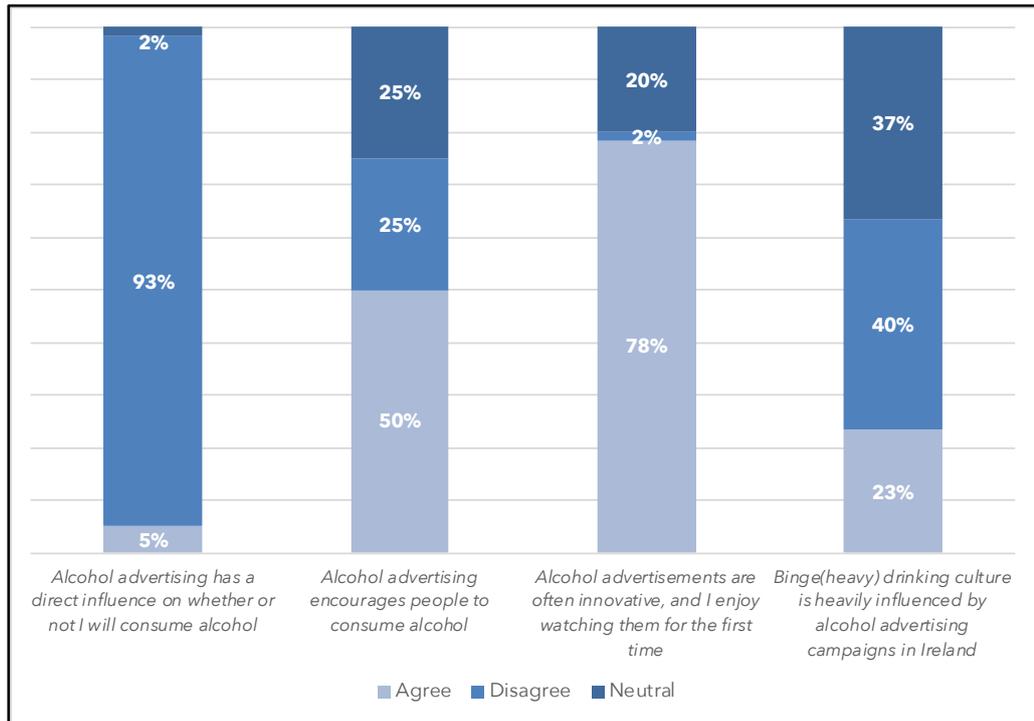


Figure 18: The Agreement and Disagreement Rates of Specific Participant Group on Alcohol Advertising

As seen in Figure 18, 93% of participants disagreed that alcohol advertising has a direct influence on whether or not they will consume alcohol. However, half of the participants agreed that alcohol advertising encourages people to consume alcohol, while 25% disagreed, and the others were neutral. Besides, the vast majority of these participants (78%) agreed that alcohol advertisements are often innovative, and they enjoy watching them for the first time. Finally, 40% of participants disagreed that binge drinking culture is heavily influenced by alcohol advertising campaigns in Ireland, while 23% agreed, and 37% were neutral.

4.2.3. The Impact of CSR Initiatives among Consumers and the Effects on Brand Image

In this section, while investigating the effectiveness and traceability of the CSR campaigns; whether these campaigns create awareness among the participants, the impact on the brand image and the participants' opinions have been measured for these campaigns to be effective, and generalised analyses have been made with the data obtained. The findings were explained through the figures.

The majority of the participants (60.19%) have seen or noticed public health-themed alcohol advertisement conducted by an alcohol brand such as responsible drinking and safe driving. In contrast, 25.24% have not seen, and 14.56% stated that they did not know (Figure 19). In addition, the participants, who said they have seen, were asked multiple-choice question on which channels they saw these advertisements, and the results are 81.97% online, 47.54% outdoor, 45.9% TV and %3.28 radio (Figure 20).

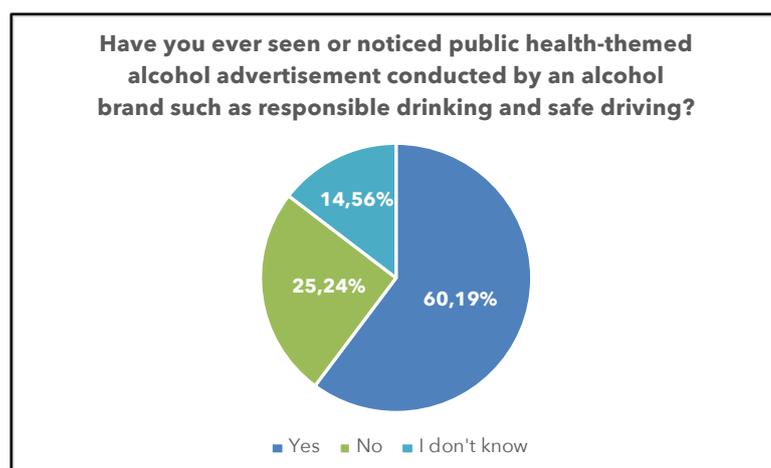


Figure 19: Noticeability of CSR advertisements

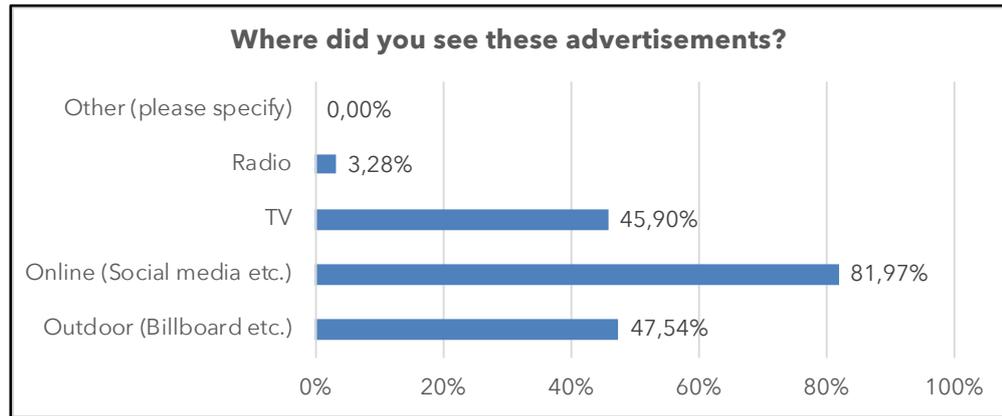


Figure 20: Distribution of Channels where CSR Advertisements were Seen

The survey continued with those who have seen these CSR advertisements, and two critical questions were asked to them. One of the main goals of the research is to measure the awareness of whether these CSR advertisements have an impact on consumers. In order to explore this objective, the question of “Did these advertisements raise awareness in you about responsible drinking?” was asked in the survey. %83.61 of these participants answered yes, and %16.39 answered no (Figure 21).

The impact of public-health themed CSR campaigns on the brand image; in other words, the consumers' perspective on the brand was measured. One of the main objectives of the research is to explore whether the CSR campaigns positively strengthen the overall brand image. The question of “Did these advertisements make a positive change in your perspective on the brand?” was asked to the participants; %77.05 said yes, and %22.95 said no (Figure 22).

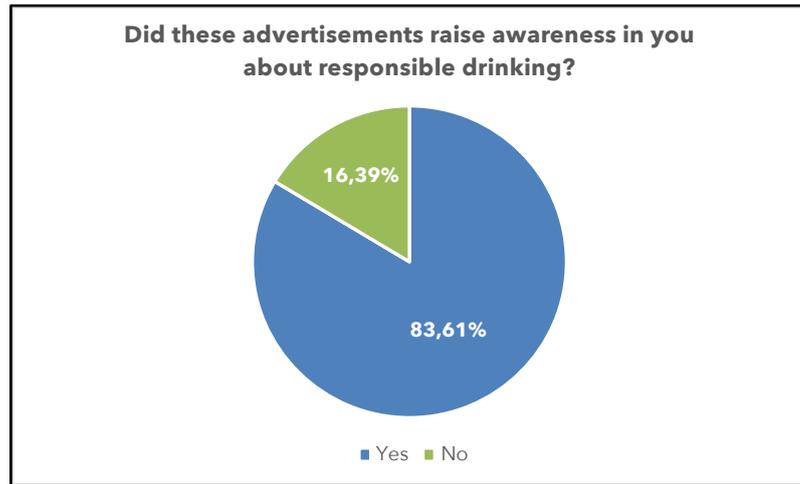


Figure 21: Awareness Distribution

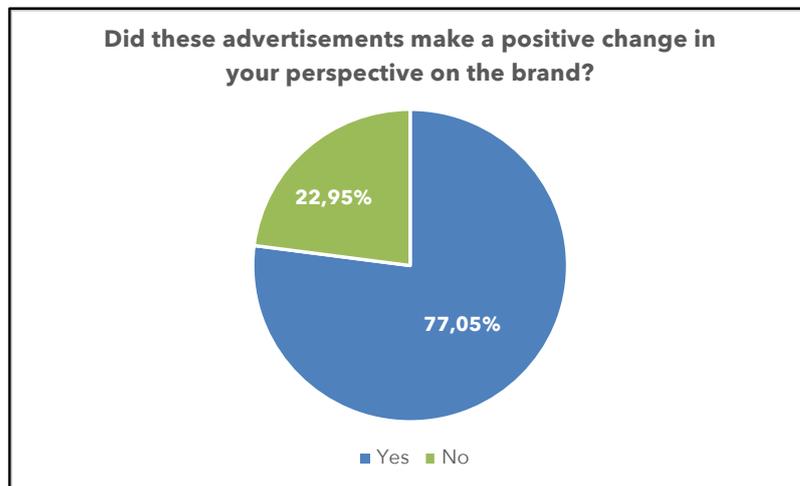


Figure 22: Brand Perspective Distribution

In order to obtain a more detailed analysis result, it was analysed that how many of those who said yes to the awareness question said yes to the brand image perspective question. 86.3% of those who said yes to the question of whether CSR advertisements raise awareness about responsible drinking, stated that these advertisements made a positive change in their perspective on the brand. The demographic and drinking behaviour characteristics of these participants who said yes to these two questions were analysed. By using the pivot table and various tools in Excel, the figure below was created.

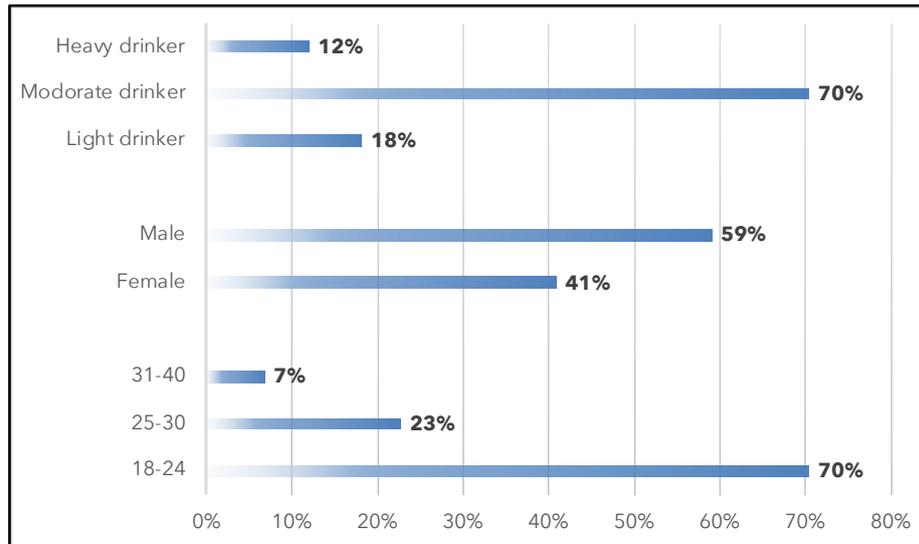


Figure 23: The Demographics and Drink Behaviour Characteristics of the Specific Participant Group

As can be seen in Figure 23, the majority of those who answered yes to both questions consist of men with a rate of 60%. The 18-24 age group is the majority with 70%, followed by the 24-30 age group with 23%, and the 31-40 age group with 7%. A large part of this focused participant group was the moderate drinkers (70%), followed by the light drinkers (18%), and heavy drinkers (12%).

4.2.4 The Evidence Available for CSR Campaigns to Create Awareness and to Build an Impactful Brand Image

In order to identify the evidence available for CSR campaigns of alcohol brands in Ireland to create awareness in the matter of harmful drinking and to build an impactful brand image, essential analyses such as t-test were applied. The findings were explained through the figures and tables.

All the questions in the survey from now on were asked to all participants, not just those who have seen public-health themed advertisements conducted by an alcohol brand. In this part of the analysis, the ideas and experiences of the participants were measured in order to reach the results of what to do for creating an impactful CSR campaign, what to consider and what kind of marketing strategies should be applied. At the same time, the previously released public-health themed (drink responsibly, drink driving etc.) CSR campaign examples were presented to the participants, and their effectiveness was analysed.

The level of agreement or disagreement among participants on twelve different topics related to CSR marketing were measured on a Likert Scale of 1-strongly agree to 5-strongly disagree. For the findings, the results have been grouped together for agree and strongly agree as well as for disagree and strongly disagree (Figure 24).

	Disagree	Neutral	Agree
<i>Advertisements promoting responsible drinking are necessary in Ireland</i>	8,16%	20,41%	71,43%
<i>Drinking "moderately" or "responsibly" is good advice to avoid problems with alcohol</i>	5,05%	11,11%	83,84%
<i>Alcohol brands promote public-health themed advertisements for their own benefit rather than raising awareness.</i>	31,63%	29,59%	38,77%
<i>An effective public-health themed advertisement can raise awareness in people about responsible drinking in Ireland</i>	4,17%	15,63%	80,21%
<i>An effective public-health themed advertisement can increase the loyalty to the alcohol brand in Ireland</i>	7,14%	30,61%	62,25%
<i>An effective public-health themed advertisement leads you to choose that alcohol brand in Ireland</i>	13,27%	32,65%	54,08%
<i>There should be no alcoholic beverage brand logo to promote the brand in public-health themed advertisements</i>	35,05%	30,93%	34,02%
<i>A campaign message/slogan is important for CSR campaigns in alcohol marketing in Ireland</i>	2,04%	18,37%	79,59%
<i>Responsible drinking messages are well defined in Ireland</i>	16,49%	36,08%	47,42%
<i>Drink aware/responsibly campaigns leave a longer-lasting impression on people as opposed to alcohol advertising in Ireland</i>	15,46%	25,77%	58,76%
<i>Public-health themed advertisements should take part in sports events and sponsorships in Ireland</i>	5,10%	17,35%	77,55%
<i>The public-health themed CSR campaigns conducted by alcohol brands should be tested before its release</i>	3,06%	20,41%	76,53%

Figure 24: The Agreement and Disagreement Rates on CSR Marketing

In the research, it is aimed to measure the impact of CSR initiatives conducted by alcohol brands on consumers and whether this impact affects the brand image perception of consumers. This can be explored by analysing the brand image evaluations of two different groups as those who have seen and have not seen the CSR advertisements before, and by measuring whether there is a difference between them. Thus, a significant conclusion can be made about the effect of CSR advertisements on brand image. For this analysis, the independent samples t-test, which allows testing of an assumption applicable to a population, was found appropriate (Goulden, 1953). Independent samples t-test is used to test hypotheses based on the parameters of two separate groups of people. It provides comparing two independent groups of observations or measurements on a single characteristic (Statics Solutions, 2020). In order to run an independent t-test, two data types are needed: one independent (the categorical variable that has two groups) and one continuous dependent variable.

Independent samples t-test quantitative method was used to obtain a more meaningful and reliable result from the survey conducted to achieve the research objectives. The main purpose of this analysis technique is to measure whether the brand perspective and attitude towards advertisements differ between those who have seen and have not seen public health-themed alcohol advertisements conducted by an alcohol brand. Two different participant groups were selected for this test: those who said that they have seen CSR advertisement before and those who said they have not seen or do not know CSR advertisements. These groups were tested according to the weightings they gave to the Likert skirt question "An effective public-health themed advertisement can increase the loyalty to the alcohol brand in Ireland". Likert scales are widely used in various domains such as marketing (de Winter &

Dodou, 2010). When responding to a Likert scale, participants specify their level of agreement to statements with typically five ordered response levels (1 - Strongly disagree to 5 - Strongly agree). The t-test can be preferred over the signed-rank procedure like the Likert skirt, even for small sample sizes (Meek *et al.*, 2007). Also, the research of Vieira (2016) indicated that the use of the t-test it is valid to compare groups even when the variable is measured a Likert scale.

The data of these groups was exported via SurveyMonkey. An excel list has been prepared, and there are two data categories in this list: Participant Group and Brand Image. The participants were coded as group 1 if they watched CSR advertisements, and group 2 if they did not. In the other data category, Brand Image, the numerical value of the weight given by the participants to the question "An effective public-health themed advertisement can increase the loyalty to the alcohol brand in Ireland" was entered (Strongly Disagree:1, Disagree: 2, Neutral:3, Agree:4, Strongly Agree:5). The data was inputted for all participants, and the Excel list was completed. The purpose of the test is to examine and test if there is an average difference between these two groups (Yeager, 2015). Therefore, the hypothesis is set up as follows.

$H_0: \mu_1 = \mu_2$ ("the two participant groups means are equal")

$H_1: \mu_1 \neq \mu_2$ ("the two participant groups means are not equal")

IBM SPSS program was used for easy application and interpretation of the test (Yockey, 2007). First of all, in order to perform independent sample t-test, it is necessary to examine whether it is suitable for normal distribution or not (Kim & Park, 2019). For this reason, the normality test has been done in SPSS, and the results are given in the figures below. As it mentioned in the research

strategy on page 41, the t-test can be done in Excel. However, SPSS software package was used in order to reduce the risk of error.

Descriptives					
	Participant Group			Statistic	Std. Error
		Brand Image	1	Mean	
95% Confidence Interval for Mean	Lower Bound			3,75	
	Upper Bound			4,15	
5% Trimmed Mean				3,96	
Median				4,00	
Variance				0,59	
Std. Deviation				0,77	
Minimum				2,00	
Maximum				5,00	
Range				3,00	
Interquartile Range				1,75	
Skewness				-0,15	0,31
Kurtosis				-0,70	0,61
2	Mean		3,32	0,14	
	95% Confidence Interval for Mean		Lower Bound	3,04	
			Upper Bound	3,59	
	5% Trimmed Mean		3,35		
	Median		3,00		
	Variance		0,71		
	Std. Deviation		0,84		
	Minimum		1,00		
	Maximum		5,00		
	Range		4,00		
	Interquartile Range		1,00		
	Skewness		-0,67	0,38	
	Kurtosis		0,27	0,75	

Figure 25: Group Descriptives

Tests of Normality	Participant Group	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Brand Image	1	0,243	60	0,000000002	0,841	60	0,000002
	2	0,266	38	0,000000304	0,848	38	0,000119

Figure 26: Tests of Normality

Kolmogorov-Smirnov significance value should be higher than 0.05 in order to be suitable for normal distribution in samples of 50 and above in the test of

normality (Chakravarti *et al.*, 1967). As can be seen, the significance value of both groups in Figure 26 is less than 0.05. Because the answer option is very few between strongly agree and strongly disagree, it is very tough to be suitable for normal distribution when measured by Kolmogorov-Smirnov (Chakravarti *et al.*, 1967). For this reason, Skewness and Kurtosis values in Figure 25 were examined. For most psychometric purposes, a Kurtosis value between ± 1.0 is considered excellent, but a value between ± 2.0 is also acceptable in many cases, depending on the particular application (George & Mallery, 2016). Skewness Measure is the symmetry of a distribution; the comparison is made to a normal distribution in most cases. Skewness values falling outside the range of -1 to +1 indicate a substantially skewed distribution (Hair *et al.*, 1998). As can be seen in Figure 25, Skewness and Kurtosis values of the two participant groups are in these two values range; thus, it is concluded that it is acceptable for normal distribution.

Thereafter, independent sample t-test was carried out to see the variance analysis results. In the test, the dependent variable is the brand image, and the independent variable is the participant groups. Figure 27 gives the group statistics results (Sample size, standard deviation, etc.) from the analysis.

Group Statistics	Participant Group	N	Mean	Std. Deviation	Std. Error Mean
Brand Image	1	60	3,95	0,769	0,099
	2	38	3,32	0,842	0,137

Figure 27: Group Statistics

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Brand Image	Equal variances assumed	1,635	0,204	3,836	96	0,00022	0,634	0,165	0,306	0,962
	Equal variances not assumed			3,758	73,536	0,00034	0,634	0,169	0,298	0,971

Figure 28: Independent Samples Test

First of all, Levene's test in Figure 28 was examined. Levene tests whether the variances of the universes belonging to two groups are homogeneous with the help of an F distribution (Yeager, 2015). The hypothesis of this test is established as follows:

$$H_0: \sigma_1^2 - \sigma_2^2 = 0 \text{ ("the variances of group 1 and 2 are equal")}$$

$$H_1: \sigma_1^2 - \sigma_2^2 \neq 0 \text{ ("the variances of group 1 and 2 are not equal")}$$

In Levene's test, if the significance value of the results is higher than 0.05, variances are considered equal. In this research, since the significance value is 0.204, the equal variances assumed line is reported. In Figure 28, the T-test for Equality of Means section is where the results of the analyses made so far were obtained. Here, since the Significance (2-tailed) value in the equal variances assumed line is less than 0.05, the hypothesis H_1 "the two participant groups means are not equal" was accepted. In other words, there is a significant difference between groups; the brand perspective behaviour towards CSR advertisements differs between those who have seen and have not.

In the continuation of the survey, "What type of content should a CSR campaign have to be effective?" was asked to the participants and multiple-choice options were given. The results are: 55.67% emotional, 54.64% informative, 47.42% storyteller, 42.27% entertaining, 41.24% humorous, 15.46%

aggressive, and 2.06% creative (Figure 29). It was also measured that on which communication channels can CSR campaigns be more effective by asking a multiple-choice question. The results are: 91.75% social media, 61.86% bars, restaurants and clubs, 53.73% billboards, 48.45% TV, 15.46% radio and 10.31% newspaper (Figure 30). Besides, participants were asked how long it should take for these campaigns to be effective. 30.93% of participants said 4-6 months, %30.93 2-3 months, %13.40 one month, 12.37% 7 or more months, and %12.37 1-2 (Figure 31).

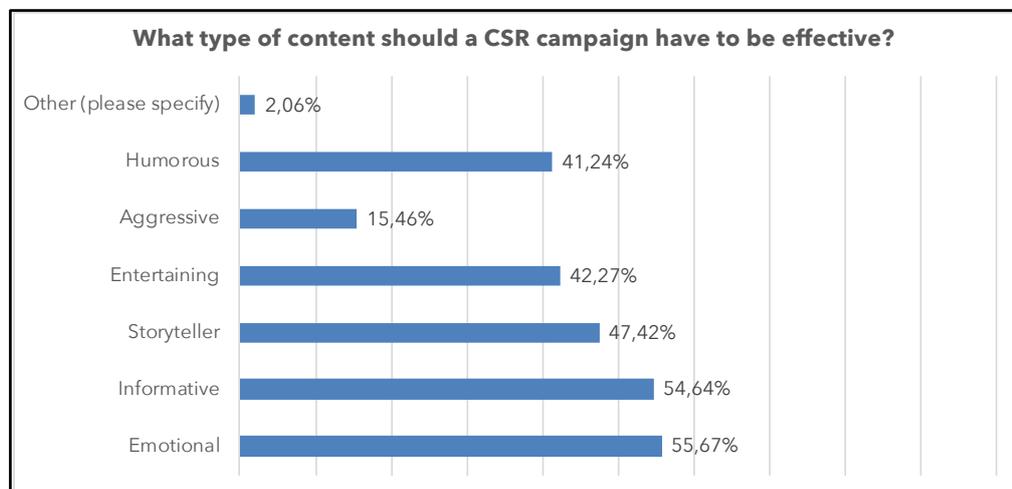


Figure 29: CSR Campaign Content Rates

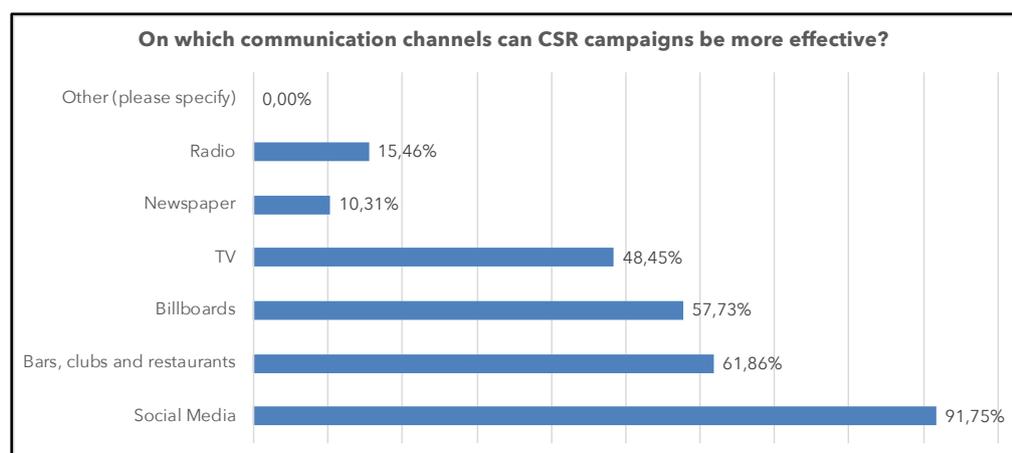


Figure 30: CSR Campaign Channel Rates

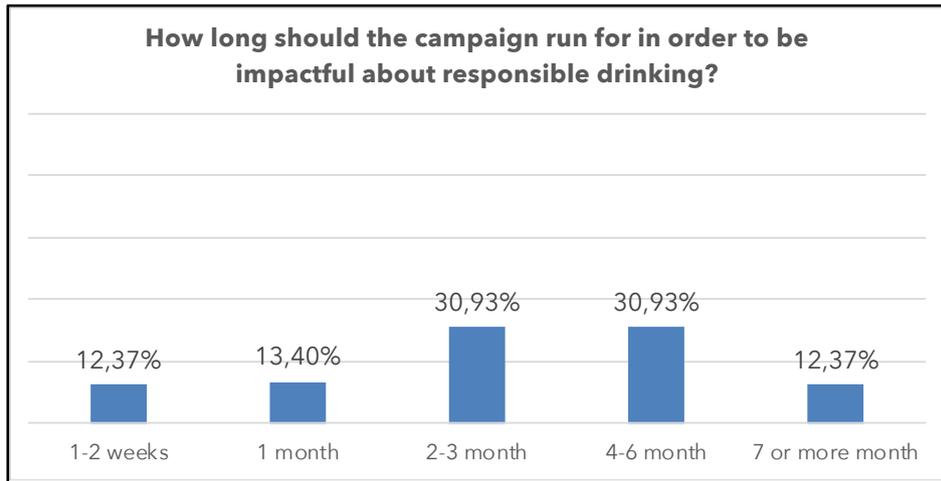
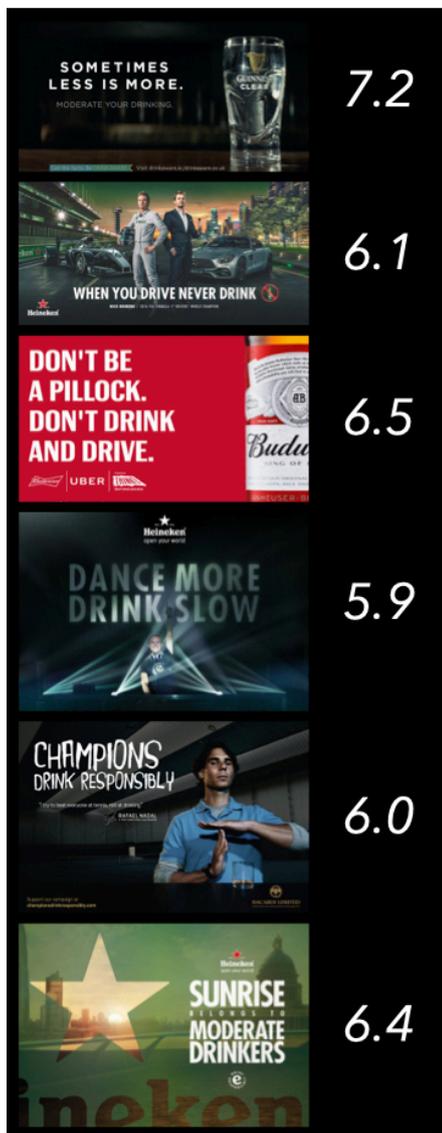


Figure 31: The Duration Rates of CSR Campaigns



Finally, in the survey, six examples of public-health themed CSR campaigns, which were released by the world's biggest alcohol brands, were given and their awareness effectiveness was asked to be scored from 1 to 10. The scores of the advertisements were given in Figure 32.

Figure 32: The Scores of CSR Advertisement Examples

4.3. Discussion

The research aimed to obtain significant findings by analysing the data and interpret them to reach the research objectives. The online survey was sent out to participants, asking them various questions about drinking behaviour, alcohol advertisement and public-themed CSR marketing. The results and analyses provided the researcher with a better understanding of the effects of CSR on awareness in the matter of harmful drinking in Ireland, and how to build an impactful brand image through CSR initiatives.

In the research, the drinking behaviours and habits of alcohol consumers in Ireland were examined. In regards to the findings, the desired consumer group was reached, and the analyses have been carried out on the proper participants. Considering the literature review, the majority of the young participants and the high alcohol consumption in these participants proves that the desired demographic characteristics are achieved. As it is stated in the literature review, in Ireland, harmful drinking was the most common among 18-24-year-olds, and men consumed more alcohol than women (Long and Mongan, 2014; Ipsos MRBI (Firm), 2015). On the other hand, the findings show that 86.54% of the participants started to drink at a young age. It supports the fact that people started to drink in Ireland at an early age, as examined in the literature review (Long & Mongan, 2014).

When data was interpreted, it is observed that the binge-drinking rate increases from non-drinkers to heavy-drinkers. However, 76% of heavy-drinkers stated that they do not engage in binge drinking. There is a contradiction here because the heavy-drinker participants have the highest

binge-drinking rate (Figure 11). That means binge-drinking awareness is low in participants who consume alcohol more than usual.

In the research, the importance and benefits of the relationship between CSR initiatives and alcohol marketing in the matter of public health were examined. According to the findings, approximately 60% of the participants have seen alcohol advertisements as well as public-health CSR advertisements conducted by an alcohol brand. Most of them were seen through online channels, and 35% of the participants stated that they follow an alcohol brand on social media. In the data obtained from the literature review, it was examined that social media was the most used platform in Ireland (McGarrity, 2019). On the other hand, while half of the respondents said that alcohol advertisements encourage people to consume alcohol, the vast majority stated that these advertisements are often innovative and they enjoy watching them for the first time.

In order to measure and explore the impact of CSR initiatives of alcoholic brands among consumers in Ireland about drinking responsibly, critical results were obtained. It has been concluded that public health-themed CSR advertisements raise responsible drinking awareness in the majority of the participants (83.61%). Thus, the impact of CSR marketing that forms the basis of the conceptual framework was discovered. Also, in the research, whether the CSR campaigns positively strengthen the overall brand image was explored. It was observed that this type of advertisement creates a positive perception of the brand in most of the participants. In other words, the return of the positive brand image perception among those who have seen these advertisements is high.

Lastly, the evidence available for CSR campaigns of alcohol brands in Ireland to create an awareness in the matter of harmful drinking and to build an impactful brand image were identified. 80.20% of participants agreed that an effective public-health themed advertisement can raise awareness in people about responsible drinking in Ireland. One of the most critical findings obtained is that a significant difference was observed in the effect of CSR marketing on brand loyalty when comparing the participant groups who have seen and have not seen CSR advertisements. It is indicated that the brand perspective behaviour towards CSR advertisements differs between these participant groups. Most of the participants (71.43%) stated that responsible-drinking themed advertisements are necessary, and also it is good advice to avoid alcohol-related problems in Ireland. In addition, approximately half of the participants stated that an effective public-health themed advertisement leads you to choose that alcohol brand in Ireland. When the control of CSR campaigns was investigated, 76.53% of participants argued that the public-health themed CSR campaigns conducted by alcohol brands should be tested before its releases. Also, the majority (58.76) agreed that drink aware/responsibly campaigns leave a longer-lasting impression on people as opposed to alcohol advertising.

On the other hand, while interpreting the data, there was a common trend that striking advertising slogans and messages were scored high by the participants based on their effectiveness. In the findings, 79.59% of participants agreed that a campaign message/slogan is important for CSR campaigns in alcohol marketing in Ireland. The campaign example of "Guinness: Sometimes Less is More" had the highest score of 7.2 based on its effectiveness in terms of awareness. As it is mentioned in the literature review, in the sixth week of this campaign, positive behaviour change increased by

47%, and positive reactions came from social media (Diageo, 2019). However, the campaigns using celebrities such as Armin Van Buuren and Rafael Nadal had the lowest scores.

4.4. Conclusion

The overall research objective of *'how public-health themed CSR campaigns of alcohol brands can create awareness in the matter of harmful drinking in Ireland, and how alcohol brands can strengthen their brand image in the best manner with CSR'* was examined and interpreted. Significant results were obtained by examining people in Ireland who consume alcohol with quantitative methods in relation to the public-health themed CSR initiatives of alcohol brands.

There is an increase in alcohol consumption in Ireland (WHO, 2018); although this is an advantage for alcohol companies (profit, sales etc.), the change in drinking behaviour and overconsumption of people becomes a major public health problem. The consumers in Ireland and their drinking behaviours and habits were examined in the research. According to the results obtained, the fact that heavy drinking and binge-drinking rates are high and at the same time, starting to drink alcohol at an early age proves that alcohol consumption in Ireland is high.

In the research, it was discovered that the view rate of alcohol advertisements is especially high in online channels such as social media. The effects of alcohol marketing and advertising on public drinking behaviour have always been a matter of debate; accordingly, the idea that advertising increase consumption

has become a threat to alcohol brands. In the research, a balanced division of opinion was observed regarding whether alcohol advertising has a direct effect on alcohol consumption. While half of these people stated that alcohol advertisements encourage people to consume alcohol, the vast majority (75%) enjoy watching them for the first time. However, this does not mean that the effects of alcohol advertising on alcohol consumption should not be taken into consideration. Because a remarkable group of people argues that binge-drinking culture is heavily influenced by alcohol advertising campaigns in Ireland. Ignoring this would be a mistake, so CSR is a useful resource for the brands to deal with this problem.

In recent years, the importance of CSR has increased in the alcohol industry, and the large companies undertake CSR initiatives due to rising awareness of the harmful effects of alcohol (Mialon & Mccambridge, 2018). Thus, CSR marketing has become a vital strategic resource for companies to strengthen their brand image on public health. It was understood that the relationship between CSR initiatives and alcohol marketing is very important in the matter of public health (overconsumption, drink driving etc.) in Ireland, and its benefits provide brands with a strategic advantage.

While interpreting these results, the impact of CSR initiatives of alcohol brands among consumers in Ireland about responsible drinking was explored. It has been concluded that public health-themed CSR advertisements raise responsible drinking awareness in the majority of the people. So, CSR marketing might provide an opportunity to raise awareness of harmful drinking in Ireland and to maintain the brand's reputation.

In the research, whether the CSR campaigns positively strengthen the overall brand image was examined. The ideal brand image strategy can only be successfully implemented if it is known how to gain trust, credibility and reputation (Erdem & Swait, 2004). It was concluded that public-health themed advertisement can create a positive perception towards the brand in the majority of the people. Also, a meaningful difference was observed in the perception of alcohol brands among people who have seen and have not seen CSR advertisements. Those people who have seen the CSR advertisements were more likely to agree with the fact that an effective public-health themed CSR advertising can increase the loyalty to the brand in Ireland. In addition, it was concluded that an effective public-health themed advertisement might lead a consumer to choose that alcohol brand in Ireland. The idea of strengthening the brand image with CSR marketing activities in the alcohol sector may help Irish and global alcohol brands. Also, it might have the power to change and promote public perception in public health.

The research provides strategic conclusions based on the new understanding for alcohol companies in Ireland. The evidence was identified for CSR campaigns of alcohol brands to create awareness in the matter of harmful drinking and to build an impactful brand image. The noticeability of CSR advertisements is reasonable in Ireland, but it can be enhanced. Brands should especially focus on social media when creating their CSR marketing strategies. On the other hand, it was indicated that drinking "moderately" or "responsibly" is good advice to avoid problems with alcohol in Ireland. A campaign message/slogan is vital for CSR campaigns in alcohol marketing. In order to make CSR advertisements more impactful, informative, and storyteller contents might be useful; and campaigns should run for between 2 and 6 months based on the findings of this research. It is also vital to test a public-health themed

CSR campaign before its release according to the findings. These results might be beneficial for Irish and global brands in deciding what actions and strategies should be taken when developing CSR strategies to create an impactful brand image.

In the research, the code of standards, regulations and components of alcoholic drinks advertising in Ireland were examined. As a result, when creating CSR marketing strategies, two main standards must be adopted: the advertising codes for all marketing communications of alcoholic drinks of Advertising Standards Authority for Ireland (ASAI, 2020), and the WHO's framework for alcohol policy in the European region (World Health Organization, 2006).

Overall, the results of the research objective of *'how public-health themed CSR campaigns of alcohol brands can create awareness in the matter of harmful drinking in Ireland, and how alcohol brands can strengthen their brand image in the best manner with CSR'* can be interpreted as alcohol brands have the potential to create an impactful brand image with public-health themed CSR advertisements. Generalisations were constituted about the relationship between CSR and alcohol marketing through the outcomes of the survey. There is a substantial amount of evidence, which shows that alcohol brands should apply certain strategies to create awareness in the matter of harmful drinking in Ireland and enhance the overall brand image.

5. CONCLUSIONS AND RECOMMENDATIONS

In the final chapter of the dissertation, the implications of the findings for the research are discussed as well as the limitations of the research and further recommendations. The purpose of this chapter is to present a brief conclusion from the findings obtained.

5.1. Implications of Findings for the Research

As previously discussed within the results, it was discovered that quantitative data have a significant impact on the research objectives. This research thoroughly investigated the main objectives, such as how to create an impactful brand image on public health in Ireland with CSR marketing conducted by alcohol brands. The main conclusions highlighted by this research have shown that:

- Heavy drinking and binge-drinking rates are high in Ireland and also, starting to drink alcohol at an early age proves that alcohol consumption is on a high level in Ireland.
- Some people consider that alcohol advertisements encourage people to consume alcohol, and the vast majority enjoy watching them for the first time. A significant group of people argues that binge-drinking culture is heavily influenced by alcohol advertising campaigns in Ireland. Thus, the relationship between CSR initiatives and alcohol marketing is very important in the matter of public health (overconsumption, drink driving etc.) in Ireland, and its benefits can provide brands with a strategical advantage.

- There are specific code of standards, regulations, and components of alcoholic drinks advertising in Ireland that alcohol brands must integrate into their CSR marketing strategies, such as the advertising codes of ASAI, and the framework of WHO for alcohol policy.
- A public health-themed CSR advertisement conducted by an alcohol brand can raise responsible drinking awareness in alcohol consumers. Accordingly, CSR marketing might provide an opportunity to raise awareness of harmful drinking in Ireland and to maintain the brand's reputation.
- Public-health themed CSR campaign might create a positive perception towards the brand in the majority of the people. People in Ireland who have seen CSR advertisements are more likely to agree with the fact that an effective public-health themed CSR advertising can increase the loyalty to the brand in Ireland. Accordingly, it is interpreted that a CSR advertisement conducted by an alcohol brand can create an impactful brand image for public health in Ireland. The idea of strengthening the brand image with CSR marketing activities in the alcohol sector may help Irish and global alcohol brands. Also, it might have the power to change and promote public perception in public health.
- The evidence available was identified for CSR campaigns of alcohol brands to create awareness of harmful drinking and to build an impactful brand image. These outcomes might be beneficial for Irish and global alcohol brands in deciding what actions and strategies should be taken when developing CSR strategies to create an impactful brand image.

5.2. Limitations and Contributions of the Research

One of the most significant limitations of the research is its specificity. Many sources evaluate the impact of CSR initiatives on alcohol marketing. However, no research shows how brands can strengthen their brand image with CSR marketing strategies in the Irish market. Therefore, the research was conducted with limited peer-reviewed and empirical literature.

In the research methodology, only the consumer side was analysed by quantitative methods. In the research, it was planned to obtain more significant results by gathering and analysing data from the perspective of both the consumer and the industry. The researcher aimed to do in-depth interviews with marketers from the Irish alcohol sector. However, due to the COVID-19 pandemic and the time limitation, these interviews could not be done.

Another significant limitation in the research is the quantitative analysis conducted with limited participation. The researcher aimed to reach more participants (approximately 200), but 112 people participated in the survey. Findings and discussions were examined through limited data statistics and results. Therefore, the reliability of the research has not been fully achieved in terms of quantitative findings.

5.3. Recommendations for Further Research

This research focused only on the Irish market. For more extensive research, regional research such as Western Europe can be conducted or integrated into

other country markets which have similar culture and legislations. Thus, more general and broader results can be obtained with more sample possibilities.

As stated in the previous section, the researcher wanted to reach professionals in the alcohol sector. More meaningful results can be obtained by doing in-depth interviews with these people based on their experience and knowledge. Accordingly, besides the quantitative research method, if qualitative data are collected with in-depth and open-ended interviews, it can provide more extensive analysis. With the analysis of the interviews, the objectives of the survey questions can be prepared more accurately and validly according to the results of the interviews. Also, more participants are needed to improve the level of reliability between quantitative data.

5.4. Final Conclusion and Reflections

In this last section, the findings obtained by the research summarise how they were concluded responding to the research goals. Besides what difficulties and limitations were experienced in the research, suggestions and significant insights were provided for future research. In the research, it has been discovered how CSR marketing can strengthen the overall brand image and also raise awareness of responsible drinking in the Irish market. The research also provides strategic outcomes that might be beneficial for Irish and global alcohol brands in deciding what actions and strategies should be taken when developing CSR strategies in order to create an impactful brand image.

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APPENDICES

Appendix A - Survey Design

I am a student of Master of Science in Global Brand Management at Griffith College Dublin. I am conducting this research for my dissertation. The purpose of this research is to measure and explore the impact of CSR (Corporate Social Responsibility) marketing activities if any of alcohol brands among Irish consumers about drinking responsibly, and to obtain results on how brands can strengthen their image for public health.

The survey is anonymous, and no identifiable participant information will be collected (except age and country of residence). So, please answer as truthfully and accurately as possible. Those under the age of 18 are not eligible to complete the survey. You have the right to withdraw; you can send an e-mail to can.gulver@student.griffith.ie in case you wish to withdraw or have any questions or want copies of the results. Thank you for your time, participation and your sincere response to this survey.

I have read and agreed to the terms and conditions.

1. What is your age?

Multiple Choice Question

**If the participant is under 18, he/she won't be able to continue to complete the survey: "You are not eligible to complete the questionnaire, thank you for your time."*

- Under 18
- 18-24
- 25-30
- 31-40
- 41 or older

2. What is your gender?

Multiple Choice Question

- Female
- Male
- Other

3. How often do you have a drink containing alcohol?

Multiple Choice Question

**If the participant said never, he/she won't be able to continue to complete the survey: "You are not eligible to complete the questionnaire, thank you for your time."*

- Never
- Monthly or less
- 2-4 times a month
- 2-3 times a week
- 4 or more times a week

4. At what age did you start consuming alcohol?

Multiple Choice Question

- Under 15
- 16-17
- 18 or older

5. How many units of alcohol do you drink on a typical day when you are drinking? What is a unit? - (pint of lager = 2.3 units approx, glass of wine = approx 2.2 units, one measure of vodka = approx 1 unit)

Multiple Choice Question

- 0
- 1-2
- 3-4
- 5-6
- 7-9
- 10 or more

6. Do you engage in binge drinking? (5 or more drinks in a sitting)

Multiple Choice Question

- Yes
- No

7. How often do you have 5 or more units on one occasion?

Multiple Choice Question

- Never
- Less than monthly
- Monthly
- Bi-weekly (2 weeks)
- Weekly
- Daily or almost daily

8. Currently, how would you characterize your drinking behaviour?

Multiple Choice Question

- Non-drinker
- Light drinker
- Moderate drinker
- Heavy drinker

9. Have you ever thought to quit or reduce drinking?

Multiple Choice Question

- Yes
- No
- I don't know

10. Do you ever drive after drinking?

Multiple Choice Question

- Yes
- No

11. Have you seen or noticed any alcohol advertisement in the past few weeks?

Multiple Choice Question

- Yes
- No

12. If yes, where did you see these advertisements?

Checkboxes

- Outdoor (Billboard etc.)
- Online (Social media etc.)
- TV
- Radio
- Other

13. Are you following any alcohol brand on social media?

Multiple Choice Question

- Yes
- No

14. Please state your level of agreement or disagreement with the following statements about advertising

Likert Scale Question

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Alcohol advertising has a direct influence on whether or not I will consume alcohol					
Alcohol advertising encourages people to consume alcohol					
Alcohol advertisements are often innovative, and I enjoy watching them for the first time					
Binge(heavy) drinking culture is heavily influenced by alcohol advertising campaigns in Ireland					

15. Have you ever seen or noticed any public-health themed alcohol advertisement such as responsible drinking and safe driving?

Multiple Choice Question

- Yes
- No
- I don't know

16. Where did you see these advertisements?

Checkboxes

**Can be answered if the participant said yes in Q15*

- Outdoor (Billboard etc.)
- Online (Social media etc.)
- TV
- Radio
- Other

17. Did these advertisements raise awareness in you about responsible drinking?

Multiple Choice Question

**Can be answered if the participant said yes in Q15*

- Yes
- No

18. Did these advertisements make a positive change in your perspective on the brand?

Multiple Choice Question

**Can be answered if the participant said yes in Q15*

Yes

No

19. Please state your level of agreement or disagreement with the following statements about CSR advertising

Likert Scale Question

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Advertisements promoting responsible drinking are necessary in Ireland					
Drinking "moderately" or "responsibly" is good advice to avoid problems with alcohol					
Alcohol promoting public-health themed advertisements for their own benefit rather than raising awareness					
An effective public-health themed advertisement can raise awareness in people about responsible drinking in Ireland					
An effective public-health themed advertisement can increase the loyalty to the alcohol brand in Ireland					
An effective public-health themed advertisement leads you to choose that alcohol brand in Ireland					
There should be no alcoholic beverage brand logo to promote the brand in public-health themed advertisements					
A campaign message/slogan is important for CSR campaigns in alcohol marketing in Ireland					

Responsible drinking messages are well defined in Ireland					
Drink aware/responsibly campaigns leave a longer-lasting impression on people as opposed to alcohol advertising in Ireland					
Public-health themed advertisements should take part in sports events and sponsorships in Ireland					
The public-health themed CSR campaigns conducted by alcohol brand should be tested before its release					

20. What type of content should a CSR campaign have to be effective?

Checkboxes

- Emotional
- Informative
- Storyteller
- Entertaining
- Aggressive
- Humorous
- Other

21. On which communication channels can CSR campaigns be more effective?

Checkboxes

- Social Media
- Bars, clubs and restaurants
- Billboards
- TV
- Newspaper
- Radio
- Other

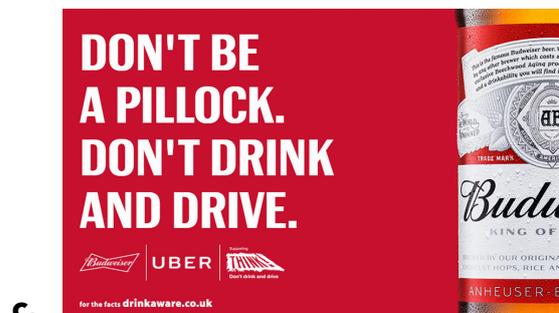
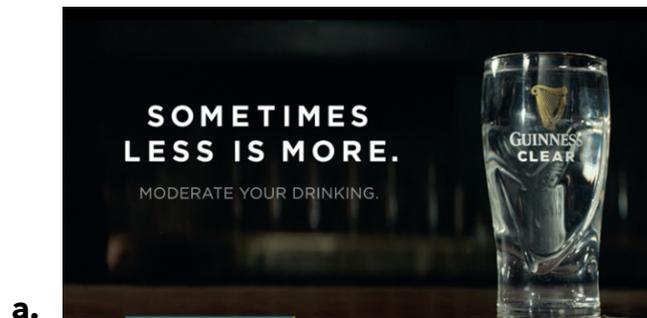
22. How long should the campaign run for in order to be impactful about responsible drinking?

Multiple Choice Question

- 1-2 weeks
- 1 month
- 2-3 month
- 4-6 month
- 7 or more month

23. Please rate the effectiveness of following campaign examples on their effectiveness from 1 to 10.

Rating Question





d.



e.



f.

