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## Students' Motive for Patronizing Alcoholic Beverages in Tertiary Institutions in Benue State, Nigeria



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### ABSTRACT

This study aimed at identifying factors influencing students' motives for patronizing alcoholic beverages in tertiary institutions in Benue State. Five research questions were answered while three null hypotheses were formulated and tested at 0.05 level of significance. A survey research design was used for the study. Purposive random sampling techniques were used to select 470 respondents out of a population of 4700. A 50 structured questionnaire items developed from the literature reviewed was used to collect data from the respondents. The questionnaire items were face validated by three experts. Chronbach Alpha reliability test was used to obtain the internal consistency of the instrument with the overall reliability index of 76. The data collected were analysed using mean and standard deviation to answer the research questions and t-test statistic was used to test the hypotheses at probability level of 0.05. The Statistical Package for the Social Science (SPSS) was employed for the analysis. Findings from the study revealed among others, that advertising, peer group, price, psychological drives and store location are motivating factors for students' patronage and consumption of alcoholic beverages. The hypotheses tested showed a significant difference in all the variables presented except on the influence of price on students' motives for patronizing alcoholic beverages. Based on the findings of the study, it was recommended among others, that school administrators should mount alcohol prevention policy and education programmes to help educate the students on the health and academic implications of alcohol consumption.

## INTRODUCTION

### Background of the Study

An adequate marketing plan, whether from the point of view of the manufacturer or the middleman begins with the consumer. This is because it is in the satisfaction of the consumer that the marketer finds the justification for his existence. A consumer is one who makes use of goods and services to satisfy his needs and desires. A consumer may be an individual or group of individuals/corporate bodies who make use of goods or services to satisfy personal, household or corporate needs or wants. The consumers needs wants preferences, beliefs, habits, foibles and eccentricities constitute important determinants of the products which are offered, the channels through which they are sold, the promotional efforts which the marketer will employ and the price that will be obtained.

The consumer occupies a strategic position in the marketing process. This is because marketing activity begins and ends with the consumer. Goods and services (products) are usually conceived, produced and distributed to satisfy the needs and wants of the consumer. For this reason(s), it is important that the marketer understands factors that motivate the consumer to buy or not to buy.

A motive is a drive or a strong stimulus that requires a response for the satisfaction through the purchase of goods and services for consumption (Standton, 2007). Motive, therefore, is the reason for a behaviour. The study of consumer behaviour is a complex one. This is so because several factors may interact at the same time to motivate a consumer to behave in the way he does. Consumer behaviour is fundamentally related to instincts. It is the instinct which makes a person to behave differently at different times (Stanton, 2007). It is difficult to identify what particular instinct (motive) that is responsible for consumer behaviour. Yet it is necessary for the marketer to clearly determine the appropriate consumer motives if the marketing programme is to be effective in terms of product features and advertising strategy. Every consumer has buying motive.

According to Philip and Duncan (2007), buying motives are all the impulses, desires and considerations of the customer which impel or induce him to purchase certain products. Buying motives differ from buying habit which refers to how and when the consumer buys. Buying motives refer to the combination of facts and the emotional state of a person that generates a feeling within him that he needs to purchase an item as well as the factors that

influence his eventual choice of a particular product (Jain, 2013). Philip and Duncan (2007) distinguishes between “product motives” and “patronage motives”.

Product motives are the impulses and drives explaining why consumers buy certain products. Patronage motives on the other hand refer to those influences within the consumer which explain why he/she buys from particular firms. Patronage motives are the internal stimuli which impel a consumer to buy or shop from a particular store. Patronage motives are classified into “emotional and rational” categories. Emotional motives are those which encourage a consumer to patronize a particular store with a minimum of thought as to the reasons for or against doing so. Rational motives exist when people buy from stores only after some conscious reasoning as to which one they should patronize. Jain (2013) noted that a large number of buyers, by their rational choice, prefer to buy from a particular shop or store. They apply their judgement and intelligence before patronizing a particular shop. Buyers always measure the benefits of extending their loyalty to a particular shop or store. Patronage motives, therefore, represent internal forces or drives that motivate a consumer to decide to buy from a certain store, purchase product (good or service) e.g alcoholic beverages for consumption.

Alcoholic beverage is one of the products widely purchased and consumed by people including students. Alcoholic beverage is a drink that contains ethanol, commonly called “alcohol” (Anic, 2009). Alcoholic beverage is also a psychoactive drug that has depressant effect. In other words, it is an intoxicant that affects the brain and the psychomotor function of the consumers. Alcoholic beverages are divided into three general classes: beer, wine and spirit. Alcohol consumption is involved in the scope of leisure. Visiting drinking locations such as bars and clubs by students is categorised as an activity of leisure and recreation (Youell, 2006).

Students of tertiary institutions are among the consumers of alcoholic beverages. An institution is called “tertiary” in the context of this study to mean an institution of teaching and learning whose curriculum is above the level or standard of primary and secondary schools education. Alcohol has become one of the most widely used drug among students of tertiary institutions in Nigeria. In Benue State tertiary institutions, on-campus bars and drinking outlets are common sites. It is believed that a large number of young people in these institutions are involved in alcoholic consumption. Presley and Meilman (2009) noted that alcoholic beverage is a drink of choice of college and university students. Excessive use of

alcohol among students of tertiary institutions is a significant public health problem in the society (Eshbaugh, 2009).

A report on alcohol impact from the newsletter of the University of Wisconsin Madison School of Human Ecology (2008) reveals that students are found to be among the heaviest drinkers in different parts of the world. The report noted that the use of alcohol is a major problem on campuses. Alcohol is a factor in many accidents, injuries, vandalism and other crimes that are commonly experienced on campuses and is a key reason why students encounter problems with their course work (Weschler, 2008). This scenario is also commonplace in tertiary institutions in Benue State.

Benue State is in North Central Nigeria and it has six tertiary institutions: Benue State University, Makurdi, Federal University of Agriculture, Makurdi, Colleges of Education located at Katsina-Ala and Oju; the State Polytechnic, Ugbokolo and the College of Agriculture, Yandev have had series of reported alcohol-related students' crises among others on their campuses. For instance, Benue State University Makurdi was closed down for several months during the 2009/2010 academic sessions in recent past due to students' act of vandalism. The University of Agriculture, Makurdi has reported frequent occurrence of student crises within the 2008/2009 academic calendar. The Colleges of Education, Oju and Katsina-Ala have witnessed several cases of cultism, rape and other vices during the 2010/2011 academic sessions. In the same vein, the Benue Polytechnic Ugbokolo has experienced series of students' crises ranging from cultism which has claimed lives of students to raping and blocking of the federal high way by the students during their second semester of the 2011/2012 school calendar. Most of these crises were caused by alcoholic related factors. Furthermore, most of the reports on these crises have identified a significant role of on-campus use of alcohol as a key factor.

The negative consequences of student's consumption of alcoholic beverages in tertiary institutions can be severe and costly. For example, Anderson and Gadaletto (2009) noted that 29% of students who experience academic failures and 21% of students who do not remain in schools are caused by consumption of alcoholic beverages. Many students who miss lectures/classes are in most cases under the influence of alcoholic hangover.

The problems raise some critical questions regarding the consumption of alcoholic beverages in tertiary institutions in Benue State: What are the reasons (motives) for students' for

consumption of alcoholic beverages on the campuses? What are the specific factors or variables that influence the behaviour of the students? What measures should be taken by relevant authorities to curb the menace of on-campus use of alcoholic drinks?

Sequel to these questions, past studies identified the roles of advertising, price of alcohol, location and psychological drives as possible factors for student's consumption of alcoholic beverages. However, most of the studies did not take into consideration the gender factor, hence the inclusion of gender variable in this study.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by a sponsor. It is used to disseminate messages, whether to build brand preferences for a particular product or educate people to avoid the consumption of same (Kotler, 2007). Advertising can also persuade buyers, create liking and stimulate repeat purchases of goods and services. In responding to advertising messages, buyers usually take into consideration, the price of such commodities.

Price is what the buyer has to give up in exchange for goods and services. The law of economics equates the price of a product to the demand for that product. For example, decrease in monetary prices of alcoholic beverages may stimulate the demand for them, while increase in prices may lower the demand for the products.

Peer group refers to a reference group in which an individual belongs. Peer group is defined by Lewis, Chambers and Chacko (2010) as people who influence a person's attitude, opinions and value. Students' peer groups may exert influence on one another to patronize the use of alcohol through the word of mouth recommendations depending on the psychological motive of individual student in the group.

Psychological motives of a consumer are the forces within the consumer which trigger behaviour toward a goal that is expected to bring a satisfaction (Stanton, 2007). They refer to innate tendencies that spur individuals to take action to satisfy perceived needs. A good example is hunger for food and thirst for water. Consumers usually prefer to patronize stores, shops and bars at convenient locations in a bid to gratify their psychological drives.

Location-convenience according to Jain (2013) refers to ease with which customers visit stores or shops at different locations to buy their daily needs. Thus, shops, stores and bars within easy reach of students may serve as an inducement to buy. Consumers prefer a shop

that provides easy access for shopping above other factors. Although this may not at all times be true for all gender.

Gender refers to differences in sex of people. A person is either a male or female. Male and female students may decide to consume alcohol for different reasons. Differences may also exist in their choice of drinking locations. As already pointed out the study of consumer behaviour is a complex task (Philip ad Duncon, 2007). In view of the complexity in determining consumer behaviour, it is important that marketers must continuously carry out research studies that would examine the social, economic, psychological and environmental factors that are likely to exert influence on the behaviour of consumers. Stanton (2007) observed that a purchase is rarely the result of a single motive and that various motives may conflict with one another within a single individual on his/her purchase decision. Students, parents and authorities of educational institutions need to understand the motives for student's consumption of alcoholic beverages in tertiary institutions. These stakeholders should be acquainted with the social, economic, and psychological forces that influence the behaviour of the students in this regard. This vital information to the best of the knowledge of the researcher are lacking within the area of the study, hence the need for this study.

### **Statement of the Problem**

One of the challenges faced by administrators of tertiary institutions in Nigeria today is students' risky-behaviour. This is indicated by vices such as cultism, rape, and wanton destruction of lives and property on the campuses. Tertiary institutions in Nigeria are characterised by students' demonstrations which in most cases lead to physical combat between students and law enforcement authorities. Many a time such institutions are closed down for several months with its attendant negative consequences on academic programmes.

The Youth Risk Behaviour Survey Report (2011) indicated that academic campuses continue to experience alcohol related problems. The Report further showed that a good number of these problems are caused by on-campus consumption of alcoholic drugs by students. Alcoholic drinks are commonly sold in and around campuses of higher institutions in Nigeria, and particularly Benue State. The fact is that, though not every student drink alcohol, some students take into excessive alcohol consumption because of some motivational factors. To some students, it is a means of leisure and recreation. For those who drink alcohol, it is believed that alcohol enhances their mood and also affect their sense of reasoning.

Alcoholic consumption by students in higher institutions generates negative consequences which are costly and severe. Studies reveal that students who engage in risk taking behaviour such as cultism, rape, unsafe and unplanned sexual activities are frequently under alcoholic influence. This illicit activities increase the danger of HIV/AIDs endemic among students. Researches have also reported that 43% of students in tertiary institutions drink alcohol in a high risk manner at some points in their school career.

According to school guidance and counselling experts, the use of alcoholic beverages in colleges and universities is partly responsible for poor academic performance of students in classroom work and final examination grades. Administrators of tertiary institutions believe that the use of alcohol on campuses is a key factor in the problems of emotional difficulty among students. That is, it causes maladjustment problem for students in that such students find it difficult to adjust to the schools' environment. Besides, cases abound where students due to alcoholic influence violate campus policies, cause physical injuries on persons in the academic communities. Such students find it difficult to remain on campus and eventually experience failure in their academic career. These problems endanger students' academic progress as well as the entire academic community.

Consumers' understanding of the motivational factors which influence patronage decision is very critical to marketers and consumers. There is no doubt that a properly documented study will provide adequate information that guarantees consumers' understanding about motivational factors and at the same time help in mitigating the negative consequences of the consumers' behaviour. It is against this background that it becomes important to determine students' motives for patronizing alcoholic beverages in tertiary institutions in Benue State.

### **Purpose of the Study**

The major purpose of this study was to determine the motives of students for patronizing alcoholic beverages in tertiary institutions in Benue State. Specifically, the study sought to determine the influence of:

1. Advertising on the motives of students for patronizing alcoholic beverages in tertiary institutions.
2. Peer group on the motives of students for patronizing alcoholic beverages in tertiary institutions.

## Research Questions

The following research questions in line with the specific purposes guided the study:

1. To what extent do advertising influence the motives of students to consume alcoholic beverages?
2. To what extent do peer group influence the motives of students to consume alcoholic beverages?

## Hypotheses

The following null hypothesis was formulated for the study was tested at 0.05 level of significance:

H<sub>01</sub>: There is no significant difference in the mean responses of male and female students on the influence of advertising on students motives for patronizing alcoholic beverages in tertiary institutions.

## RESEARCH METHOD:

Descriptive survey research design was adopted to determine the influences of advertising, peer group, price, psychological drive and store location on the motives of students to patronize alcoholic beverages in tertiary institutions in Benue State. Descriptive survey research, according Ezeji (2004), enables the researcher to collect detailed description of existing phenomena with the intent of using the data to justify current conditions and practices or to make plans for improving phenomena. Uzoagulu (1998) also pointed out that survey research is one in which a group of people or items are studied by collecting and analyzing data from only a few people or items considered to be representative of the entire group. Hence descriptive survey design was considered most appropriate for this study in that data was collected from a representative group of respondents (students) through the use of questionnaire to ascertain their motives for alcoholic consumption on the campuses.

The study was carried out in Benue State. Benue State was created in 1976 and lies within the Lower River Benue in the Middle Belt (North Central) region of Nigeria. Benue State has a population of 4, 780 389 (2006 National population census) and occupies a landmass of 33,

955 square kilometers. The state has 23 local government council areas with Makurdi as its capital.

The people are predominantly farmers who produce a lot of grains from which they brew local alcohol called “burukutu”, hence Benue is regarded as the food basket of the nation. The high rate of alcoholic consumption in the state, particularly in the tertiary institutions with its attendant negative consequences on the economy as well as academic performances of the students has necessitated the choice of the area.

The population for the study was 4700 made up of 2,700 male and 2000 female students who are in second and third years of their studies (200-300 levels) drawn from the six (6) tertiary institutions in Benue State. The choice of 200-300 levels of students was due to the fact that the 100 level students are fresh on the campuses while the 400 level students may be pre-occupied with their final examination preparations such that they may not be able to give adequate attention to the study.

The sample size for the study was 470 comprising 270 male and 200 female students. The sample size was determined using 10% of the population. The choice of 10% was based on the opinions of Achor and Ejigbo (2006) that there is no fixed number and fixed percentage that is ideal in drawing sample size, rather it is the circumstance of the study that determines what percentage of the population should be in a study. The researcher was of the opinion that 10% sample size was adequate to give a fair representation in relation to the size of the population, which again was based on the views of Achor and Ejigbo that in general, for a large population, a sample size of 10% of the population was adequate and that the percentage could be higher or lower depending on the size of the population.

The Yaro Yamane formula was applied to get the sample for each of the six tertiary institutions. Furthermore, equal number of male and female respondents were purposefully sampled from the two levels of students involved based on the 10% size arrived (see appendix B). The purposefully sampled numbers of students was necessary to make for equal representation of the sample size.

Structured questionnaire was used to gather data for this study. The questionnaire contains 50 items that was divided into six (6) sections that is A – F. Section A contained three (3) on the general information about the respondents. Section B contained 10 on the influence of advertizing on students’ motives for patronizing alcoholic beverages. Section C contained 10

items on the influence of peer group on student's motives for patronizing alcoholic beverages. Section D contained 10 items on the influence of price on students' motives for patronizing alcoholic beverages. Section E contained 10 items on the influence of psychological drive on students' motives for patronizing alcoholic beverages. Section F contained 10 items that was used to obtain information on the extent of influence of store location on students' motives for patronizing alcoholic beverages.

Section B – F was structured on a five-point rating scale of Very Great Extent (VGE) = 5; Great Extent (GE) = 4; Moderate Extent (ME) = 3; Little Extent (LE) = 2; Very Little Extent (VLE) = 1 point.

The questionnaire was subjected to face-validation by three experts. Two of the validates are from the Department of Vocational Teacher Education and one from Measurement and Evaluation unit of the Department of Science Education, University of Nigeria, Nsukka.

The validates were asked to determine the appropriateness of the questionnaire items. The inputs and comments from the experts were incorporated into the final version of the instrument.

The instrument (questionnaire) was administered on students of College of Education Ankpa, Kogi State outside the study area. This was to ensure that the respondents that were used in the reliability test are excluded from the study sample. The internal consistency of the instrument were determined by analyzing the data obtained from the respondents using Cronbach alpha reliability test.

Cluster one (items 1-10) gave an index of 0.74, cluster two (items 11-21) gave an index of 0.61, third cluster (items 22-30) gave an index of 0.78, cluster four (items 31-40) gave an index of 0.85, cluster five (items 11-48) gave an index of 0.82 while the overall clusters yielded a reliability index of 0.76. This result indicated that instrument was consistent in measuring the data.

The questionnaire was administered personally by the researcher with the help of three research assistants who were briefed on how to administer the instrument. The questionnaire was administered by visit to the six tertiary institutions in Benue State. The questionnaire on completion by the respondents were retrieved immediately by the researcher and the research assistants.

The data generated for the study was analysed using Statistical Package for Social Sciences (SPSS). Mean and standard deviation was employed to answer the research questions. Real limit of numbers was used to answer the research questions. Any item with mean score of 4.50-5.00 was taken as having very great extent of influence on the motives of students for patronize alcoholic beverages. Also, any item with mean score of 3.50-4.49 was taken as having great extent of influence on student's motives. Again, items with mean score from 2.50-3.49 was taken as having moderate extent of influence on the motives of students, while items with mean score from 1.50 – 2.49 was taken as having little extent of influence on the motives of students. Finally, item with mean score from 1.00-1.49 was taken as having very little extent of influence on the motives of students for drinking alcoholic beverages. t-test statistic was used to test the null hypotheses at 0.05 level of significance. The null hypotheses of no significance difference was upheld for any item with probability value greater than or equal to 0.05 and rejected for item(s) with p-value less than 0.05.

## **RESULTS**

The findings of this study are presented in tabular form based on the research questions and hypotheses that guided the study.

### **Research Question 1**

To what extent do advertising influence the motives of students to consume alcoholic beverages?

Data relevant to this research question were presented in Table No. 1.

**Table No. 1 Mean and Standard Deviation Ratings Showing the Influence of Advertising on Motives of Students to Consume Alcoholic Beverages**

	Item statement	Male (N=270)			Female (N= 200)		
		$\bar{X}$	SD	Rem.	$\bar{X}$	SD	Rem.
1	Different types of advertisement spur students' interest to consume	4.36	1.06	HE	4.70	0.60	HE
2	Attractive outlook of alcoholic products on electronic media in particular influences students consumption of alcoholic beverages	3.99	0.90	HE	3.79	0.93	HE
3	Media publicity of alcoholic drinks promote their rate of consumption by students	3.48	1.03	HE	3.79	0.98	HE
4	Embargo on the advertising alcohols reduces their consumption by students	3.27	1.22	HE	3.72	0.99	HE
5	Advertising increases students' perception of alcohol and alcohol consumption	3.03	1.41	HE	3.81	1.01	HE
6	A catchy promotional slogan or message on an alcoholic product influences its purchase and consumption by students	3.63	1.33	HE	3.23	1.57	HE
7	Radio advertising increases per capita consumption of alcoholic beverages by students	4.48	0.91	HE	4.49	0.91	HE
8	Alcohol consumption among students in influenced by brand-loyalty	3.91	1.03	HE	4.04	0.76	HE
9	Television advertising in campus newspapers/magazines at college and universities is a force that promotes excessive drinking by students	3.55	1.18	HE	4.00	0.84	HE
10	Advertising stimulus on electronic media (TV & Radio) generates alcoholic purchase response than print media	3.21	1.64	HE	4.08	1.09	HE
	<b>Grand Mean</b>	3.69	0.51	He	3.96	0.44	HE

**NB: He= High Extent; X = Mean; SD= Standard Deviation; and N= number of respondents**

Table No.1 revealed that both male and female students rated the items of the instrument at a high extent concerning the influence of advertising on motives of students to consume alcoholic beverages. This is because their mean ratings were above 3.0 mean benchmark. Hence, different types of advertisement spur students interest to consume; attractive outlook of alcoholic products on electronic media in particular influences students consumption of alcoholic beverages; media publicity of alcoholic drinks promote their rate of consumption by students; embargo on the advertising alcohols reduces their consumption by students; advertising increases students' perception of alcohol and alcohol consumption; a catchy promotional slogan or message on an alcoholic product influences its purchase and consumption by students; radio advertising increases per capita consumption of alcoholic

beverages by students; alcohol consumption among students is influenced by brand-loyalty; television advertising in campus newspapers/magazines at college and universities is a force that promotes excessive drinking by students; and advertising stimulus on electronic media (TV & Radio) generates alcoholic purchase response than print media.

### Research Question 2

To what extent do peer group influence the motives of students to consume alcoholic beverages?

Data relevant to this research question were presented in Table No. 2.

**Table No. 2 Mean and Standard Deviation Ratings Showing Extent Peer Group Influence the Motives of Students to Consume Alcoholic Beverages**

	Item statement	Male (N=270)			Female (N= 200)		
		$\bar{X}$	SD	Rem	$\bar{X}$	SD	Rem
11	Reference groups such as friends and associates influence students consumption of alcoholic beverages	4.41	0.75	HE	3.99	1.26	HE
12	Peers exert a decisive influence in the consumption of alcoholic beverages	3.59	0.98	HE	3.77	0.81	HE
13	Students seek opinion of their group when involved in buying decision-making	3.59	1.34	HE	3.99	0.93	HE
14	Peer groups exert considerable influence on alcoholic consumption behaviours of students in tertiary institutions	3.72	1.23	HE	3.62	1.09	HE
15	Rate of consumption of alcohol increases as students keep one or two close friends who also consume alcohol	4.20	0.90	HE	3.68	1.08	HE
16	Peers can shape participation in risky-taking of alcoholic beverages	2.86	1.53	HE	3.75	1.24	HE
17	Students easily join those group involved in excessive drinking of alcohol	3.88	1.12	HE	4.02	1.11	HE
18	Word of mouth of a peer group member is a pivotal force to other members of the group in the consumption of alcoholic beverages	3.47	1.31	HE	3.46	1.34	HE
19	Peer groups have influence on students than other groups on the consumption of alcoholic beverages by the students	2.85	1.42	HE	4.13	0.84	HE
20	Influence of peers in a group gain strength more than the influence of parents with regards to students consumption of alcoholic beverages	3.63	1.50	HE	3.28	1.27	HE
21	Many young persons join peer group based on that groups drinking practices	3.05	1.67	HE	3.65	1.19	HE
	<b>Grand Mean</b>	3.57	0.60	HE	3.76	0.45	HE

**NB: He= High Extent; X = Mean; SD= Standard Deviation; and N= number of respondents**

Table No.2 revealed that both male and female students rated the items of the instrument at a high extent concerning the extent peer group influence the motives of students to consume alcoholic beverages. This is because their mean ratings were above 3.0 mean benchmark. Hence, reference groups such as friends and associates influence students consumption of alcoholic beverages; peers exert a decisive influence in the consumption of alcoholic beverages; students seek opinion of their group when involved in buying decision-making; peer groups exert considerable influence on alcoholic consumption behaviours of students in tertiary institutions; rate of consumption of alcohol increases as students keep one or two close friends who also consume alcohol; peers can shape participation in risky-taking of alcoholic beverages; students easily join those group involved in excessive drinking of alcohol; word of mouth of a peer group member is a pivotal force to other members of the group in the consumption of alcoholic beverages; Peer groups have influence on students than other groups on the consumption of alcoholic beverages by the students; influence of peers in a group gain strength more than the influence of parents with regards to students consumption of alcoholic beverages; and many young person’s join peer group based on that groups drinking practices.

H<sub>01</sub>: There is no significant difference in the mean responses of male and female students on the influence of advertising on student’s motives for patronizing alcoholic beverages in tertiary institutions.

Data relevant to hypothesis 1 were presented in Table No.3.

**Table No. 3 t-test of Independent Showing Mean and Standard Deviation Ratings of Male and Female Students on the Influence of Advertising on Students Motives for Patronizing Alcoholic Beverages in Tertiary Institutions**

	Grouping	N	Mean	Std.	t	Df	Sig. (2-tailed)	Decision
Overall	Male	270	3.69	0.51	-6.03	468	.00	S
	Female	200	3.96	0.44				

**NB: S= Significant; t= t-test calculated; df= Degree of Freedom; and N= Number of Respondents**

Table No. 6 shows t-cal (-6.03) with associated probability of 0.00 less than the level of significance of 0.05. Therefore, the null hypothesis was rejected in favour of the alternative. Hence, there is a significant difference in the mean responses of male and female students on the influence of advertising on students' motives for patronizing alcoholic beverages in tertiary institutions in favour of the female students with high mean score of 3.96.

## **DISCUSSION**

The discussion of this study was done under the following sub-headings. Advertising influence on student's consumption of alcoholic beverages; peer group influence on student's consumption of alcoholic beverages; price influence on student's consumption of alcoholic beverages; psychological motives influence on student's consumption of alcoholic beverages; and store location influence on student's consumption of alcoholic beverages.

### **Advertising Influence on Students Consumption of Alcoholic Beverages**

Findings of this study revealed that advertisement influences student's consumption rate of alcoholic beverages. This goes to show that different types of advertisement spur students' interest to consume; attractive outlook of alcoholic products on electronic media in particular influences students' consumption of alcoholic beverages; media publicity of alcoholic drinks promote their rate of consumption by students; embargo on the advertising alcohols reduces their consumption by students and advertising increases students' perception of alcohol and alcohol consumption among others. Also, the supportive hypothesis showed that there is a significant difference in the mean responses of male and female students on the influence of advertising on students' motives for patronizing alcoholic beverages in tertiary institutions in favour of the female students with high mean score of 3.96. These findings are in agreement with the findings of Awala (2014) who found that advertisement influences consumers' choice of household products in Delta State. However, Saffer (2011) findings showed that advertising does not increase alcohol consumption. Saffer (2011) findings contradict with present study findings.

### **Peer Group Influence on Students Consumption of Alcoholic Beverages**

Findings of this study revealed that peer group influences students' consumption rate of alcoholic beverages. Hence, reference groups such as friends and associates influence students' consumption of alcoholic beverages; peers exert a decisive influence in the

consumption of alcoholic beverages; students seek opinion of their group when involved in buying decision-making; peer groups exert considerable influence on alcoholic consumption behaviours of students in tertiary institutions and rate of consumption of alcohol increases as students keep one or two close friends who also consume alcohol among others. Also, the supportive hypothesis revealed that there is significant difference in the mean responses of male and female students on the influence of peer group on student's motives for patronizing alcoholic beverages in tertiary institutions in favour of female students with high mean score of 3.76. These findings agreed with findings of Mochis (2006), Blum (2007), and Park and Lessing (2007) that variously found that peer groups influence consumption of any product since word of mouth of the group is pivotal to development of business images. Also, the findings of Bauman and Ennett (2006), that best friends or close friends have a greater impact on behaviour than a larger peer network, due to the level of contact such relationship provide and Corbin (2010, and Corbin 2012) that peer influence is exerted directly in the form of drink offers or urges to drink and indirectly by modeling perceived social norms agreed with findings of the present study.

## **CONCLUSION**

1. From the findings present and previous studies in the discussion, the researcher concluded that advertising, peer group, price, psychological drives and store location influence student's alcohol consumption. This to say that advertising, peer group, price, psychological drives and store location are motivating factors for students' patronage and consumption of alcoholic beverages.

## **Recommendations**

Based on the findings of this study, the following recommendations were proffered:

1. School administrators should mount alcohol prevention and education programmes to help educate the students on the health and academic implications of alcohol intake.
2. Drinking joints or stores should not be situated near schools since store location influences students' alcohol consumption behaviour.
3. School media should not be used for advertisement so as to prevent the promotion of alcoholic products in the campus.

4. Faculty and school of psychology should be on the lead towards educating the students on the psychological implication of alcoholic drinks.

### Suggestions for Further Studies

1. A similar study should be carried out to determine the marketing strategies adopted by alcoholic beverage companies in Benue State.

2. A study to determine the motivational factors for consumption of alcoholic beverage by college students in Benue State and Kogi State.

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