

Black Generation Y students' attitudes towards the demarketing of tobacco and alcohol consumption

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Abstract

This article reports on a study undertaken to determine Black Generation Y students' attitudes towards the demarketing of tobacco and consequent attitudes towards the demarketing of alcohol consumption in South Africa. As governments around the world, including South Africa, seek to tackle growing health care costs, so unhealthy consumption behaviours are increasingly coming under the spotlight. Tobacco smoking and, more recently excessive alcohol consumption, are two of such consumption behaviours that have received particular attention in recent years, with different demarketing strategies being implemented in an effort to dissuade the consumption thereof. While the effectiveness of these demarketing strategies may be measured directly by looking at changes in demand levels, little is known concerning consumer attitudes towards these strategies, even though an essential prerequisite for achieving their beneficial effects may depend on consumers having a positive attitude towards these strategies. A self-administered questionnaire was distributed to a sample of 400 Black Generation Y students registered at two South African higher education institutions situated in the Gauteng province. The captured data were analysed using z-tests, Pearson's Product-Moment Correlation and regression analysis. The findings indicate that Black Generation Y students have a statistically significant positive attitude towards both the demarketing of tobacco and alcohol consumption, and their attitudes towards the demarketing of tobacco serve as an important predictor to their attitudes towards the more recently proposed demarketing of alcohol consumption in South Africa.

Keywords: Demarketing, tobacco consumption, alcohol consumption, Black Generation Y students, South Africa.

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Introduction

Demarketing, a term first coined by Kotler and Levy in 1971 (Lawther, Hastings & Lowry, 1997), refers to the facet of marketing whereby customers in general or a certain stratum of customers are discouraged from consuming a product or service, whether this be on a permanent or temporary basis (Kotler & Levy, 1971). Encouraging the responsible consumption of a product and educating

people concerning the negative impact of consuming certain products represent important forms of demarketing (Sodhi, 2011).

As governments around the world, including South Africa, seek to tackle growing health care costs, so unhealthy consumption behaviours are increasingly coming under the spotlight (Moore, 2005). Tobacco smoking and more recently excessive alcohol consumption are two of such consumption behaviours that have received particular attention in recent years (Shiu, Hassan & Walsh, 2009), with different demarketing strategies being implemented in an effort to dissuade the consumption thereof. While the effectiveness of these demarketing strategies may be measured directly by looking at changes in demand levels (Parry, Burnhams & London, 2012), little is known concerning consumer attitudes towards these strategies, even though an essential prerequisite for achieving their beneficial effects may depend on consumers having a positive attitude towards these strategies (Andrews, Netemeyer & Durvasula, 1990; Nieminen, Tamari & Kinnula, 2010).

The youth, labelled Generation Y (individuals born between 1986 and 2005) (Markert, 2004), represent a particularly important target segment for demarketing efforts in that they represent the future. In 2013, at approximately 83 percent (Statistics South Africa, 2013), Africans accounted for the vast majority of South Africa's Generation Y cohort (hereafter referred to as black Generation Y). Those pursuing a tertiary qualification are especially important to such demarketing efforts, given that graduates often have a greater influence within society (Baum & Payea, 2005; Bevan-Dye & Surujlal, 2011).

While several studies have focused on public attitudes towards the demarketing of tobacco (Velicer, Laforge, Levesque & Fava, 1994) and alcohol consumption controls (Wilkinson, Room & Livingston, 2009) in other countries, there is a dearth of such studies in the South African context, and none that focus on the significantly sized black Generation Y cohort.

The purpose of this study was to determine the influence of black Generation Y students' attitudes towards the more entrenched demarketing of tobacco consumption on their attitudes towards the proposed demarketing of alcohol consumption.

Tobacco and alcohol consumption patterns in South Africa

In order to contextualise why there has been an increased effort targeted at demarketing tobacco and alcohol consumption in South Africa, it is necessary to gain an understanding of consumption patterns of these products within the country.

Tobacco usage in South Africa

Since South Africa's first democratic elections in 1994, the country has seen a marked change in government's attitude towards tobacco usage. While the previous government had been supportive of the tobacco industry, the new ANC government took a strong negative stance against smoking and made it clear from the start of their leadership that they intended levying strong measures to demarket tobacco use (van Walbeek, 2004).

The tobacco control policies introduced by government in the 1990s included making health warnings mandatory on cigarette packs, outlawing tobacco advertising, increasing the taxes on tobacco products and banning the sale of tobacco to minors (Peer, Bradshaw, Laubscher & Steyn, 2009). In the 2000s, the Tobacco Products Control Act was amended to include limiting the areas where people are allowed to smoke (van Rensburg, 2010). These measures are in line with those undertaken in many western countries since the harmful effect of tobacco consumption was proven scientifically in the 1960s (van Walbeek, 2004).

While evidence suggests that these measures were successful in decreasing the consumption of tobacco amongst certain groups (Peer et al., 2009; van Rensburg, 2010; Parry et al., 2012), smoking rates remained unchanged amongst females and the youth aged between 15 and 24 years (Peer et al., 2009).

Reuters (2012) reports that there were an estimated 1 billion regular smokers in the world in 2012 and that around 80 percent were from low - and middle-income countries. There were an estimated 7.7 million adult tobacco consumers in South Africa in 2011, of which 6.3 million were cigarette consumers (The Tobacco Institute of South Africa, 2011). Reports indicate that the sale of cigarettes increased to 28.7 billion sticks in 2011, which is close to the levels reported in 2005. Of these cigarettes, an estimated 29 percent or 7 billion were illegal in that they did not comply with the South African tobacco regulations (Steyn, 2012). De Mayrick (2001) cautions that unless a sustained demarketing campaign that is relevant to the current target market is in place, there is a risk of the cessation rate of tobacco use plateauing or a resurgence in smoking.

The negative consequences of tobacco use include lung cancer, chronic bronchitis, heart attacks and emphysema (Costa & Mossialos, 2006:77). Reports estimate that in South Africa, five people die per hour due to tobacco-related diseases (Dennis, 2012).

Alcohol usage in South Africa

Growing concern regarding South African's excessive use of alcohol is steering government in the direction of taking a harsher stance against alcohol consumption in the country (Parry et al., 2012; *The Economist*, 2012). According to *The Economist* (2012), if the approximately half to two-thirds of South Africans who do not touch alcohol were excluded, South Africans would rank fifth in the world in terms of heavy drinkers, with adult drinkers consuming an average of 35 litres of pure alcohol each per annum.

Peltzer and Ramlagan (2009), following a review of national and local surveys of alcohol consumption between 1998 and 2005, concur indicating that while only a relatively small portion of the population drink alcohol, those that do engage in regular excessive and risky alcohol-consumption behaviour. The authors include trauma, violent behaviour, crime, unsafe sexual activities and foetal alcohol syndrome amongst the negative consequences of excess alcohol consumption.

The Economist (2012) indicates that excess alcohol consumption in South Africa causes approximately 14 000-road deaths per year and is responsible to 40 percent of gun murders, three-quarters of knife murders and half of blunt-instrument murders. Parry et al. (2012) propose the implementation of alcohol control measures in South Africa similar to those used to discourage tobacco consumption. The authors suggest banning alcohol advertising and making alcohol less available.

Demarketing

Demarketing, a concept rooted in the societal marketing concept (Kotler, 2003; Shui et al., 2009), has been noticeably prevalent concerning the natural environment, scarce resources and hazardous health behaviour patterns (Wall, 2007). Medway, Warnaby and Dharni (2010) theorise that two reasons may prompt the application of demarketing, namely the need to reduce the use of or limit access to certain products and resources, or to change the behaviour of users, with the ultimate purpose of reducing the user's need for a particular type of product or service. As such, demarketing represents the antithesis of marketing (Kumar, 2010) in that, unlike marketing that typically focuses on increasing demand (Sodhi, 2011), it focuses on decreasing demand (Kotler & Levy 1971; Sodhi, 2011). According to Lawther et al. (1997), demarketing applies conventional marketing tools but in the opposite way to their traditional use. For example, promotional actions are stopped, prices are raised and distribution efforts are reversed, thereby making the products/services less attractive and available.

Examples of demarketing concerning hazardous health behaviour patterns have included public health strategies targeted at discouraging tobacco smoking, excess alcohol consumption, the use of illicit drugs, obesity (Kotler & Armstrong 2010) and unprotected sexual intercourse (Lefebvre, 2011). According to Kotler (2011), demarketing, as a form of social marketing, requires the use of segmentation, targeting and positioning, together with the 4Ps of the marketing mix in order to discourage negative behaviour.

A failure to segment, target and position demarketing efforts correctly often results in a failure of those efforts. For example, the motivation to start smoking by members of the Generation Y cohort is different from those motivating individuals of older generations to continue smoking and, therefore, require different demarketing efforts to dissuade such behaviour (Wolburg, 2004). With binge drinking often prevalent amongst students (Westmaas, Moeller & Butler, 2007) and the youth being a key target of the tobacco industry (Hastings & Aitken, 1995), demarketing strategies aimed at discouraging such behaviour should target Generation Y members.

Demarketing mix

Shiu et al. (2009) posit that the demarketing product strategy involves providing a substitute product as a replacement for the harmful product and suggests nicotine replacement products, together with programmes aimed at supporting individuals in their cessation of harmful behaviours. This may include setting up national telephone help lines and introducing national no smoking and no alcohol drinking days (Wall, 2007). In relation to excess alcohol consumption, Parry et al. (2012) suggest offering interventions for high-risk alcohol drinkers. However, Shiu et al. (2009) found that having free or cheap stop-smoking medication and having telephone help lines did not influence people's attitude towards smoking or their intention to give up smoking.

Given that packaging forms part of the product strategy (Ferrell & Hartline, 2008), an important demarketing strategy is the mandatory warning labels on cigarette packets and alcohol containers in South Africa (Anon, 2007; Peer et al., 2009). Findings from a study in Malaysia (Fathelrahman, Omar, Awang, Borland, Fong, Hammond & Zain, 2009) indicate that warning labels on cigarette packets do encourage smokers to stop smoking or at least encourage them to start considering the process of cessation. Studies by Kaskuta (1993) as well as Giesbrecht and Kavanagh (1999) found that individuals have a positive attitude towards warning labels on alcohol containers and believed that those labels were important tools in changing their behaviour through educating them about the health risks of alcohol.

In an effort to decrease the attractiveness of tobacco products further, the Australian government won a court ruling stating that as from 1 December 2012, all cigarettes and tobacco products may only be sold in plain olive-green coloured packets that display graphic pictures of smoking-related diseases (Reuters, 2012; Steyn 2012). This move was directed at displacing tobacco manufacturers' use of packaging design to differentiate their brands and foster brand loyalty (Steyn, 2012). This bold move by the Australian Government is likely to set a precedent for other countries (Reuters, 2012). Parry et al. (2012) highlight the need to displace alcohol manufacturers' branding efforts in a similar manner.

The demarketing price strategy applied to discourage tobacco and alcohol consumption generally involves government raising excise taxes on these products with the purpose of increasing their real prices (Shiu et al., 2009; Peer et al., 2009). In South Africa, the excise tax on tobacco was 52 percent for 2010/2011, which contributed R10.8 billion to government tax revenues (The Tobacco Institute of South Africa, 2011; Steyn, 2012).

Concerning duties on alcohol in South Africa, 2012 witnessed excise taxes rise by 8 percent to R7.53 per litre for sparkling wine, 7.7 percent to R2.50 per litre for unfortified wine, 6 percent to R4.59 per litre for fortified wine. The duties on malt beer rose by 10 percent to R59.4 per litre of absolute alcohol. Those on alcoholic fruit beverages rose by 9.6 percent to R2.97 per litre, while those on spirits rose by 20 percent to R111.64 per litre of absolute alcohol (Anon, 2012). According to South African Breweries (2010:23), excise duties on alcohol comprised 47 percent or R10 billion of the R21 billion collected by the South African government for 2009/2010 fiscal year.

A six-nation study that included South Africa found only moderate support for the demarketing strategy of using taxes to increase the price of tobacco products (Laforge, Velicer, Levesque, Fava, Hill, Schofield, Fan, De Vries, Shisana & Conner, 1998). Similarly, Schumann, Ulrich, Thyrian, Ulbricht, Hapke and Meyer (2006) found that current and former smokers in Germany had a negative attitude to increasing the price of cigarettes through imposing taxes. In contrast, a study in the United States of America (Wagenaar & Streff, 1990) found strong public support for increasing the price of alcohol by increasing excise duties. However, in a more recent study conducted in Australia (Wilkinson et al., 2009), public opinion opposed increasing the price of alcohol products. This finding is line with that of Giesbrecht and Kavanagh (1999) who also found a marked decline in support for using taxes to increase the price of alcohol in Canada between 1989 and 1994.

The demarketing promotion strategy aimed at discouraging tobacco and alcohol use is twofold. First, it involves banning the promotion of these products and

secondly, it involves in engaging in counter-promotion efforts in order to educate the public regarding the dangers of tobacco usage and excess alcohol consumption and, ultimately, discourage smoking and excess drinking (Giesbrecht & Kavanagh, 1999; Shiu et al., 2009).

As is the case in most countries, there is a strict ban on the promotion of tobacco products. This ban covers tobacco advertising in any domestic media, free distribution of tobacco products, brand marketing, promotional gifts with tobacco product purchases, competitions associated with tobacco, brand stretching, sponsorship of events, groups or venues, toys or candy resembling tobacco products, retailer incentive programmes, and paid placement of tobacco products in any media (Tobacco Control Policy Fact Sheet, 2012). Despite this ban, the tobacco industry still manages to market its products through word-of-mouth communication (smokers are a walking advertisement), product placements in international television series and films and point-of-purchase displays (Dennis, 2012).

The advertising spend on alcohol in South Africa is estimated at R1.8 billion on above-the-line advertising and R2.6 billion on sponsorships and below-the-line advertising (Clark, 2012). Parry et al. (2012) indicate that alcohol advertising in South Africa links the consumption of alcohol to socio-economic success, patriotism and sex, and warn that this type of inappropriate advertising is encouraging the youth to take up drinking. The South African government is considering the banning of alcohol advertising in the country (The Economist, 2012).

Counter-promotion efforts involve educating the public regarding the dangers of tobacco consumption and excess drinking. These efforts include anti-smoking (Shiu et al., 2009) and anti-excess alcohol consumption campaigns (Giesbrecht & Kavanagh, 1999), warning labels on packaging and, in the case of tobacco control in South Africa, warning signs at the entrances of designated smoking areas (van Rensburg, 2010).

Wolburg (2004) indicates that, in the case of anti-smoking messages, the typically judgemental tone adopted and the excessive use of the fear appeal often causes smoker defiance. When targeting the youth with anti-smoking messages it is important not to demonise smoking to the point that it gains the allure of 'forbidden fruit' and not to adopt a paternalistic tone that is likely to have the reverse result. It is more appropriate to use concrete, verifiable messages that have a consensus tone that will appeal to the youth experiencing peer pressure (De Mayrick, 2001). The same approach may be adopted in the demarketing of excess alcohol consumption to the Generation Y cohort.

Costa and Mossialos (2006) found that banning the advertising of tobacco products did not have a strong influence on smoking cessation but that educational policies were an important influence on smoking cessation in countries in the European Union. This is in line with the findings of Laforge et al. (1998), who found only moderate support for the banning of tobacco advertising but strong support for public education warning of the dangers of smoking. Concerning alcohol, Wilkinson et al. (2009) found that Australians supported limiting television alcohol advertising to after 9:30 pm and strongly supported banning alcohol sponsorship of sporting events.

The demarketing place strategy aimed at discouraging tobacco and alcohol use focuses on restricting where people can smoke and consume alcohol (Giesbrecht & Kavanagh, 1999; Shiu et al., 2009), limiting the availability of such products (Giesbrecht & Kavanagh, 1999; Wall, 2007) and placing access controls on those products.

In the case of alcohol, these measures generally include increasing the legal drinking age, reducing the trading hours and number of alcohol outlets, and making public events and certain public areas alcohol-free zones (Wilkinson et al., 2009). For tobacco products, these measures typically include banning the sale of such products to minors, limiting where and to whom tobacco products may be sold and banning tobacco use in public areas (Schumann et al., 2006). Shiu et al. (2009) found that restricting where people may smoke did not influence their attitude towards smoking; rather, they had a negative attitude towards the ban and, given that more effort was required to find a place where they could smoke, viewed the cigarette as a reward. However, in their six-nation study, Laforge et al. (1998) found strong public support for restriction where people can smoke, as well as for restricting the sale of tobacco products to minors. In the case of alcohol, Wilkinson et al. (2009) report a decline in Australian public support for raising the legal drinking age, as well as limited support for controlling availability to alcohol. These findings mirror the results reported by Giesbrecht and Kavanagh (1999) concerning Canadian's attitudes towards raising the legal drinking age and controlling availability to alcohol.

In addition to the 4Ps of the traditional marketing mix, the demarketing mix includes a fifth element in the form of penalties. The demarketing strategy of penalties revolves around imposing stricter control measures on tobacco and alcohol as well as harsher punitive measures for individuals and organisations that flaunt these measures. For tobacco products, these include fining storeowners who sell tobacco products to minors, as well as fining the minors themselves (Schumann et al., 2006).

For alcohol, such measures include more severe legal action against individuals driving under the influence of alcohol and monitoring of late night licensed

premises more strictly (Wilkinson et al., 2009). Strong public support for penalties was found in studies focused on the demarketing of tobacco (Laforge et al., 1998; Schumann et al., 2006) and those focused on the demarketing of alcohol (Wagenaar & Streff, 1990; Wilkinson et al., 2009).

Generation Y Cohort

Given that the youth represent a key target market for both tobacco (Hastings & Aitken, 1995; Dennis, 2012) and alcohol manufacturers (Parry et al., 2012), this study focused on the Generation Y cohort, which is defined by Markert (2004) as including individuals born between 1986 and 2005.

The 2013 mid-year population count estimated that 38 percent of South Africans are classified as part of the Generation Y cohort, with Africans making up the vast majority of this cohort at 83 percent (Statistics South Africa, 2013). The sheer size of the black Generation Y cohort makes them significant to marketers. Those black Generation Y members pursuing a tertiary qualification are especially important to marketers, given that a higher education correlates with higher earning potential and higher social standing (Day & Newburger, 2002; Bevan-Dye & Surujlal, 2011). Higher earnings and social standing typically translate into having a greater influence within society (Baum & Payea, 2005; Bevan-Dye & Surujlal, 2011). In terms of demarketing, such influence, in the form of opinion leadership, may have an important impact on the success of demarketing policies and programmes.

Schiffman, Kanuk and Wisenblit (2010) define an opinion leader as an individual who influences the actions, behaviour and attitudes of other individuals informally. This suggests that if the university student portion of this age cohort has a negative attitude towards tobacco and excess alcohol consumption and a positive attitude towards the demarketing of these products, they may manifest as important role models to South Africa's overall black Generation Y cohort.

Members of the Generation Y cohort have been raised in a multimedia rich world, with convergent media platforms provide access to 24/7 global news and information (Shaw & Fairhurst, 2008). They are the first generation to grow up enjoying the connectivity afforded by mobile telephony and the Internet (Schwalbe, 2009) and virtual social networks, such as Facebook, YouTube and Twitter (Nicholas, Rowlands, Clark & Williams, 2011), earning them the label of being digital natives (Autry & Berge, 2011). Their assimilation into a media-saturated, brand-conscious and consumer culture has made them aware and sceptical of marketing communication (Wolburg & Pokrywczynski, 2001) and relatively resistant to the persuasive efforts of marketers (Bush, Martin & Bush, 2004). The Generation Y cohort has grown up receiving a barrage of news

focused on making people aware of the constant threat of terrorism, climate change (Shaw & Fairhurst, 2008) and HIV/Aids (De Mayrick, 2001). As the first tobacco control law was passed in 1993 in South Africa (Tobacco.org, 2012), South African Generation Y individuals have also grown up with strenuous regulations regarding smoking and with clear warnings concerning the negative health effects of smoking.

Indications in other countries are, however, that while there is a decline in the number of adult smokers, tobacco usage is prevalent amongst the youth (Costa & Mossialos, 2006; Uusitalo & Niemelä-Nyrhinen, 2007). Tobacco use typically is adopted in the teenage years and evidence suggests that if a person has not started smoking by 20 years of age, they are unlikely to ever smoke (De Mayrick, 2001; Uusitalo & Niemelä-Nyrhinen, 2007). As such, the youth represent a prime target market for tobacco manufacturers (Hastings & Aitken, 1995; Dennis, 2012). In a similar vein, alcohol manufacturers also target the youth (Parry et al., 2012). Both tobacco use (Wall, 2007) and alcohol consumption (Fry, 2010) are promoted as a type of rite of passage to the Generation Y cohort. Wall (2007) indicates that alcohol drinkers are portrayed in advertisements as being mischievous fun lovers.

De Mayrick (2001) suggests that demarketing campaigns aimed at discouraging smoking amongst the youth, and by implication those aimed at discouraging alcohol consumption, should harness Generation Y's scepticism of marketing and stress the manipulative practises that tobacco and alcohol manufacturers employ. In South Africa, despite strict tobacco control measures and talk of a tightening up of alcohol control measures, anecdotal evidence suggests that tobacco manufacturers and alcohol manufacturers continue to target the country's youth and attempt to portray smoking and drinking as being fun and cool (Dennis, 2012; Parry et al., 2012).

Methodology

Sample and sampling method

A list of the 28 campuses of the public South African higher education institutions (HEIs) situated in the Gauteng province of South Africa constituted the sample frame in this study. The Gauteng province was selected over the other South African provinces because it has the highest percentage of the 23 public HEIs. A non-probability judgement sample of two campuses was selected from the sampling frame, one a traditional university and the other a university of technology.

A non-probability convenience sample of 400 students across the two campuses was taken (200 per campus). Lecturers at each of the campuses were requested to ask their students to complete the questionnaire during lectures. These lecturers were instructed to ensure that the questionnaires were completed strictly on a voluntary basis.

Research instrument

A self-administered questionnaire was used to collect the required data. A scale developed and validated by Velicer *et al.* (1994), called the Smoking Policy Inventory (SPI), was used to measure the black Generation Y students' attitudes towards the demarketing of smoking. The SPI scale comprises five sub-scales – advertising and promotion (seven items), public education (seven items), laws and penalties (seven items), taxes and fees (seven items) and environmental restrictions (seven items). The Australian National Drug Household Survey was used to measure black Generation Y students' attitudes towards the demarketing of alcohol consumption, which Wilkinson *et al.* (2009) factor analysed to identify the four constructs of controlling accessibility (six items), promotion limits and warnings (four items), controlling hazardous behaviour (three items) and environmental restrictions (three items). All scaled responses were anchored on a five-point Likert scale ranging from disagree completely (1) to agree completely (5). In addition, the questionnaire included a section designed to collect the respondents' demographic information.

The questionnaire was pilot tested on 50 students at a HEI campus that did not form part of the sampling frame to ascertain reliability. Cronbach alphas ranging from 0.63 to 0.96 were calculated for each of the constructs in the scale, which is indicative of acceptable reliability (Malhotra, 2010). The Cronbach alphas computed in the main survey ranged from 0.60 to 0.91.

Results

Of the 400 questionnaires distributed in the main survey, 291 completed ones were returned, providing a response rate of 73 percent. The female respondents accounted for 58 percent of the sample and the males 42 percent. Concerning the respondents' age spread, the majority (31%) were 18 years old, followed by those who were 19 years old (25%) and 20 years old (21%). The split between the HEI campuses was relatively even, with 48 percent of respondents from the traditional university and 52 percent from the university of technology. The demographic information for respondents in the sample is provided in Table 1.

Table 1: Sample description

Gender	Percent (%)	Age	Percent (%)	Institution type	Percent (%)
Male	42	18	31	Traditional university	48
Female	58	19	25	University of technology	52
		20	21		
		21	12		
		22	7		
		23	3		
		24	1		

Means above 3 were recorded on each of the dimensions measuring attitudes towards the demarketing of tobacco and alcohol consumption. A one-tailed independent sample z-test was performed to determine whether these computed means are significant. The expected mean was set at 3 and the significance level at the conventional $\alpha=0.05$. Table 2 illustrates the calculated means, standard deviations, standard errors, z-scores and p-values.

Table 2: Black Generation Y students' attitudes towards the demarketing of smoking and alcohol consumption

Variable	Mean	Standard Deviation	Standard error	Z-scores	p-value
Demarketing of tobacco consumption:					
Advertising and promotion	3.56	1.05	0.06	9.06	0.000*
Public education	4.44	0.55	0.03	44.92	0.000*
Laws and penalties	4.04	0.84	0.05	21.04	0.000*
Taxes and fees	3.86	1.01	0.06	14.45	0.000*
Restrictions	3.79	0.80	0.05	16.77	0.000*
Demarketing of alcohol consumption:					
Controlling accessibility	3.34	1.18	0.07	4.84	0.000*
Promotion limits and warnings	3.45	0.81	0.05	9.39	0.000*
Controlling hazardous behaviour	4.05	0.96	0.06	18.69	0.000*
Controlling public space	3.40	1.01	0.06	6.79	0.000*

*Significant at the 0.05 level (2-tailed)

As shown in Table 2, p-values of $p<0.05$ were computed on all five dimensions of attitudes towards the demarketing of tobacco consumption and on all four dimensions of attitudes towards the demarketing of alcohol consumption. This infers that black Generation Y students have statistically significant positive attitudes towards both the demarketing of tobacco and of alcohol consumption.

In order to determine whether a relationship exists between black Generation Y students' attitudes towards the demarketing of tobacco consumption and their attitudes towards the demarketing of alcohol consumption, correlation analysis, using Pearson's Product-Moment coefficient was conducted. Table 3 reports on the correlation coefficients computed.

Table 3: Relationship between attitudes towards the demarketing of tobacco consumption and attitudes towards the demarketing of alcohol consumption

		Alcohol consumption demarketing strategies			
		Controlling accessibility	Promotion limits and warnings	Controlling hazardous behaviour	Controlling public space
Tobacco consumption demarketing strategies	Advertising and promotion	0.413*	0.454*	0.254*	0.165*
	Public education	0.322*	0.355*	0.300*	0.190*
	Laws and penalties	0.370*	0.384*	0.394*	0.264*
	Taxes and fees	0.543*	0.455*	0.314*	0.176*
	Restrictions	0.422*	0.355*	0.354*	0.182*

*Significant at the 0.05 level (2-tailed)

As is evident from Table 3, there is statistically significant positive relationship at the 0.05 level between each of the demarketing of tobacco and demarketing of alcohol attitude dimensions. This suggests that the more positive attitude that black Generation Y students have towards the demarketing of smoking, the more positive their attitude is towards the demarketing of alcohol consumption and vice versa.

Regression analysis was carried out to determine if the positive attitudes towards the now entrenched demarketing of tobacco consumption strategies predicted attitudes towards the recently proposed demarketing of alcohol consumption strategies. These results are reported in Table 4.

Table 4: Influence of attitudes towards demarketing of smoking on attitudes towards demarketing of alcohol consumption

	Standardised Beta	Adjusted R ²	t-value	Significance level
Independent variable: Demarketing of smoking				
Dependant variable: Demarketing of alcohol	0.628	0.392	13.702	0.000*

*Significant at the 0.05 level (2-tailed)

Table 4 shows that black Generation Y students’ attitudes towards the demarketing of tobacco consumption has a statistically significant positive influence on their attitudes towards the demarketing of alcohol consumption ($B=0.628, p=0.000<0.05$) and explains approximately 39 percent of the variance in their attitudes towards the demarketing of alcohol consumption. This means that those black Generation Y students who have a positive attitude towards the measures taken to dissuade people from using tobacco products, will also have a positive attitude towards the demarketing strategies geared at discouraging alcohol consumption.

Discussion

The purpose of this study was to determine black Generation Y students' attitudes towards the demarketing of tobacco and alcohol consumption in South Africa. As an ethnic and age cohort, the black Generation Y represents a significant target market in that its members account for 83 percent of the country's youth, thereby rendering them important to the future of South Africa. Owing to their future higher earning potential and higher social status, black Generation Y individuals with tertiary qualifications are likely to act as role models and opinion leaders amongst their peers.

Given that the youth represent the future of a country, the black Generation Y segment, especially members with a tertiary qualification, are an important target market for the South African government's continued efforts aimed at discouraging tobacco usage and its proposed similar measures to discourage excessive alcohol consumption. If black Generation Y students have a positive attitude towards the demarketing of tobacco and alcohol consumption, those strategies are more likely to influence their behaviour and, in turn, they are more likely to influence the behaviour patterns of the country's broader black Generation Y cohort given their role model and opinion leadership status amongst their peers. Cession of tobacco usage and limiting alcohol consumption will benefit South Africa both health wise, by having healthier citizens and economically, by placing less of a burden on the country's health care system.

The findings of this study are very promising in this regard. Black Generation Y students indicated having statistically positive attitudes towards the demarketing of tobacco as well as alcohol consumption. In addition, there was a statistically significant positive relationship between their attitudes towards the demarketing of these two consumption behaviours. That is, the more positive their attitudes towards strategies aimed at discouraging tobacco usage, the more positive their attitudes towards those designed to discourage excess alcohol consumption. Furthermore, having being brought up in an era where government has actively tried to stamp out tobacco usage they appear to be more accepting of such a 'nanny state' approach. The findings of this study suggest that black Generation Y students' positive attitudes towards the demarketing of tobacco consumption positively influences their attitudes towards similar measures designed to demarket alcohol consumption.

As there is a danger of the cessation rate of tobacco use levelling off or resurgence in smoking, it is necessary to sustain demarketing efforts aimed at discouraging tobacco use. It is recommended that a demarketing campaign aimed at discouraging excess alcohol consumption amongst black Generation Y be implemented in South Africa. Both demarketing efforts should highlight the manipulative marketing efforts of tobacco and alcohol companies and should

focus on educating this target market as to the dangers of tobacco and excess alcohol consumption. Use should be made of new media platforms, such as the Web, virtual social networks and mobile telephony to demarket tobacco and alcohol consumption to this cohort. Stronger penalties, increased prices and limiting access to and the distribution of these products are also advised as methods of dissuading these consumption behaviours. There is an urgent need to ban alcohol advertising in South Africa because the inappropriate advertising message appeals employed by alcohol manufacturers encourage an association between alcohol consumption and socio-economic success, patriotism and sex, which are likely to be particularly persuasive to the youth. In designing anti-smoking and anti-drinking messages, care should be taken to avoid adopting a paternalistic tone and demonising the behaviour so that it gains the allure of 'forbidden fruit'. Rather, these demarketing messages should be solid, objective and should stress that it is trendy not to smoke and drink.

Limitations and future research

There are a number of limitations that should be taken into account in interpreting the findings of this study. First, the study employed a cross-sectional research design, which only provides a snap shot in time. A longitudinal design would provide a more accurate reflection of black Generation Y students' attitudes towards the demarketing of tobacco and alcohol consumption. This is especially true given that more stringent measures aimed at demarketing of alcohol consumption are yet to be introduced. The actual implementation of such strategies may significantly alter this target cohorts attitudes towards the demarketing of alcohol consumption and may cause them to revisit their attitudes towards the demarketing of tobacco consumption. In addition, the study used a non-probability convenience sample to gather the required data, which means that care should be taken in generalising the sample results to the target population. A study across black generation Y students registered at HEIs in South Africa's other provinces is also likely to yield valuable research findings.

Conclusion

Black Generation Y students' positive attitudes towards the demarketing of tobacco and alcohol consumption are likely to reflect their consumption behaviour concerning these products. Given their likely opinion leadership status amongst their peers, they present as important role models in discouraging tobacco usage and excess alcohol consumption to the country's youth. The findings of the study suggest that a demarketing campaign aimed at discouraging excess alcohol consumption would be well received by the black generation Y cohort of South Africa.

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