

Demarketing Strategies as Preventive Deterrent to Alcohol Abuse and Its Intricacies in Households and Streets: An Evidence from WA in North West Ghana

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Abstract:

Purpose: The present research purpose is to investigate the negative concerns of alcohol abuse in the households and in the streets, and to suggest some sound solutions to these concerns. **Design/methodology/approach:** The epistemological posture is positivist with a quantitative approach and the collected data is from both primary and secondary sources. **Results:** The findings indicate that alcohol consumption is highly and positively correlated to household conflicts. The results also indicate that alcohol consumption is highly and positively correlated to street conflicts. **Practical implications:** The results imply that marketers should make a hyper segmentation of the beverage market and apply demarketing strategies. **Originality/value:** This exploratory research demonstrates the association between excessive alcohol consumption, household conflicts and streets conflicts by bringing out some particular psychosocial and cultural factors.

Keywords: Demarketing, Alcohol consumption, household conflicts, street conflicts.

INTRODUCTION

In Africa, alcohol use is traditionally an integral part of some particular ceremonial gatherings (Nassè, 2006 ; Nassè, 2018 ; Bazié, 2011). This is attributable to the recognisable social function of alcohol in traditional ceremonies (Nassè et al., 2019) and thus its manufacturing and sales have reached some huge proportions in the world. Nevertheless, researchers have shown how alcohol abuse is a source of conflicts in some different parts of the world and in the African context (Valentine et al., 2010 ; Dery and Diedong, 2014 ; Nassè et al. 2016). While alcohol consumption is related to violence, with an emerging research that attests the negative concerns of its abuse (Murphy et al., 2005, Dery and Diedong, 2014), little is known about the real effects of alcohol abuse on household conflicts and street conflicts. This present research aims to seal these gaps. The main objective here is to examine the link between excessive alcohol consumption and conflicts. This research seeks to address the following specific objectives:

1. to ascertain the link between alcohol consumption and household conflicts.
2. to assess the link between alcohol consumption and street conflicts.

CONCEPTUAL FRAMEWORK AND THEORETICAL FRAMEWORK

Conflict

Conflict is found in every society. For some authors conflict is perceptually divergent and it is reliant on individual or group behavior, values, needs and beliefs (Goodhand and Hume, 2009; Awedoba, 2012). For Nassè et al. (2016), conflict refers to a confusion from individuals and groups that has its sources in a particular misbehavior that disturbs or irritates a religious group. Thus, a conflict could be dormant, verbal or psychosomatic (Nassè et al. 2023). In a consumption

perspective, Al-Hyari, Alnsour, Al-Weshah, and Haffar (2012) have painted the construct of conflict as a violent boycott of insane products. The present research aims to emphasise conflicts at the household level and at the street setting vis-a-vis alcohol abuse (Nassè, 2019).

Alcohol Consumption

The construct of alcohol consumption is perceived as the sipping of manufactured alcoholic beverages (Amankwaa, Reed, and Owens, 2012) and it can be excessive (Nassè, 2019). In addition, alcohol consumption could be the intake of both industrial alcoholic beverage and/or traditional beverages (Bazié, 2011 ; Nassè et al. 2016).

The Collectivist Theory

The collectivist approach to consumption depicts that people consumption choices can be influenced by the society of the group that they share a certain number of values, or the attitude of the community (Bagozzi, Abe, Wong, and Bergami, 2000 ; Banyte, and Matulioniene, 2005 ; Nayeem, 2012 ; Nassè, 2020 ; Sudaryanto, Imam, Anifatul, Jaloni, and Taskiya, 2021). Thus, alcohol intake in the African context is predominantly a collective phenomenon. The individual intake of alcohol is often rare or limited because in the context, alcohol intake is a means of socialisation (Nassè, 2019), a means of collectivisation and of relationships enhancement between people.

Research Hypotheses and Research Model

- **H₁** : Alcohol consumption is strongly associated to household conflicts.
- **H₀**: Alcohol consumption is not strongly associated to household conflicts.
- **H₂** : Alcohol consumption is strongly associated to street conflicts.
- **H₀**: Alcohol consumption is not strongly associated to street conflicts.

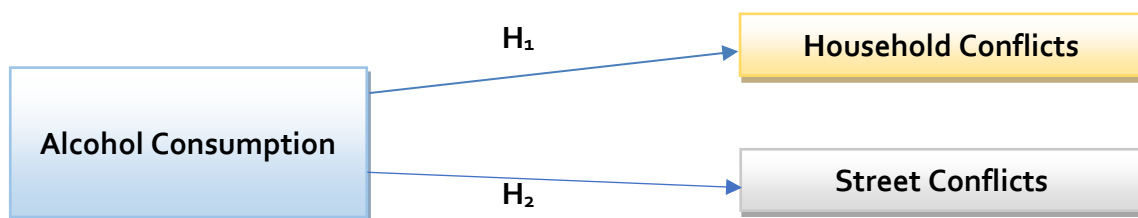


Figure 1: Research Model
(Source: adapted from Nassè, 2019)

METHODOLOGY

Research Posture

This research is focused on a quantitative approach and on a positivist posture.

Research Procedures

The sampling strategy is a combination of a random sampling and snowballing to save time and to maximise resources. The questionnaire is pre-tested with 10 respondents. The results are exploited to draft the final questionnaire. The final questionnaire is administered again to the consumers.

Sample Size

The sample size is predetermined using the formula $n = (p) (1-p) / (e / Z)^2$ as illustrated by some scholars (Nassè, 2018; Hejase and Hejase, 2013; Ganassali, 2009).

$n = (p) (1-p) / (e / Z)^2$, with p as the selected proportion of an attribute, and, $p=0.50$ or 50%; e is the level of precision here $e= 6\%$, and Z is the number related to the degree of confidence, and in this case $Z=1.96$ or 95% confidence. Thus, $n = (0.5 \times (1-0.5)) / (e / 1.96)^2 = 0.25 / (e / 1.96)^2$. The number of people to interview for a maximum error of 6.0%, then is $n = 0.25 / (0.06 / 1.96)^2 = 267$ people. A sample of 267 respondents is enough for a 6-point error estimate. The entire number of respondents that have participated is 308 and it is very representative.

Research Context

The research is conducted in Ghana, in the Wa Municipality for one year. Wa municipality has a multicultural and a cosmopolite population.

Data Analysis

The data is analysed using Sphinx IQ. The data is computed into the software and then, it is analysed to bring out both descriptive and inferential statistics.

Ethical Implications

The ethical measures and guidelines for a scientific research are observed to encourage respondents to participate. Thus, the data was handled with high level of confidentiality and strictly used for the purpose of this research (Creswell, 2009 ; Nassè, 2018 ; Nassè, 2022).

RESULTS AND DISCUSSION

The total number of respondents is 308, with 29 (09.4%) being women and 279 (90.6%) being men. In addition, 141 (45.8%) respondents are single, 68 (22, 1%) respondents are engaged, 93 (30.2%) respondents are married, and 06 (1.9%) respondents are divorced. Finally, 79 (25.6%) respondents are illiterate, 60 (19.5%) respondents have a primary school education level, 95 (30.8%) respondents have a secondary school education level and 74 (24%) respondents have a university education level.

Results Concerning Hypothesis 1

Table 1: Data of hypothesis 1

Variables	Results	Relationship
"Alcohol consumption" and "Household conflicts"	$p= <0.01$; $\chi^2= 434.46$; $dof= 11$.	Very strong
* $p <0.05$		

(Source : fieldwork, 2019)

The findings in Table 1 show a statistically significant link between the variables. Thus, the first hypothesis is confirmed and the null hypothesis is rejected.

- **H₁**: Alcohol consumption is strongly associated with household conflicts.

Results Concerning Hypothesis 2

Table 2: Data of hypothesis 2

Variables	Results	Relationship
"Alcohol consumption" and "Street conflicts"	$p = < 0.01$; $\chi^2 = 108.67$; dof = 11.	Very strong
* $p < 0.05$		

(Source : Fieldwork, 2019)

The findings in Table 2 show a significant link between the variables. Thus, the alternate hypothesis is confirmed and, the null hypothesis is rejected.

- **H₂**: Alcohol consumption is strongly associated with street conflicts.

Additional Results

The graph of results shows a strong association between the different variables.

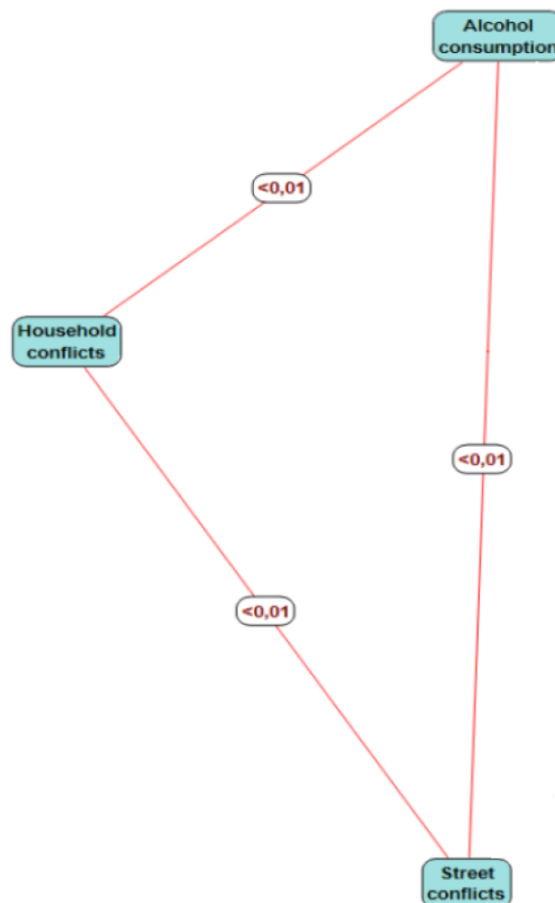


Figure 2 : Graph of Relationship

(Source : Fieldwork, 2019)

DISCUSSION

Discussion of Results Concerning Hypothesis 1

Some researchers have shown gender dissimilarities in alcohol intake with the predominance of men when it comes to alcohol abuse (Wilsnack et al., 2000). Findings by some eminent scholars such as Testa et al. (2014), Dery and Diedong (2014) have revealed that alcohol abuse is a source of violence on women in the household. In other contexts, alcohol consumption is a source of

multidimensional conflicts (Nassè, 2019; Nassè, 2020) in Burkina Faso. For Shiva, Shukla, and Chandra (2021), and Nassè (2019) alcohol related conflicts are associated with gender-based violence and triggered by relationship issues. Nevertheless, this research finding indicates a link between alcohol consumption and household conflictual situations, what can also be a contributive factor to the rate of divorces between couples in the context of Ghana. In addition, there is a violent abuse of children and mothers by the intoxicated father as a household manifested social problem both in urban and rural sectors.

Discussion of Results Concerning Hypothesis 2

The relationships between alcohol consumption and street conflicts have been demonstrated in another context by Nassè (2019) and Benyera (2017). The alcohol related conflicts can be both verbal and or physically violent (Nassè, 2019). In addition, alcohol abuse is found to be the source of gender conflictual situations with household violence and child abuse (Benyera, 2017). All the same, this research indicates an association between alcohol consumption and street conflicts in the context of Wa with unemployed idle youth who indulge in excessive alcohol intake and other nocive substances to keep them hyper and excited as a way out of depression. This trend among the male youth and young adults in particular influences them into social vices such as streetism, violence, delinquency, misbehaviors and other related issues.

CONCLUSION AND IMPLICATIONS

An abusive intake of alcohol can accentuate conflictual situations, whereas a moderated intake of alcohol could reduce the effects of conflictual situation. The findings demonstrate that alcohol consumption without moderation generates household conflicts and street conflicts in the context of Wa.

Implications

For managerial implications, this research is a threshold for industry players to rethink segmentation strategies of the beverage market following consumer's needs and expectations by applying demarketing tactics in the alcoholic beverage sector. It is important to encourage a build up of some responsible and ethical advertising slogans that promote a good consumption culture by minimising the unintended effects. It is also good to promote local products for instance by industrialising the production of traditional beverage such as "pito", a natural beverage with a low rate of alcohol. The conceptual implications of the research highlights the constructs of alcohol consumption in a specific African context where the intake of alcohol is a mixture of traditional beverages and modern beverages. The construct of conflict is also enriched into two different types of conflicts related to consumption in the African context. The theoretical implications helps to understand that psychosocial and cultural factors such as stress, unemployment, work-life challenges, hostility, depression, hopelessness, and social life, influence consumer's choices and thus, they affect the way consumers purchase, consume and engender conflicts.

FUTURE PERSPECTIVES

The future research will deal with consumption and conflicts related to other products rather than alcohol.

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APPENDICES

Table 3: Religious affiliation of respondents

Religious affiliation	Number of respondents	Percentage
Christians	224	72.7%
Muslims	12	3.9%
Traditionalists	72	23.4%
Total	308	100%

(Source : fieldwork, 2019)

Table 4: Age of respondents

Age	Number of respondents	Percentage
10 - 25 years old	83	26.9%
26-35 years old	129	41.9%
36- 45 years old	84	27.3%
46- and above	12	3.9%
Total	308	100%

(Source: fieldwork, 2019)

Table 5: Profession of respondents

Profession	Number of respondents	Percentage
Public employee	06	1.9%
Private employee	230	74.7%
Unemployed	72	23.4%
Total	308	100%

(Source: fieldwork, 2019)

Table 6: Social status of respondents

Social status	Number of respondents	Percentage
Very poor	6	1.9%
Poor	147	47.7%
Rich	149	48.4%
Very rich	6	1.9%
Total	308	100%

(Source: fieldwork, 2019)

Table 7: Residence of respondents

Residence	Number of respondents	Percentage
Wa town	302	98.1%
Other areas	06	1.9%
Total	308	100%

(Source: fieldwork, 2019)