

School of Marketing

**The Influence of Message Source and Advertising Regulatory
Codes on Young Adults' Responses to Unacceptable Messages
Posted on Social Media**

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Declaration

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgement has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

Signature:

Date: 28 / 09 / 2018

Dedication

This thesis is dedicated to my beloved Aunt, without whom I would not be here today. Thank you for giving me the courage to pursue my dreams and for shaping me into the woman that

I am today.

I miss you every day.

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It is a bittersweet moment as I begin writing this acknowledgment. It has been a rollercoaster ride of emotions during my PhD journey and a life-changing experience, but the completion of this thesis would not have been possible without support from many individuals.

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Abstract

The effectiveness of self-regulated advertising systems relating to traditional media has long been debated in leading academic journals. However, there is a dearth of studies on its effectiveness and application to social media advertising. Social media advertising regulations centre on restricting materials posted by alcohol companies and user-generated content (UGC) posted within the advertiser's social media page. They do not consider user-generated content posted on social networking sites (SNSs). There is a growing concern for the potential harm that these sites create – primarily by facilitating the easy access and sharing of unacceptable user-generated advertising content. Evidence is emerging that alcohol messages on social media, marketer- and user- generated alike, have a harmful impact on young people. As alcohol companies are unlikely to be proactive about taking responsibility for user postings on their Facebook pages, it makes sense to redirect advertising regulation towards user compliance and monitoring.

This research investigates the effectiveness of the current advertising self-regulation system in Australia, to control the posting of unacceptable brand messages on social media. This research comprises of three successive studies which explore five key research questions: (1) How adequate do young adults perceive the current advertising codes to be for regulating an ad/post on social media? (2) Can young adults' use the current regulatory codes to correctly assess if an ad/post is in breach? (3) Do their perceptions of compliance and acceptability of the ad/posts differ if the content is generated by the marketer versus the users? (4) How does knowing about the advertising regulatory codes influence young adults sharing of social media content? and (5) How does knowing about the advertising regulatory codes influence young adults' intention to complain about the social media content?

To address research question 1, Study 1 used a qualitative research approach involving four focus groups with 18–24-year-old university students from a large university in Australia. The findings revealed that SNSs users are exposed to alcohol-related marketer-generated content (MGC) that ranges from branded alcohol posts, celebrity endorsements to sales promotions from alcohol retailers. While UGC appears in the form of alcohol recipes, status/images posted by friends containing alcohol, about having a hangover, drunken videos/photos of friends and others that were circulated on SNSs, images involving underage drinking and irresponsible nightclub promotions. The study also revealed the source (i.e., who created the message) influences the perceived acceptability of the social media messages. The focus groups exposed to MGC deemed the message to be unacceptable whereas those exposed to UGC found the same posts to be acceptable. This suggests young people are more critical over MGC on social media and are more accepting of UGC. In addition, the findings revealed that intentions to forward social media messages are primarily influenced by social acceptance, relevance and humour. With peer-to-peer communication being increasingly recognised in marketing practice as a cost-effective and useful marketing tactic, understanding the influences for SNSs engagement is of importance to both academics and practitioners who are concerned with restricting unacceptable brand messages on SNSs.

Study 2 tested young adults' application of the current advertising regulatory codes to correctly assess if an ad/post is in breach (research question 2) and to assess whether there is difference in perceptions of compliance and acceptability if the content is generated by the marketer versus users (research question 3). Data collection took the form of an online survey of young adults between the ages of 18 to 24 across Australia. Four ads/posts (two breach and two compliant ads/posts) were manipulated to depict three message sharing scenarios (i.e., marketer-generated vs user-generated vs user-shared content). The breach ad/posts were conclusively identified as having breached articles in the codes in all message sharing

scenarios whilst the two non-breach ads/posts were judged to be compliant with the codes, in accordance with two expert judges. This study also revealed that social media messages generated by a user (UGC) are judged as less acceptable compared to when it is shared by a user (USC). Further, young adults found the advertising code to be somewhat ambiguous and more useful for assessing messages posted by marketers than users.

Finally, the experimental study (Study 3) entailed an online survey of 18–24-year-old university students across Australia, to examine the effect of exposure to the advertising regulatory codes on young adults' sharing (research question 4) and intention to complain (research question 5) about social media content. Specifically, the perceptions of acceptability, forwarding intention, complaining intention and ad/post liking of social media messages as well as the mediating effects of perceived acceptability and message arousal were explored. Although the study did not find exposure to the advertising codes has a significant impact on young adults' perception of acceptability of the ad/post, it revealed exposure to it reduces forwarding intention, ad liking and increase intention to complain about the ads/posts. This highlights the importance of exposure to advertising codes in the SNSs context in controlling unacceptable content. However, it also demonstrates the current regulatory codes are ineffective as they do not affect young adults' perception of acceptability. This is a concern as, this study found that higher perceptions of acceptability and arousal of the ads/posts, the more likely it will be forwarded, liked and increase purchase intent.

In conclusion, this research found that the current advertising self-regulatory regime is inadequate in governing content on SNSs but has the opportunity to influence behaviours such as sharing and complaining about unacceptable brand messages. The challenge here is to develop meaningful and relevant advertising codes which will influence young adults'

perception of acceptability of unacceptable ads/posts as well as counteract the impact of arousal.

Keywords: social media, advertising regulation, policy, legislation, upstream social marketing, technology and new media

CHAPTER 1

Introduction

1.1. Overview

This chapter begins with the background of the study, which justifies the area of research and identifies the research problem. Subsequently, the research objectives, an overview of the research design and the research significance of this study are presented. The chapter concludes with an outline of how the remainder of the thesis has been organised.

1.2. Background of Study

1.2.1. Alcohol harm in Australia

Alcohol harm in Australia is significant. More than 5,500 lives are lost every year and more than 157,000 people are hospitalised due to alcohol consumption, making alcohol one of the greatest preventative health challenges the nation faces (Foundation for Alcohol Research and Education, 2017). The Foundation for Alcohol Research and Education (2017) explains that “many people do not realise that the use of alcohol and tobacco is drug use and that each causes vastly more damage in Australia than all illicit drugs combined” (p. 7). Alcohol is deemed to be the most accessible drug in Australia (Australian Institute of Health and Welfare, 2017; Foundation for Alcohol Research and Education, 2017; McCreanor et al., 2013). According to the World Health Organisation (2014), young people’s alcohol consumption is an issue of global concern. Consistently, the total amount of alcohol consumed by young people is mostly consumed during heavy drinking episodes, or binge drinking, as it is commonly known. Sixty-five percent of males and fifty-seven percent of females aged 20 to 29 years have been shown to drink in a way that puts them at risk or high risk of short-term alcohol-

related harm at least once a year (Australian Institute of Health and Welfare, 2005). They are the most susceptible to alcohol related harm as they frequently drink at risky levels, which can cause significant short- and long-term problems such as interpersonal violence and accidental death, elevated stress levels, sleep disorders, alcohol dependence, cancer, and cirrhosis of the liver .

In recent years, young adults in Australia between the ages of 18-24 are drinking less overall (Drinkwise Australia, 2017). Although there is an overall decline in drinking among youths, research has shown that Australian university students consume alcohol at a higher level than their peers from the general population and are therefore more likely to witness and experience alcohol-related harm (Hart & Burns, 2016). Furthermore, consumption of alcohol is nowadays perceived by youth as non-risky behaviour that gives them the most potential source of pleasure (Sancho, Miguel, & Aldás, 2011; Szmigin et al., 2008), specifically using it in a similar way to other recreational drugs – as a tool to blow off steam and relax during social occasions (Drinkwise Australia, 2017). The Australian Institute of Health and Welfare (AIHW) reported that this group are also the most likely to drink 11 or more standard drinks on a single drinking occasion compared with any other age group (Australian Institute of Health and Welfare, 2017). Although recent studies show youth drinking is the lowest it has been for three decades, the high use of social media among this group and the prevalence of alcohol content on social media may be problematic for reversing this positive trend.

1.2.2. Advertising Regulation in Australia

Alcohol advertising in Australia's mass media operates under a voluntary industry self-regulatory regime, guided by the Alcohol Beverages Advertising (and Packaging) Code (ABAC), which is run under the auspices of the alcohol and advertising industries (The ABAC Scheme Limited, 2011). The ABAC Code relies on voluntary complaints being made to identify

and address breaches to the Code (i.e., it assumes the public is aware of the Code). There is also a user-pays Alcohol Advertising Pre-Vetting Service (AAPS) for alcohol advertisers to have their advertisements, name and packaging assessed against the Code at an early stage of campaign development (The ABAC Scheme Limited, 2014). At least 1000 advertisements, names and packaging are pre-vetted each year (The ABAC Scheme Limited, 2016). Despite this, ABAC receives complaints from members of the public, and current regulations have been criticised by several health and social bodies such as the Cancer Council and the Foundation for Alcohol Research and Education (FARE) for being ineffective, inadequate and too narrow in their scope (Australian National Preventative Health Agency, 2014; Babor, 2010; Dobson, 2012; The Alcohol Policy Coalition, 2011), specifically with regards to new media—this does not effectively cover social media, which is presently a major channel for alcohol advertising campaigns.

1.2.3. Prevalence of Alcohol Advertising on Social Media and its Effects

Alcohol companies have been investing heavily in social media marketing in recent years as the popularity and use of social networking sites (SNSs) means it is fast becoming one of the preferred communication mediums for young people (Pelling & White, 2009; Peluchette & Karl, 2008). Thus, it is not surprising that alcohol companies are repositioning their marketing focus and efforts towards social media, particularly through Facebook, YouTube and Twitter (Winpenny et al., 2012). The alcohol industry in Australia spends approximately \$100 million each year on marketing, and digital marketing increased by 69 percent from 2015 to 2016 (Alhabash, McAlister, Lou, & Hagerstrom, 2015). For example, a global premium spirits alcohol company—Pernod Ricard—plans to spend at least a quarter of its marketing budget on digital media to lure millennials to its brands (Gilmore, 2017), while Heineken launched its summer campaign ‘Open Your City,’ with 25 percent of its spending going towards digital (Johnson, 2015). Ninety percent of the top 25 global alcohol brands have active accounts on

Facebook, Twitter, and YouTube, averaging 2.6 million Facebook fans, over 11,500 Twitter followers, and over 2.9 million video views (Alhabash, McAlister, Quilliam, Richards, & Lou, 2015). The marketing strategy is to embed alcohol brands as 'friends' into young adults' social networking friendship activities using multiple platforms, real-world tie-ins, and blurring the lines between user and alcohol brand generated content (Hymowitz, 2015; McCreanor et al., 2013; Moraes, Michaelidou, & Meneses, 2014). More recently, Patrón leveraged *voice for discovery and engagement* using Amazon's conversational voice interface called Alexa, where you can ask it to provide drink recommendations and spoken recipes based on answers to questions such as 'would you like a spicy or fruity cocktail' (Lopez, 2017).

Facebook is the largest SNS on the Internet with 2.07 billion monthly active users (Facebook Newsroom, 2017). Among its many functions, Facebook allow real organisations, public figures, businesses and other entities to communicate broadly with people who 'like' them. Groups differ, as individuals wanting to participate require the approval or invitation by the administrator. They are designed for small group communication by people (unofficial content) with common interests to express opinions or discuss a common cause or issue, activity to organise, post photos, share related content, et cetera. Any person who 'likes' a page or joins a group has the ability to receive updates made by the page/group on their News Feed and interact with them.

Facebook is a very popular platform for top-selling alcohol brands (Carah, Brodmerkel, & Hernandez, 2014). A study identified that more than 5,000 groups on Facebook are associated with top-selling beer brands and the same amount associated with top-selling spirits brands (The Beverage Information Group, 2009). A keyword search relating to alcohol for Facebook groups garnered 58,000 hits, for which top beer and spirit brands accounted for in excess of 5000 each and a further search found 342 groups with the term 'binge drinkers' in their name.

Several studies have demonstrated the pervasiveness of content about drinking within user-generated material on SNSs and “have argued that the cumulative effect of user-generated depictions of drinking is contributing to the ‘normalisation’ of alcohol consumption” (Leyshon, 2011, p. 4).

Furthermore, studies have shown that external factors (e.g., peer pressure, friends’ experiences with alcohol, normative beliefs of parents and availability of alcohol) are more important in predicting intention to use alcohol than internal factors (e.g., attitudes) (Johnston & White, 2003). The following studies illustrate how SNS use impacts young adults’ alcohol consumption. In an analysis of the personal Facebook profiles of university students in the U.S., 224 students who were reported to have posts on intoxication were positively related to Alcohol Use Disorders Identification Test (AUDIT) scores, which are used to identify persons with hazardous and harmful patterns of alcohol consumption suggesting problem drinking and greater likelihood of reporting alcohol-related injury (Moreno et al., 2010; Moreno, Christakis, Egan, Brockman, & Becker, 2012). Similarly, a research of Australian university students’ Facebook profiles that exhibit greater numbers of alcohol self-presentation images signifying alcohol identities—profile photos, alcohol-related text, et cetera—correlated positively with measures of alcohol consumption and problem drinking. Research suggests that young adults willingly display intoxication behaviour online through photos (Skinstad, 2008; Tonks, 2012). In New Zealand, Bebo profiles of 16- to 18-year olds revealed high levels of content about drinking, with photos and comments representing intoxicated behaviour and heavy alcohol consumption, creating an online ‘intoxigenic social identity’. Furthermore, there is increasing evidence that a key predictor of consumption is the perception that friends drink routinely (Atkinson, Elliott, Bellis, & Sumnall, 2011). It is therefore a great concern that alcohol messages on SNSs are reinforcing social norms around drinking and over-representing pro-alcohol attitudes among users.

The prevalence of these alcohol-related references could be attributed to conversation-generating strategies of alcohol branded activities embedded into the daily lives of alcohol brands sites' fans and followers. Even where intoxication is not promoted, the primary objective of social media alcohol marketing is to embed alcohol messages in the conversations of consumers and, as such, normalise alcohol drinking (Griffiths & Casswell, 2010).

1.2.4. Normalising Power of Advertising on Behaviours

Besides the influence from one's peers or parents, marketing communication has long been identified as a contributing factor to young people's drinking decisions (Federal Trade Commission, 1999). A systematic review of the relevant longitudinal research identified 13 studies that provide evidence that exposure to alcohol advertising campaigns predicts both the onset of drinking amongst non-drinkers and increased levels of consumption among existing drinkers (Anderson, de Bruijn, Angus, Gordon, & Hastings, 2009). This continues to occur despite the existence of alcohol advertising regulations.

Social marketing studies on alcohol advertising have long identified the 'normalising' power of the media (Aitken, Eadie, Leather, McNeill, & Scott, 1988; Atkinson et al., 2011; Connolly, Casswell, Zhang, & Silva, 1994; Jernigan & O'Hara, 2004; Leyshon, 2011; Nicholls, 2012; Wyllie, Zhang, & Casswell, 1998a). In recent years, digital marketing strategies have been highlighted by social marketers for their "potential to embed brands in the lives and lifestyles of consumers, creating an intimate relationship and sense of kinship between the brand and users" (Hudson, Huang, Roth, & Madden, 2016; Jernigan & O'Hara, 2004, p. 631; Westberg, Stavros, Smith, Munro, & Argus, 2018). Specifically, brand strategies that harness user-generated content, the interweaving of social media and real-world promotional activities and the consumption of alcohol are more effectively folded into everyday life through social media communications. Social media can be conceptualised as adding to the reach, speed and

efficiency in spreading pro-alcohol messages to peer groups, thus normalising drinking and creating an intoxicogenic environment (McCreanor et al., 2013). Concernedly, young people are routinely exposed to novel forms of alcohol marketing on SNSs. For example, Smirnoff promoted its Raw Tea with a viral YouTube 'Tea Partay' video, which appeared to be a music spoof featuring preppy, rich young adults rapping. When the video was put up on the video sharing site in 2006, it was viewed 600,000 times in just 10 days and garnered attention on CNN (Chester, Montgomery, & Dorfman, 2010). Simultaneously, young people are also telling and re-telling drinking stories, and sharing images depicting drinking online as evidenced from recent studies (e.g., McCreanor et al., 2013; Moreno, Christakis, Egan, Brockman, & Becker, 2012; Morgan, Snelson, & Elison-Bowers, 2010; Ridout, Ridout, Campbell, & Ellis, 2012; Skinstad, 2008; Tonks, 2012).

A review by Gordon (2011) and studies by several other researchers (e.g., Babor, 2010; Dobson, 2012; McCreanor et al., 2013; Alcohol Policy Coalition, 2011) have highlighted the need to address the ineffectiveness of current regulations to police alcohol advertising, specifically on social media (Winpenny et al., 2012). Empirical research has shown that alcohol marketing does have an effect on youth drinking behaviour (The Recovery Village, n.d.), and there is an urgent need to examine alcohol marketing in below the line (BTL) channels such as new media, sponsorship and viral marketing (Gordon, 2011). Currently, research in this area is exploratory and descriptive. More specifically, studies focus on alcohol portrayals on social media, the types of alcohol marketing activity in which alcohol brands engage, the level of engagement with users and the effects SNS user-generated content has on drinking (McCreanor et al., 2013). Whilst these studies have revealed the prevalence of irresponsible/risky alcohol portrayals on SNSs and help to demonstrate the negative impact of alcohol messages on SNSs, they offer little strategic insight on how to control this problem.

1.3. Shortcomings of Australia's Alcohol Advertising Regulations in Governing Digital Media

As mentioned earlier, current alcohol advertising regulations have been criticised for being inadequate and too narrow in their scope (Babor, 2010; Dobson, 2012; The Alcohol Policy Coalition, 2011). A review by Vendrame and Pinsky (2011) on the effectiveness of the self-regulation of alcohol advertising in Europe, Australia, the United States and South America reiterated that industry self-regulation of alcohol advertising does not show evidence of efficacy. Moreover, international studies have found no evidence that a self-regulatory framework prevents alcohol advertising from reaching young people (Babor, 2010; de Bruijn, Johansen, & Van den Broeck, 2010; de Bruijn, Wildenberg, & Broeck, 2012). Since its existence in 1998, the ABAC Scheme has been subjected to reviews and revisions (Australian National Preventative Health Agency, 2014) and the Code was extended to cover Internet and new media advertising, improving both transparency and public awareness of the scheme and broadening membership of the ABAC adjudication panel to include a public health representative (Dobson, 2012). However, alcohol brands continue to violate advertising rules (Cheik-Hussein, 2018) and there are still several concerns with the current scheme (Kirkegaard, 2019) including:

i. Ineffectiveness of the Voluntary Complaints System

The reliance and dependence on voluntary complaints to identify and address breaches of the code has also been questioned (Australian National Preventative Health Agency, 2014). These complaints-based systems rely on the awareness and willingness of the public to participate in the process. This is a problem, especially considering a focus group by Colmar Brunton Social Research (CBSR), commissioned by the ABAC Scheme adjudication panel on the scheme, revealed that knowledge of alcohol advertising regulation was very low across all age and gender groups (ABAC Community Perceptions Report, 2013). Furthermore, making

a complaint is difficult, confusing, and the process moves slowly in comparison with the fast-moving world of advertising campaigns (Alcohol Advertising Review Board, 2018).

ii. Code Violations Not Enforced

Additionally, the ABAC scheme is voluntary, meaning non-signatories have no obligation to comply with decisions and, therefore, go unregulated. Notably, the ABAC has no means of enforcing panel decisions and advertisers are not penalised for non-compliance to the decision made by the ABAC adjudication panel. For example, the Independent Distillers' Group—whose advertising for the Three Kings drinks range encouraged youth drinking and featured young people under the age of 25—were found to be in breach of the regulatory Code by the ABAC Adjudication Panel. However, no recommendations were made to have them removed or modified, as the advertiser is not a signatory to the ABAC Scheme and the panel's decisions had no influence. As such, the advertising campaign continued to run in outdoor media and online (Dobson, 2012). ABAC also lacks mechanisms for proactive investigation of potential breaches. The effectiveness of this system is compromised by the lack of powers to enforce regulations and impose sanctions on those who breach the Code.

iii. Limited Scope for Regulating Alcohol Advertising Content

Further limitations in the current system of self-regulation relate to its limited scope and are amplified by the rapid expansion in digital marketing. The boundaries between advertising and other content in social media are difficult to discern considering that marketing content is seeded and incorporated into the very fabric of online conversations. Mart, Mergendoller, and Simon's (2009) examination of Facebook advertisements, pages, applications, events and groups found 93 commercial beer pages and 334 spirit brand pages, and revealed that the top beer brand had one million 'friends' while the top spirit brand had more than three million 'friends'. Furthermore, alcohol brands were found to employ a range of strategies including

pages. The proliferation of alcohol marketing into new media presents a challenge for current regulatory codes.

iv. Regulation of the Placement of Alcohol Advertising Limited

Furthermore, the existing ABAC Code focuses only on content of the advertisements and does not address placement or volume of alcohol marketing. Considering that ABAC serves as a content code that assesses the content of the advertisement against its provisions, complaints regarding placements were either dismissed or upheld only if the content had any evident appeal to children or adolescents. There is extensive and consistent evidence that self-regulation of alcohol advertising has failed to protect young people from being exposed to inappropriate messages conveyed through alcohol marketing, and there is a growing body of literature that has reported associations between exposure to alcohol marketing and initiation or continued use of alcohol among young people (P. Anderson, de Bruijn, Angus, Gordon, & Hastings, 2009; S. Scott, Muirhead, Shucksmith, Tyrrell, & Kaner, 2017; L. A. Smith & Foxcroft, 2009). Therefore, for regulations to be effective there needs to be a reduction in the overall volume and placement of marketing. However, this cannot be achieved if the focus remains on content alone.

Considering the above, it becomes apparent that the system has been ineffective in serving its purpose. Several bodies, such as the Cancer Council and FARE, have made valid arguments on how this system is ineffective and are pushing for greater policy reforms surrounding alcohol advertising and marketing in Australia despite reforms made over the years (Brodmerkel & Carah, 2013; Howard, Gordon, & Jones, 2014; E. King, Taylor, & Carroll, 2005). Some arguments made were that the scope of the code is limited as not all forms of marketing are covered by the existing code. It also failed to keep pace with the rapid growth of digital media, and specifically innovations on social media marketing since it is highly

targeted and has the ability for customisation (Sensis social media report, 2017). This poses a challenge for regulation and creates an opportunity to redirect regulation towards SNS users to take an active role to help monitor social media messages.

1.4. Marketers Shift towards Social Media Marketing

Globally, social media enjoys millions of visits each month (Boulianne, 2015; Hootsuite, 2019; Montgomery & Chester, 2009), and 89 percent of young people aged 18–29 in Australia are connected to SNSs at least once a day (Sensis social media report, 2017). Therefore, it provides an excellent channel for communicating marketing messages to young people. Additionally, social media channels entail peer-to-peer transmissions, thus providing a “credible” message source that helps to generate great returns for companies who adopt this strategy (M. R. Brown, Bhadury, & Pope, 2010; Cruz & Fill, 2008; Eckler & Bolls, 2011; *Sensis social media report, 2017*).

Clearly, the emergence of social media in recent times has expanded avenues/platforms for alcohol marketing (Barry et al. 2016) and, in doing so, has increased the exposure to various groups of people. Empirical evidence shows the prevalence of social media use by alcohol brands (Griffiths & Casswell, 2010). This is of great concern as exposure to alcohol marketing on TV and magazines has been shown to increase alcohol consumption (L. A. Smith & Foxcroft, 2009; Winpenny et al., 2012). While alcohol companies argue that they are encouraging brand-centric conversations rather than conversations about drinking alcohol, evidence showed one in ten of all wall posts on Facebook (23/282) and almost a quarter of all tweets on Twitter (42/189) explicitly suggest consuming alcohol (de Bruijn et al., 2012). Furthermore, a study by P. Anderson et al. (2009) found that participants who have favourable evaluations of alcohol ads on social media predicted intentions to perform the advertised behaviour in an offline setting. Given the peer-based and interactive nature of social media,

alcohol marketing messages are likely to have an even stronger influence on young people compared with traditional media.

1.5. Rise of Brand-Related User-Generated Content on Social Media

The rise of brand-related user-generated content (UGC) on social media has been a boon and bane for marketers. UGC is published content that is “created outside of professional routines and practices” (Kaplan & Haenlein, 2010, p. 61). It may be individually or collaboratively produced, modified, shared and consumed, and “can be seen as the sum of all ways in which people make use of social media,” (Kaplan & Haenlein, 2010, p. 61). It can take on many different forms, such as Facebook updates or videos on YouTube, as well as consumer-produced product reviews and advertisements (c.f. Dhar & Chang, 2009; Muñoz & Schau, 2007) which all have the potential to shape consumer perceptions and behaviour positively or negatively.

A. N. Smith, Fischer, and Yongjian (2012) identified three relevant streams of brand-related UGC research which primarily highlight the benefits of UGC to firms. The first investigates motivations for consumer-generated advertisements and implications for brands (Berthon, Pitt, & Campbell, 2008; Burmann, 2010; Muñoz & Schau, 2007); the second emphasizes its credibility and their goals for users engagement with them (Cheong & Morrison, 2008; Liu, Karahanna, & Watson, 2011); while the third focused on the relationship between UGC and significant managerial outcomes such as sales (Dhar & Chang, 2009). Subsequently, limited studies can be found on regulating UGC and there is a need for advertising codes to be cognizant of this as brand related user-generated content can influence offline behaviour such as purchase behaviour (Edward C. Malthouse, Calder, Kim, & Vandenbosch, 2016) and binge drinking (Moreno & Whitehill, 2014).

1.6. Advertising Code Breaches on Social Media

There have been several studies where advertising content were evaluated in terms of code violations. Previous studies explored evaluation of advertising regulation on different industries such as motor vehicles advertisement (R. J. Donovan, Fielder, Ouschan, & Ewing, 2011), food industry advertisement (Hebden, King, Grunseit, Kelly, & Chapman, 2011; L. King et al., 2011) and, tobacco advertisement (Barbeau, DeJong, Brugge, & Rand, 1998; M. M. Scott, Cohen, Schonlau, Farley, & Bluthenthal, 2008) including alcohol advertisement on various different medium.

In regards to alcohol advertising, 19 studies were found which reported evidence of code violations (Noel, Babor, & Robaina, 2017). The studies were mostly centered on expert raters evaluations of the content of alcohol advertisements. For example, K. Donovan, Donovan, Howat, and Weller (2007) study on alcohol ads obtained from magazines found that two-thirds of alcohol ads in magazines were judged to have code violations according to the ABAC. In a related study, Jones and Donovan (S C Jones & Donovan, 2002) compared the judgments of the Australian Advertising Standards Board (ASB) with the evaluations provided by 8 advertising/marketing academics and 35 advertising students at an Australian university and found that the code breach determinations were inconsistent. Both studies highlight how the self-regulation process was ineffective. Amongst these studies, the medium for which the advertising content was evaluated were mostly from television, magazines, radio, outdoor and public, and digital (K. Donovan et al., 2007; Noel, Babor, et al., 2017). Limited research can be found where advertising content on social media were evaluated against advertising regulations and the effectiveness of alcohol advertising regulation of social media content is assessed.

1.7. Research Gaps and Questions

The effectiveness of advertising self-regulatory systems has long been debated in the leading academic journals for years. This extant literature can be classified into two distinct groups; descriptive and prescriptive. The former provides a significant body of knowledge of advertising self-regulation (ASR) in general, for example dealing with how various schemes function around the world (Boddewyn, 1988; Miracle & Nevett, 1987a; Neelankavil & Stridsberg, 1980) or debates on its effectiveness (K. Donovan et al., 2007; Harker, 2003; Harker & Graham, 1999; S C Jones, Hall, & Munro, 2008). However, there has been little empirical research concerned with the latter, especially developing and testing models of effective ASR (LaBarbera, 1980).

Further, literature on the effectiveness of advertising regulations was mostly focused on tobacco and the food industry. As mentioned in the previous section, there has been studies exploring the effectiveness of advertising regulations on a myriad of media types but studies on its effectiveness and application on social media advertising are scarce. Whilst there are ample studies which explored the pervasiveness of social media marketing of alcohol beverages on alcohol-related behaviours (e.g. Alhabash, McAlister, Quilliam, et al., 2015; Hoffman, Pinkleton, Weintraub Austin, & Reyes-Velázquez, 2014; Ridout et al., 2012), they do not address the role of alcohol advertising codes in controlling those behaviours.

The achievement of acceptable advertising through advertising self-regulatory systems is a topic that has been constantly debated in the leading marketing journals for over 20 years and regulators and advertisers are still seeking a robust framework for effective ASR, producing advertising that is acceptable to all and one that is adaptable to different media types, current and emerging.

Previous studies explored advertising self-regulation on industries such as motor vehicle, food and beverage, tobacco, and alcohol on a myriad of media. However, there is limited research on consumer responses to advertising codes on social media specifically. Further those studies that evaluated alcohol advertising against the ABAC Code were evaluated by expert raters and/or marketing/advertising students in a large university. Hence, the findings may not be representative of public opinions due to prior knowledge and bias.

In addition, the rise of user-generated content has posed another layer of complexity for ASR and thus there is need to examine the effectiveness of applying the current for advertising codes to be cognizant of this context. By understanding the current social media landscape, it will allow for the creation of effective ASR. Accordingly, this thesis is used to investigate the following research questions:

RQ1: *How adequate do young adults perceive the current advertising codes to be for regulating an ad/post on social media?*

RQ2: *Can young adults' use the current regulatory codes to correctly assess if an ad/post is in breach?*

RQ3: *Do their perceptions of compliance and acceptability of the ad/posts differ if the content is generated by the marketer versus the users?*

RQ4: *How does knowing about the advertising regulatory codes influence young adults sharing of social media content?*

RQ5: *How does knowing about the advertising regulatory codes influence young adults' intention to complain about the social media content?*

1.8. Aims of the Study

Guided by the above research questions, the study has been structured to gain a better understanding of alcohol content on SNSs and aims to address several research objectives. In order to answer the first research question, this study aims to address the following research objectives:

1. Explore the types of alcohol-related content young adults are exposed to on social media by marketers and SNS users.
2. Explore how young adults' use the ABAC Code for marketer-generated content (MGC) and ABAC House Rules for user-generated content (UGC) to assess the compliance and acceptability of breaching ads/posts.
3. Explore young adults' intention to forward ads/posts that breach the ABAC Code/UGC House Rules.
4. Assess the meaningfulness of the ABAC Code and UGC House Rules in the SNS context.

Subsequently, guided by the second and third research question, this study also aims to assess young peoples' perceptions of four ads/posts posted on SNSs. It assessed perceptions of breaches of ads/posts against the ABAC Code and UGC House Rules.

5. Determine if the type of message sharing scenarios (i.e., marketer-generated, user-generated and user-shared content) influences SNS users' evaluations of acceptability.
6. Determine the acceptability and compliance of four ads/posts with the ABAC Code and UGC House Rules.
7. Determine user evaluations of the articles in the ABAC Code and UGC House Rules.

As explained previously, SNS policies centre on restricting materials posted by alcohol companies and user-generated content posted within the advertiser's social page and, as such, do not consider other types of user-generated alcohol content on SNSs under its scope. Therefore, there is a need to extend advertising regulation policies to address SNS user conduct, which could be performed by exposing them to advertising regulations. Considering young adults are extensive users of SNSs, coupled with the heightened level of engagement exhibited by users, exposure to advertising regulations placed on SNSs could be effective in controlling young adults' response to ads/posts. As such, to answer research question three, this study aims to address the remaining research objectives:

8. Determine if users' exposure to the ABAC Code or UGC House Rules reduce their forwarding intention towards alcohol advertisements/posts placed on a SNS.
9. Determine if users' exposure to the ABAC Responsible Alcohol Marketing Code or User Generated Content House Rules increase the likelihood of them complaining about alcohol advertisements/posts placed on a SNS.

It has been recognised that liking of an advertisement plays a very important role in an ad's influence on consumer behaviour (Alcohol Advertising Review Board, 2015; Biel & Bridgwater, 1990). Therefore, this research also endeavours to explore the following:

10. Determine if users' exposure to the ABAC Code or UGC House Rules decrease their liking towards the alcohol advertisements/posts placed on a SNS.

Content arousal invoked by advertisements was also recognised as an important component for sharing. Specifically, highly arousing content such as amusement is more likely to be shared than low-arousal content such as contentment (Berger, 2011; DuPlessis, 1994). This research will therefore:

11. Determine if alcohol advertisements/posts placed on a SNS, which are highly arousing among users, reduce the effectiveness of exposure to the ABAC Code or UGC House Rules on forwarding intention, ad/post liking and purchase intention.

1.9. Key Theories

This thesis draws on several key and relevant theories to formulate the hypotheses of the current research. While the significance of these theories is detailed in a later chapter, they are briefly explained below:

Social and Moral Norms Theory

Social norms theory describes situations in which individuals incorrectly perceive the attitudes and/or behaviours of peers and other community members to be different from their own when in fact they are not (Berkowitz, 2005). These misperceptions occur in relation to problem or risk behaviours (which are usually overestimated) and in relation to healthy or protective behaviours (which are usually underestimated). Previous research has shown that social norms are among the strongest predictors of behaviours such as drinking (Neighbors et al., 2010). Social media marketing can both reinforce social norms and over-represent a particular attitude (e.g. pro-alcohol) among fans, followers and their peers.

While social norm 'reflects the individual's perception about what others would want him/her to do' (Parker, Manstead, & Stradling, 1995, p. 129), moral norm 'reflects an individual's internalized moral rules' about what he/she should do in a given situation. Moral norm—also referred to as perceived moral obligation or personal norm—has been shown to enhance the prediction of intentions to perform various behaviours over and above attitudes, subjective norms, and perceived behavioural control (Parker et al., 1995). When online, social media users who come across irresponsible (e.g. pro-alcohol) content, may choose to complain

about the content to have it removed because they understand that it might be a social concern.

Social Transmission

Decades of research suggest that interpersonal communication affects attitudes and decision making (Asch, 1956; Katz, Lazarsfeld, & Roper, 2017). Extensive research indicates that social transmission is biased, such that certain types of information tend to survive better than others, thereby shaping cultural change (Mesoudi & Whiten, 2008). Today, sharing content is an integral part of modern life and the phenomenon of consumer interaction in online media is quite common (Kwon, Han, & Kim, 2017). For instance, a company might create a humorous advertisement of its new product and upload it to YouTube. From that point on, the diffusion process is mainly driven by customers. People can share the video on their own blogs, post reviews on their social media profiles, share their experience about the video in an online community, or send the video's link to members of their personal social networks such as Facebook. People exposed to content through various social media channels can then consume it and share it in their own social networks, extending the dissemination. There is also evidence of selectivity in the way people process information that may contribute to biased transmission (Kalish, Griffiths, & Lewandowsky, 2007). Thus, risks that unacceptable content may be widespread disseminated on social media are possible, which have the potential to further normalise drinking culture.

Tainted Fruit Theory

The tainted fruit theory posits that a warning will reduce the attractiveness of the item to which it applies (D. P. MacKinnon & Lapin, 1998) because the item might harm the consumer (Lewis, 1992). The theory has been used to predict if labels will make violent programs less attractive

to viewers (Bushman & Stack, 1996) where advisory labels for a given program are considered by the public as a warning of the potentially harmful effects of television violence, then fewer people will watch the program. In support of this, warnings about the harms of consuming high fat foods with information on fat content have been found to discourage people from consuming high-fat products (Bushman, 1998). Awareness of the dangers of high-fat diets overcame the attractiveness, leading them to choose the lower-fat options. Based on this theory, awareness of advertising regulation is predicted to discourage consumers from engaging irresponsibly on SNSs (e.g., forwarding an unacceptable alcohol ad/post).

Bottom-up Approach of Implementation

The bottom-up approach is often described as a collaborative effort in that they engage stakeholders in a local area to address problems of local interest. In contrast to this approach is the traditional “top-down” approach practiced within the advertising regulations in Australia where government experts, or “policy elites,” create a proposal and then share it with others (Innes & Booher, 2010; Weber, 2003; Weible, Sabatier, & Lubell, 2004). It first emerged as a critical response to the top-down approach. Theorists suggested studying what was actually happening on the recipient level and analysing the real causes that influence action on the ground, as several studies showed that outcomes from the top-down approach does not sufficiently relate to objectives (Pülzl & Treib, 2017). Many studies reported on the ineffectiveness of current advertising regulations in controlling alcohol advertisements (Babor, Xuan, Damon, & Noel, 2013; Casswell, 2012; Noel, Lazzarini, Robaina, & Vendrame, 2017; Pierce et al., 2019), where several studies cited youth exposure to irresponsible alcohol advertising (e.g. Fielder, Donovan, & Ouschan, 2009; Winter, Donovan, & Fielder, 2008) and pervasiveness of irresponsible alcohol advertising in many different mediums (e.g. S C Jones et al., 2008; S C Jones et al., 2017; S C Jones, Phillipson, & Barrie, 2010). With the existence of social media, it gives consumer more voice to air their concerns regarding marketing

communications such as on irresponsible advertisement. Further, there has been a growing body of evidence suggesting that social media users are sharing/circulating irresponsible advertisements. Hence, there is a burgeoning need for a reform of the current advertising regulation where the focus should also include the person who sees it and not only the person sharing the message as they have the ability to affect change.

1.10. Methodology

This research takes a mixed methods approach, incorporating both quantitative and qualitative methods to address the research objectives. The rationale for adopting mixed method in this thesis is to ensure completeness by using a combination of research approaches to provide a comprehensive picture of the study phenomenon. Specifically a sequential transformative design was employed guided by a particular theoretical orientation or advocacy lens (Hanson, Creswell, Clark, Petska, & Creswell, 2005) and findings are integrated during the interpretation phase.

A sequential transformative designs use an explicit advocacy lens, which is usually reflected in the purpose statement, research questions, and the ultimate goal of the study is to advocate for change (Hanson et al., 2005). In these designs, either quantitative data or qualitative data may be collected and analysed first, depending on the needs and preferences of the researchers. Priority may be unequal and given to one form of data or the other or, in some cases, equal and given to both forms of data. Data analysis is usually connected, and integration usually occurs at the data interpretation stage and in the discussion. These designs are useful for giving voice to diverse or alternative perspectives, advocating for research participants, and better understanding a phenomenon that may be changing as a result of being studied.

Specifically, this study collected and analysed qualitative data followed by quantitative data to evaluate social media content against advertising regulations and examine the impact of social media marketing and user-generated content has on young people online behaviour. The initial qualitative phase was developed to explore how advertising regulatory codes influences young adults sharing of social media content. The first quantitative phase gathered survey data to evaluate young adults' perception of acceptability of an ad/post across types of social media sharing scenarios and compliance with an advertising code and their responses to advertising codes. This is then followed by the second quantitative phase to examine young adults' response behaviours when advertising codes were applied to social media content generated by different users (i.e. marketer or users). The table is the subsequent page provides an overview of the structure of this study.

Table 1.1 Summary of the thesis

Research Gap	Research Question	Study	Research Objectives	Sample
Past studies have shown the pervasiveness of alcohol content on social media and the widespread sharing of that content as well as young people's motivation to share online content. However, little is known if knowledge of advertising regulations would impact their sharing of online content.	RQ1. How adequate do young adults perceive the current advertising codes to be for regulating ad/post on social media?	Exploratory Qualitative Focus Groups	<ol style="list-style-type: none"> 1. Explore the types of alcohol-related content young adults are exposed to on social media by marketers and SNS users. 2. Explore how young adults' use the ABAC Code for marketer-generated content (MGC) and ABAC House Rules for user-generated content (UGC) to assess the compliance and acceptability of breaching ads/posts. 3. Explore young adults' intention to forward ads/posts that breach the ABAC Code/UGC House Rules. 4. Assess the meaningfulness of the ABAC Code and UGC House Rules in the SNS context. 	n = 13 Students at a Western Australian university aged 18-24
Past studies have evaluated advertising content in a myriad of media and reported evidence of code violations. However, none specifically evaluated advertising content on social media. In addition, the achievement of acceptable advertising through advertising self-regulatory systems which has been long debated has yet to be determined.	<p>RQ2. Can young adults use the current regulatory codes to correctly assess if an ad/post is in breach?</p> <p>RQ3. Do their perceptions of compliance and acceptability of the ad/posts differ if the content is generated by the marketer versus the users?</p>	Descriptive Online Survey	<ol style="list-style-type: none"> 5. Determine if the type of message sharing scenarios (i.e., marketer-generated, user-generated and user-shared content) influences SNS users' evaluations of acceptability. 6. Determine the compliance of four ads/posts with the ABAC Code and UGC House Rules. 7. Determine user evaluations of the articles in the ABAC Code and UGC House Rules. 	n = 161 Australian adults aged 18-24
There is little understanding of how young adults respond to alcohol content on social media that are in breach of the ABAC Code. More specifically there is a need to test the effectiveness exposing young adults to ABAC Code/ User House Rules as a means for regulating alcohol ads/posts posted on social media.	<p>RQ4. How does knowing about the advertising regulatory codes influence young adults sharing of social media content?</p> <p>RQ5. How does knowing about the advertising regulatory codes influence young adults' intention to complain about the social media content?</p>	Experimental Online Survey	<ol style="list-style-type: none"> 8. Determine if users' exposure to the ABAC Code or UGC House Rules reduce their forwarding intention towards alcohol advertisements/posts placed on a SNS. 9. Determine if users' exposure to the ABAC Responsible Alcohol Marketing Code or User Generated Content House Rules increase the likelihood of them complaining about alcohol advertisements/posts placed on a SNS. 10. Determine if users' exposure to the ABAC Code or UGC House Rules decrease their liking towards the alcohol advertisements/posts placed on a SNS. 11. Determine if alcohol advertisements/posts placed on a SNS, which are highly arousing among users, reduce the effectiveness of exposure to the ABAC Code or UGC House Rules on forwarding intention, ad/post liking and purchase intention. 	n = 586 Australian adults aged 18-24

1.11. Research Significance

This research has significant theoretical, managerial and methodological implications. From a theoretical standpoint, this research contributes to the social marketing literature on alcohol advertising regulation, advertising impact, and warning labels.

This study takes a novel approach by exploring both marketer- and user-generated alcohol messages young adults are exposed to on SNSs. As such, it expands on the scope of past studies, which only focus on materials posted by either marketers (e.g., European RAND study; Winpenny et al., 2012) or users (Griffiths & Casswell, 2010). In combination, this method provides an insight on user engagement with alcohol advertising materials and user-generated alcohol content on SNSs. By understanding how alcohol marketers' drive people to engage with alcohol-related content and how SNS users create and engage with alcohol-related content, contributions can be made to how organisations and policy makers control contagious alcohol content on SNSs that has been found to be detrimental to social and public health (Alhabash, McAlister, Lou, et al., 2015).

This study also proposes a new approach to apply advertising regulations on SNSs. It is designed to police communication strategies through exposing young adults to advertising regulations and, in doing so, educating and promoting responsible communication of messages and encouraging active complaining about unacceptable marketing materials and reducing forwarding of such material. This will potentially reduce young adults' exposure to risky/irresponsible materials. This study is also the first to test the effectiveness of the 'Best Practice for Responsible Digital Marketing of Alcohol' on SNSs.

Past studies have primarily focused on companies breaching advertising codes. This study focuses on social media users breaching codes by communicating irresponsible messages on SNSs. More specifically, it investigates if the current advertising codes (i.e. ABAC Code/UGC House Rules) are effective in assessing ads/posts on social media sites posted by

marketers and users. Thus, it tests the effectiveness of using the codes for young people to identify and complain about irresponsible and unacceptable messages posted by companies on their SNS pages and to discourage them from forwarding messages on SNSs that breach the codes. This study also assesses the effectiveness of using the UGC House Rules for young people to identify and complain about irresponsible and unacceptable messages posted by users on companies' SNS pages and to discourage them from posting their own or forwarding messages created by other users that breach the UGC House Rules on SNSs. This study further questions whether self-regulation is working in Australia and whether there is need for closer scrutiny of advertisers and monitoring bodies on social media.

In addition, this study investigates if the codes (ABAC Code/UGC House Rules) can be used to decrease the positive impact of ads/posts on brand liking. Social transmission is predominantly used in online viral marketing studies (i.e., sharing of online news), which explains the positive impact of arousal on forwarding intentions (Berger & Milkman, 2012). This study extends this theory into alcohol marketing in a SNS context. It explores whether the Code can counteract the effects of arousal. In doing so, this study bridges the theoretical gap between the literature on viral/social media marketing, advertising regulation and unacceptable messages on SNSs.

This study is also unique as it tests the impact of user codes of conduct on forwarding intention as well as the likelihood of complaining about unacceptable messages that breach the Code. SNS users can be made more accountable for the forwarding of unacceptable marketing messages through a warning type strategy, which could easily be implemented by SNSs through the introduction of a 'balk' function that shows their unwillingness or disapproval of the irresponsible behaviour portrayed. Thus, it presents a unique consumer driven self-regulation model of advertising that is suitable for social media and a cost-effective way to monitor messages placed on SNSs. This strategy should make SNSs more accountable in terms of regulating unacceptable advertising on their sites. Furthermore, placing a type of

warning on advertisements is an indication of the practice of corporate social responsibility, which contributes to favourable attitudes towards the SNS (Torres, Sierra, & Heiser, 2007).

1.12. Chapter Summary and Thesis Structure

This study was developed to explore the unacceptable messages on SNSs, investigate the effectiveness of the self-regulation regime in Australia in controlling unacceptable messages on SNSs and to test the effect of the advertising codes (i.e. ABAC Code and UGC House Rules) in controlling messages on SNSs. This thesis includes three successive studies and contains nine chapters in total.

Chapter 1 provides a background to the three successive studies, identifies the research problem and highlights the gaps in the social marketing literature that this thesis addresses. Following this, the research questions and objectives of this thesis are outlined. The research methodologies and research significance from a theoretical, methodological and managerial point of view are discussed.

Chapter 2 contains the literature review on issues related to the effectiveness of advertising regulations on social media, Australian alcohol advertising codes and social media, sharing online content through social media and defining acceptable advertising on social media. The review of these areas of literature identifies significant research gaps and provides support for the hypotheses that are developed in this chapter.

Chapter 3 presents the research methodology of Study 1, which was conducted to achieve the first four research objectives. Study 1 involves a qualitative research design using focus group discussions to capture young adults' experiences with (alcohol) messages on SNSs and their evaluations of four ads/posts against alcohol advertising codes (ABAC Code/UGC House rules). A hybrid approach to the thematic analysis of the focus group discussion data is used to address the research objectives. Subsequently, the findings for the ads/posts discussed in Study 1 provided the justification for incorporating them into Study 2.

Chapter 4 outlines the research methodology of the two quantitative studies (Study 2 and Study 3). Study 2 was conducted to address research objectives five to seven, which determine young adults' perceived effectiveness of the Code and whether the type of message sharing scenarios (i.e., marketer-generated, user-generated and user-shared content) effects SNS users' evaluations of the acceptability of four messages (two breach and two non-breach). Study 3 was conducted to address research objectives eight to eleven, which aim to determine if exposure to the ABAC Code or UGC House Rules reduces the forwarding intention of ads/posts; increases the likelihood of complaining about the ad/post; decreases the liking towards the ad/post placed on a SNS, and also whether arousal reduces the effectiveness of exposure to the advertising codes (i.e. ABAC Code or UGC House Rules) on forwarding intention, ad/post liking and purchase intention. Chapter 4 also discusses the online survey method and its related aspects, including the sampling method, measures used and techniques used in data analysis such as structural equation modelling (SEM) and MANOVA.

Chapter 5 discusses results of the focus group in Study 1. The results detail the types of alcohol-related content young adults are exposed to on social media by marketers and SNS users, their evaluation of ads/posts in terms of the themes communicated, and their perceptions of the ads/posts' acceptability and compliance with the advertising codes (i.e. ABAC Code/UGC House Rules). Additionally, the motivations for forwarding ads/post and the perceived effectiveness of the advertising codes are investigated.

Chapter 6 contains the data analysis results of Study 2, which entails a conclusive investigation of young adults' evaluation of the acceptability of four ads/posts and perceived compliance with the advertising codes as well as their evaluation of the adequacy of it. Chapter 7 contains the results of the online survey in Study 3, which tests the effect of the advertising codes in controlling unacceptable messages on SNSs, specifically in reducing forwarding intention, increasing complaining intention, and reducing ad/post liking and purchase intention. The chapter also analyses the mediating impact of acceptability and arousal.

Chapter 8 contains a general discussion of the findings from studies 1, 2 and 3 in relation to the research objectives and questions. Also discussed are theoretical explanations in support of the results. This chapter also includes the concluding remarks of the study, highlighting the theoretical, methodological and managerial contributions and implications of the study. The chapter closes the thesis by discussing the challenges and limitations of the research and suggestions for future research directions.

CHAPTER 2

Literature Review and Theoretical Framework

2.1. Introduction

This chapter consists of two major sections. The first section reviews the parent literature of this study: effectiveness of advertising self-regulatory system on SNSs, alcohol advertising codes and social media, and acceptable advertising on social media. This section will conclude with the identification and justification of research gaps. Leading on from the research gaps, the second section draws on relevant literature and theoretical foundations, to develop the research model and present the hypothesis which guide the three successive studies of this thesis.

2.2. Literature Review

This section reviews the parent literature of this study.

2.2.1. Effectiveness of Advertising Regulation on SNSs

Effectiveness of Advertising Self-Regulatory System

The effectiveness of advertising self-regulatory systems has long been debated in the leading academic journals for years. This extant literature can be classified into two distinct groups; descriptive and prescriptive. The former provides a significant body of knowledge of advertising self-regulation (ASR) in general, for example dealing with how various schemes function around the world (Boddewyn, 1988; Miracle & Nevett, 1987a; Neelankavil & Stridsberg, 1980) or debates on its effectiveness (K. Donovan et al., 2007; Harker, 2003; Harker & Graham, 1999; S C Jones et al., 2008). Empirical research concerned with the latter have explored the effectiveness of advertising regulations on a myriad of media types (e.g. K. Donovan et al., 2007; Jones & Donovan, 2002; Jones, Gregory, & Munro, 2009; Jones et al., 2008; Jones, Phillipson, & Barrie, 2010; Saunders & Yap, 1991). However, studies on its

effectiveness and application on social media advertising, and, developing and testing models of effective ASR (LaBarbera, 1980) are far and in between. Literature suggests a conceptual model of effective ASR, comprising seven key components that should be addressed in order to improve the overall effectiveness of the system: funding, elaboration of a written code, complaint acceptance, code enforcement, audit of the ASR programme, education and development of public awareness (Harker, 2000, 2003; Harker & Harker, 2002).

Effectiveness of Alcohol Advertising Regulations

Restrictions on alcohol beverage advertising have been an ongoing issue for debate in Australia. Australia has chosen to focus on self-regulation while other countries such as France's alcohol and tobacco policy law have legislated policies on alcohol marketing, Loi Évin, which restricts content (i.e., ads must only contain information about the product, such as its strength and place of production) and placement of alcohol advertising to several mediums only (Casswell, 2012). Self-regulation is deemed to be faster and cheaper as well as more efficient and effective compared with government regulation, aims to complement regulation, and provides greater moral adhesion than the law because codes and guidelines are voluntarily developed and adopted by members. However, the question remains: does self-regulation ensure that the community is protected?

In practice, alcohol ads in Australian media operate under a voluntary industry self-regulatory regime, guided by the Alcohol Beverages Advertising (and Packaging) Code (ABAC) outlined in Appendix 2.1. In recent years, the regime has come under increasing scrutiny for several reasons. First, it is alleged that the code articles governing acceptable content are ambiguous and difficult to interpret (Babor et al., 2013). Second, the code articles may not prevent large numbers of young people, the primary vulnerable group they are designed to protect, from being exposed to alcohol marketing (Noel, Lazzarini, et al., 2017) despite rules concerning the placement of alcohol advertisements being added in November 2017 (Pierce et al., 2019). Pierce et al. (2019) review of the Placement Rules highlighted substantial flaws in the

substantive content and regulatory processes and deemed that it does not meet the criteria for effective self-regulation nor introduced additional safeguards for young people. Third, the complaint and adjudication process used to determine whether a particular ad has violated the code is considered inefficient and possibly biased in favour of industry interests (Babor, Xuan, & Damon, 2010). Overall, the Code was found to be ineffective (Dobson, 2012; E. King et al., 2005; Pierce et al., 2019).

Alternative Alcohol Advertising Complaint Review System

In 2012, the Alcohol Advertising Review Board (AARB) was formed independent of the alcohol or advertising industries and thus provides independent reviews of alcohol advertising complaints. In AARB's first year of operation, 200 complaints were received while ABAC received only 98 complaints in the same year (Alcohol Advertising Review Board, 2013). Online alcohol ads, including social media (e.g., Facebook and YouTube), email advertising and mobile phone applications received the greatest number of complaints by AARB, suggesting a burgeoning problem with marketing communication on new media. In a 9-year period, ABAC received a total of 50 digital complaints but AARB received 32 complaints within the first two years of operation. The sudden spike in digital complaints could be attributed to the shift in advertising resources to digital media (Winpenny et al., 2012). ABAC received more complaints for ads found on advertisers' website (45.7% of complaints) than ads on social media (21.7%), whereas 62.9% of AARB's complaints came from ads on social media.

Flaws with Guidelines Governing Alcohol Advertising on SNS

SNSs have their own set of terms and guidelines governing their use for advertisers and users alike. For example, advertising policies on Facebook for alcohol state:

Ads that promote or reference alcohol must comply with all applicable local laws, required or established industry codes, guidelines, licenses and approvals, and include age and country targeting criteria consistent with Facebook's targeting guidelines and applicable local laws. ("Facebook advertising policies," n.d.)

A core shortcoming of such guidelines is that they are not intended to serve as legal advice and adherence to these guidelines does not necessarily constitute legal compliance (Mart et al., 2009). Thus, it is not surprising that researchers have found that guidelines are being breached. For example, the RAND Europe study found content promoting alcohol and dangerous drinking on Facebook pages is accessible to users of every age despite policies regarding age restrictions (Winpenny et al., 2012). This shows that Facebook does not police its alcohol advertising guidelines and relies on users to report offensive content.

Despite the policies and regulations, the lack of monitoring and compliance proves to be an issue. Clearly, changes need to be made to Facebook policies regulating advertising of alcohol-related content. Moreover, the high number of complaints received by AARB and ABAC on online advertising suggests the presence and possible escalation of irresponsible alcohol content from marketers and users alike.

The AANA Code of Ethics covers user-generated content (UGC); however, there are limitations to what it applies to. As defined in AANA practice notes, UGC is material that has not been created by the brand owner but by a person interacting on the brand owner's digital marketing platforms. However, the Codes do not apply to UGC on pages and sites not within an advertiser's or marketer's reasonable control even if the brands or products are featured. Examples of this include if UGC features a hashtag that may relate to a brand or campaign from platforms such as Twitter and Instagram, a tweet from a brand re-tweeted with added content by a user over which the advertiser/marketer has no control, and UGCs that are reposted by a user other than the brand.

While past studies adduce considerable evidence that the current regulatory systems are ineffective and, therefore, have made recommendations to support the regulatory environment in traditional media, the evidence of their ineffectiveness on SNSs has yet to be explored. Before changes can be proposed it is important to critically analyse the current self-regulation scheme against alcohol messages posted on social media platforms.

2.2.2. Alcohol Advertising Codes and Social Media

Studies of Code Violations

Table 2.1 summarises six studies conducted in Australia where advertising content was evaluated in terms of violations (Noel, Babor, et al., 2017). Of these studies, the medium evaluated were either television and/or magazine. Several of these studies used expert raters to evaluate the content of alcohol advertisements. In K. Donovan et al. (2007), two-thirds of the magazine had alcohol ads or promotions and many were judged to have violated the guidelines set by ABAC, specifically “strong appeal to children/teens,” actors “not clearly over age 25,” and content “promoting positive social, sexual, and psychological expectancies of consumption.” In a related study by S C Jones and Donovan (2002), the judgments of the Australian Advertising Standards Board (ASB), an industry group that adjudicates complaints about alcohol advertisements, were compared with the evaluations provided by eight marketing experts and 35 advertising students. The experts found that seven of the nine ads contained a violation (breach of a clause) of at least one of two advertising codes. Most of the students ($\geq 60\%$) found that all nine ads contained a violation of at least one clause. None of the ads were judged to have a violation by the ASB. It was concluded that the ASB reviewers lacked objectivity or expertise, and that the self-regulation process was not effective. Thus far, no papers have investigated code violations on digital or social media.

Table 2.1 Summary of studies assessing self-regulation of alcohol advertising codes in Australia

Authors	Medium	Code	% Violations	Prevalent content/Other findings
Saunders and Yap (1991)	Television, magazine, newspapers	ABAC	100	Suggestive of social success, relaxation, sporting achievement
S C Jones and Donovan (2002)	Television, magazines	ABAC	77.8-100	Associates alcohol with altered moods, sex, and discrimination
K. Donovan et al. (2007)	Magazine	ABAC	52	Advertisements had a strong appeal to adolescents and promoted positive social, sexual and psychological expectancies
S C Jones et al. (2008)	Television, magazines	ABAC	12.3 (TV) 4.2 (magazines)	
S C Jones et al. (2009)	Television, magazines	ABAC	-	Respondents perceived messages in the advertisements regarding several social benefits of consuming alcohol, including that the advertised product would make them more sociable and outgoing, help them have a great time, help them fit in, help them feel more confident, help them feel less nervous, and help them succeed with the opposite sex.
S C Jones et al. (2010)	Television	ABAC	46.2	Use of celebrities, mascots, humor, social success

Studies Related to the Content Analysis of Alcohol Advertising

Several content analysis studies of alcohol advertisements were performed without reference to an advertising code. In summary, there are 25 such studies conducted in 16 countries and all studies identified content that may be appealing to youth. Out of these 25 studies, one study conducted in Australia analysed alcohol advertisements appearing on television (Pettigrew et al., 2012). The study content analysed 2810 alcohol advertisements aired on television over a two months period in major Australian cities which were coded according to the products that were promoted, the themes that were employed, and the time of exposure, and the advertising placement expenditure was also captured. \$15.8 million of advertisement placement expenditure for alcohol products was recorded in the five cities over the two months period. The most common themes used were humour, friendship/mateship and value for money. Around half of all alcohol advertisements appeared during children's popular viewing times.

Studies Investigating Youth Exposure to Digital Alcohol Advertising

In examining alcohol advertisement content and exposure, out of 57 studies, 13 studies investigated youth exposure to digital alcohol advertising (Center on Alcohol Marketing Youth, 2004; Fanning, 2010; Jernigan, Ostroff, & Ross, 2005; Jernigan & Rushman, 2014; S C Jones & Magee, 2011; E.-Y. Lin, S. Caswell, R. Q. You, & T. Huckle, 2012; M. et al., 2014; Mart et al., 2009; McClure et al., 2016; Nhean et al., 2014; Scharf, Martino, Setodji, Staplefoote, & Shadel, 2013; Winpenny, Marteau, & Nolte, 2013; Winpenny et al., 2012). Specifically in Australia, New Zealand and Ireland, it was found that there is high awareness of online alcohol marketing among youths (Fanning, 2010; S C Jones & Magee, 2011; E.-Y. Lin et al., 2012). High levels of alcohol marketing were detected on social media platforms since 2009 (Mart et al., 2009) and which has shown to continue to increase over time (Jernigan & Rushman, 2014; Winpenny et al., 2013; Winpenny et al., 2012).

Of all the studies investigating youth exposure to alcohol advertising on television, magazines, outdoor and public, and digital, only five were conducted in Australia (see Table 2.2) Of those, only one study by S C Jones and Magee (2011) explored youth exposure to alcohol advertising on digital platforms, where 55% reported seeing alcohol advertisements on the internet.

Table 2.2 Summary of studies on youth exposure to alcohol advertising in Australia

Authors / Organisation (Year of Publication)	Medium	Main findings
Winter et al. (2008)	Television	13–17-year-old viewers exposed to comparable alcohol advertisements as 18–24–old viewers
Fielder et al. (2009)	Television	13–17-year-olds exposed to 3.5–5.4 alcohol advertisements per week on Australian Free-to-Air TV
Davoren and Sinclair (2012)	Television	117 000 5–17-year-olds were exposed to up to 35 minutes of alcohol marketing
S C Jones and Magee (2011)	Magazines, outdoor & public, digital	47.7% of 12–17-year-olds report seeing an alcohol ad in a magazine 61% report seeing a billboard advertisement for alcohol 55% report seeing alcohol advertisements on the internet
Kelly, Cretikos, Rogers, and King (2008)	Outdoor & public	25 alcohol advertisements per km ² within 250 m of school

In summary, Australian studies exploring code violations is primarily limited to traditional media and exposure studies are limited to youth (under 18s only). Hence, studies on alcohol advertising on social media has yet to be explored.

2.2.3. Sharing Online Content Through Social Media

Word-of-mouth and viral marketing research suggests that the outcomes of sharing behaviour online through social media is linked to beneficial results for businesses such as increased sales (Chevalier & Mayzlin, 2006; Godes & Mayzlin, 2004, 2009) and improvements in stock market performance (Tirunillai & Tellis, 2012). Researchers are continuously researching to understanding of advertising related factors that drive sharing of advertisement. In a recent study by Tellis, MacInnis, Tirunillai, and Zhang (2019), it was found that information appeals and prominent brand placement impairs sharing while ads that evoke positive emotions of inspiration, warmth, amusement, and excitement stimulate strong positive sharing.

Despite the numerous benefits firms reap from consumers sharing advertisements online, consumer-to-consumer interaction is generally more effective than traditional marketing activities (Trusov, Bucklin, & Pauwels, 2009). In online media, the phenomenon of consumer interaction is quite common. For instance, a movie marketing company might create a teaser clip and upload it to YouTube. From that point on, the diffusion process is mainly driven by

customers. People can share the video on their own blogs, post reviews on their Facebook profiles, share their experience about the video in an online community, or send the video's link to members of their personal networks on Twitter. People exposed to content through various social media channels can then consume it and share it in their own social networks, extending the dissemination.

The prevalence of online sharing brought about studies exploring the motivations for sharing. Motivation has been a topic of research in social media, mainly examining why people continue to join and use social media in a broad sense. Lin and Lu (2011) observed that people are motivated to use social networking sites to obtain perceived benefits of self-enjoyment and usefulness as well as network connectivity. These motivations however varies across types of social media platforms (Oh & Syn, 2015). For example, in social networking sites like Facebook, people are highly motivated by social connectivity and communication with peers (Barker, 2009; Quan-Haase & Young, 2010). Relatively little research attention has been focused on motivations for sharing content online. Ho and Dempsey (2010) identified four factors that motivates forwarding of online content: (1) the need to be part of a group, (2) the need to be individualistic, (3) the need to be altruistic, and (4) the need for personal growth. While another study identified that sharing on social media are influenced by learning and social engagement (Oh & Syn, 2015). These studies explored motivations to share online on a broader sense or are limited to exploring sharing content such as tourism experiences (Munar & Jacobsen, 2014b). While many past studies explored the prevalence of sharing alcohol content online (e.g. Alhabash, McAlister, Quilliam, et al., 2015; Griffiths & Casswell, 2010; Ridout et al., 2012), studies exploring motivations of sharing alcohol content has yet to be explored.

2.2.4. Acceptable Advertising on Social Media

A conceptual framework of acceptable advertising was proposed by Harker (1998). Her framework comprises four independent variables which affect the dependent variable,

acceptable advertising, as shown in Figure 2.1. The independent variables are the legal regulatory framework, self-regulatory framework, industry compliance and prevailing community standards.

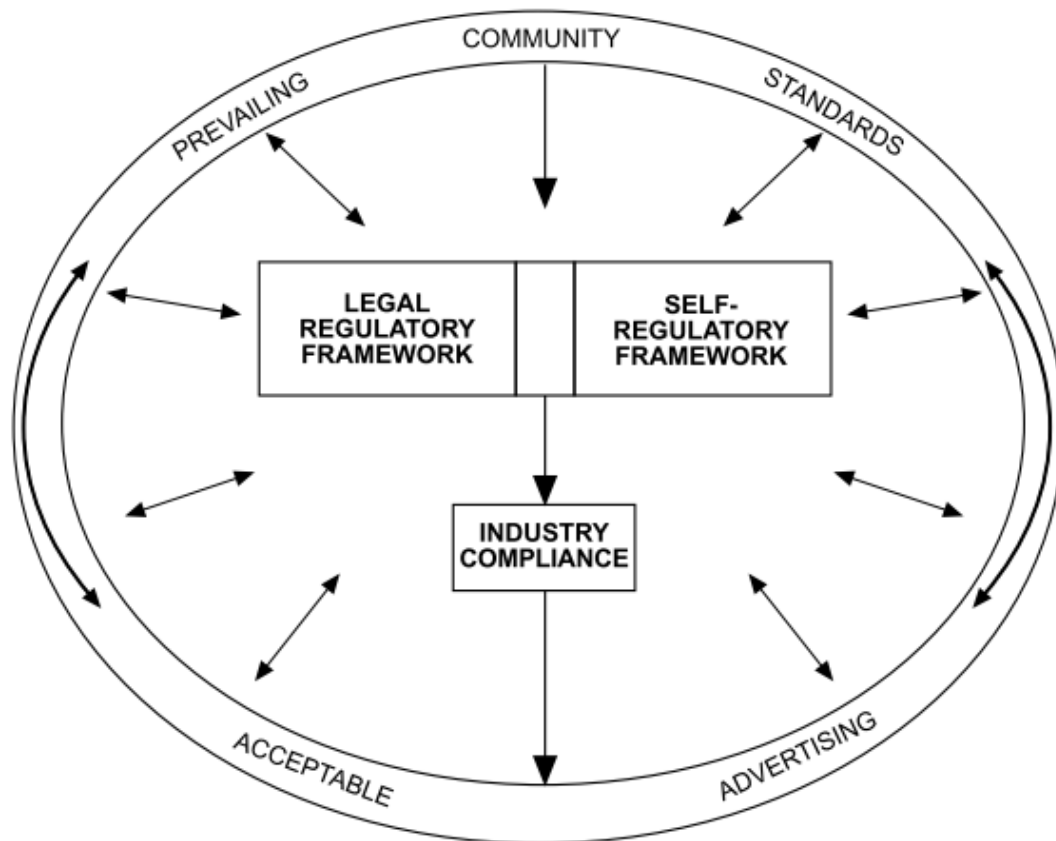


Figure 2.1. Acceptable Advertising: A framework for analysis. From “Achieving acceptable advertising: An analysis of advertising regulation in five countries,” by D. Harker, 1998, *International Marketing Review*, 15(2), p. 103.

Legal Regulatory Framework

The self-regulatory structure relies on a complementary and sound legal regulatory framework (Harker, 1998). In most developed countries, “unacceptable advertising” are governed by laws pertaining to “marketing” or “broadcasting” (Harker, 1998; Harker & Harker, 2002). The legal regulatory framework in this instance refers to the laws and regulations in place to protect society against unacceptable advertising, and to those bodies charged with implementing the laws and regulations such as the Australian Competition and Consumer Commission (ACCC).

The Self-regulatory Framework

The self-regulatory framework, refers to the “input from the various ASR bodies involved in a country’s control process but, more specifically, the performance of the dispute resolution body” (Harker, 1998, p. 103). ASR framework established that industry is responsible for controlling the conduct of its own members (Harker, 1998). Many countries have instituted such programs of control and the act of creating and abiding by a written code of conduct is an important development for a successful scheme (Harker & Harker, 2000).

In Australia, alcohol advertising adopts a quasi-regulatory system where guidelines for advertising – ABAC Responsible Alcohol Marketing Code outlines the standards for alcohol marketing in – have been negotiated with government, consumer complaints are handled independently, but all costs are borne by industry (i.e., Brewers Association of Australia, Spirits & Cocktails Australia and Australian Grape & Wine). As aforementioned in the previous chapter, the ABAC Scheme is administered by a Management Committee which includes industry, advertising and government representatives (The ABAC Scheme, n.d.).

Industry Compliance

Achieving industry compliance in an ASR system is vitally important else the program will be accused of impotence, and compliance is usually achieved through sanctions such as prosecution under law, in the most extreme circumstances, and financial incentives to comply with rulings from charter bodies. The Australian ASR body have resorted to passing on details of recalcitrant advertisers to the relevant government body for the necessary action (i.e. ACCC) when they have refused to comply with rulings. Complaint handling bodies achieve varying levels of success in relation to encouraging industry compliance (Harker & Wiggs, 1999). The chances of compliance can be greatly enhanced when the complaint handling bodies are given ‘teeth’, for example when the complaint handling bodies are empowered to make rulings and the advertisers, agencies and media are imposed a penalty (Boddewyn, 1992), however this is lacking in the current framework.

Prevailing Community Standards

In Australia, prevailing community standards are defined in the AANA Code of Ethics as “the community standards determined by the Community Panel as those prevailing at the relevant time in relation to Advertising or Marketing Communications...and having regard to Practice Notes published by AANA and any research conducted by Ad Standards” (Australian Association of National Advertisers, 2018). In an ASR system, representing prevailing community standards are usually achieved by involving the public in the complaint handling process which should lead to increased effectiveness of the program (Boddewyn, 1983; LaBarbera, 1980). Public involvement can be at two levels; as complainants and also as members of the complaint handling body. In most countries, complaints originate from members of the public voluntarily. However, this also proves as a limitation to the effectiveness of the program. In Australia, a study by Colmar Brunton Social Research (CBSR), commissioned by the ABAC Scheme adjudication panel revealed that knowledge of alcohol advertising regulation was very low across all age and gender groups (ABAC Community Perceptions Report, 2013). While another study by CBSR commissioned by ASB in 2017, revealed that almost two thirds (62%) of respondents were unable to state an organisation they were aware of that they could make a complaint to about the standards of advertising (Colmar Brunton Social Research, 2017).

Acceptable Advertising

Defining the value-laden term ‘acceptability’ is problematic and has been an issue for advertising. Advertising has been deemed as pervasive (Drake, 1988), intrusive (Blakeney & Barnes, 1982) and at times detrimental to society. A proportion of advertising is sometimes offensive, false, misleading, unfair, or socially irresponsible as perceived by consumers/society (Harker & Wiggs, 1999); thus, some members of society may need to be protected from the harmful effects of advertising. Countries with a self-regulating advertising body have been investigating ‘unacceptable advertising’ and have highlighted the potential harmful effect advertising has on the more vulnerable members of society (Miracle & Nevett,

1987b). Irrespective of whether they work within a legal or self-regulatory system, advertising regulators must still attempt to define 'acceptability'. This study involves broadening the understanding of what constitutes acceptable advertising in the ever-evolving marketing landscape, specifically in the social media area.

2.2.5. Research Gaps

As pointed out earlier, the self-regulatory advertising system relies on the public to monitor and complain about unacceptable ads. Thus, there must be a clear understanding of how unacceptable advertising is determined. Australia's self-regulatory system has allowed for ads that are offensive, false, misleading, unfair, or socially irresponsible (or perceived as such by the general public) to circulate. A structure needs to be in place in order to provide protection to all parties. The adoption of a self-regulatory system was aimed at achieving acceptable advertising; however, it has been highlighted that it is not effectively protecting society from unacceptable advertising (Harker, Harker, & Volkov, 2001).

Typically, advertisers hold the view that, in a free society, they should be permitted to promote their products and services as they wish, provided they do not breach the privileges of free speech (i.e., their messages are not misleading, deceptive or defamatory). Advertising agencies concur with this view as it allows them to exercise their creativity. However, consumers and particular groups within the public believe such freedom needs boundaries. They argue that different product types and promotion styles should operate within constraints that recognise high risk elements (such as potential product abuse) intrinsic to the product. This issue is further heightened by advertisers who are consistently pushing the boundaries of what is ethically and socially acceptable.

Acceptability of ad or marketing communication is viewed in a simplistic manner. As defined by the ASB, advertising and marketing communication applies to any material or activities that is within the control of an advertiser and that draws the attention of the public in a manner calculated to promote or oppose directly or indirectly a product, service, organisation or line of

conduct. Hence, if the marketing communication breaches the relevant advertising codes and the body handling complaints (e.g., ABAC) upholds a complaint about an ad, then the ad is deemed unacceptable to society. The difficulty that advertisers face, however, is that meaning is subjective; it is internal to the receiver, rather than external (Shimp, 1997), and this has serious implications for those concerned with controlling unacceptable advertising. Advertising regulators attempt to deal with this issue of acceptable advertising by considering prevailing community standards, by ensuring that complaints boards include representatives from throughout the community (Boddewyn, 1988) and participate in code creation and revision. There is also a call to publicise their adjudications widely (Wiggs, 1992). These measures mean that acceptability is defined by default as advertising that did not clearly fall foul of legal or self-regulatory standards. This approach is pragmatic, but it needs to be recognised that these decisions are subjective.

This issue is further exacerbated by the presence of the Internet, where there is a growing diversity of mediums for advertising and marketing communications. Specifically, social media enables users to generate content, which is known as UGC. This refers to media content created or produced by the general public rather than by paid professionals and primarily distributed on the Internet (Daugherty, Eastin, & Bright, 2008). An increasing number of brands are crowd-sourcing their engaged community to contribute and generate content for them. The current regulations apply to advertisers only, while the public adheres to guidelines and policies stated on the platform they are using. Regardless, it does not deter the public from crafting viral content. Social media users can report the content to the social media provider; however, it is not guaranteed that it will be removed. For example, Facebook states on its community standards guideline that something that may be disagreeable or disturbing might not violate their set community standards and may not be removed ("Facebook community standards," 2018). Defining exactly what acceptable content is subjective and, currently, the social media provider has control over what is deemed acceptable. Furthermore, little is known about how acceptable advertising can be defined and monitored.

As aforementioned, there are ample studies exploring the effectiveness of advertising regulations and application of the Codes on a myriad of media types but studies on its effectiveness and application on social media advertising are scarce or non-existent in the Australian context. Further, research on consumer responses to advertising codes on social media specifically are also limited. Of previous studies that evaluated alcohol advertising against the ABAC Code, they were evaluated by expert raters and/or marketing/advertising students in a large university. Hence, the findings may not be representative of public opinions due to prior knowledge and bias.

Studies related to content analysis of alcohol advertising in Australia are limited as well and primarily explored alcohol advertising on television. An understanding of the type of alcohol content found on social media would be beneficial to adequately create effective ASR in Australia. Further, ample studies were found investigating exposure of alcohol advertising on digital media. However, they involved youths under the age of 18 only. It is warranted to investigate exposure amongst young adults', especially those in tertiary education as they are another high-risk group.

Whilst there are ample studies which explored the pervasiveness of social media marketing of alcohol beverages on alcohol-related behaviours (e.g. Alhabash, McAlister, Quilliam, et al., 2015; Hoffman, Pinkleton, Weintraub Austin, & Reyes-Velázquez, 2014; Ridout et al., 2012), they do not address the role of alcohol advertising codes in controlling those behaviours. In addition, the rise of user-generated content has posed another layer of complexity for ASR and thus there is need to examine the effectiveness of applying the current for advertising codes to be cognizant of this context. By understanding the current social media landscape, it will allow for the creation of effective ASR.

Clearly, advertising operates within the parameters established by society. As society change over time, what is considered appropriate and acceptable in advertising must also change. Bearing in mind the insights gained from the literature review, this study pursued one

qualitative and two quantitative studies to explore what influence perception of acceptability of alcohol ads/post and motivations for sharing them, explore the application and effectiveness of the Code with ads/posts and the role of exposure to the Code in controlling online behaviours on SNSs. The following sections discuss the theoretical frameworks underpinning the three studies.

2.3. Theoretical Frameworks

The objective of this chapter is to develop a conceptual framework based on the research gaps highlighted in the literature review. The research objectives are discussed along with the theoretical background of the constructs. Then, the relevant literature is used to support the development of the research model and the hypothesised relationships.

There are a number of underlying theoretical frameworks from various marketing literatures that must be examined in order to gain a better understanding of the pervasiveness of current alcohol-related messages on SNSs to help manage them. These theories include social and moral norms theory, social transmission and tainted fruit theory.

2.3.1. Social Norms Theory

Social norms theory (SNT) is anchored in social learning theory, theory of planned behaviour (TPB) and reasoned action theory (Armitage & Conner, 2001). SNT posits that people are highly influenced by what they think their peers are doing or thinking and then conform to what they believe is the norm or social expectation. It also postulates that subjective norms coming from incorrect assessment of what others do will also influence social behaviour (Berkowitz, 2005; DeJong et al., 2006). It has been demonstrated that social norms have the ability to influence drinking among young adults (Perkins, 2002) and contribute to the normalisation of the consumption of alcohol among youth. Many representations of inebriated behaviour and heavy alcohol consumption either displayed through photos, comments or stories exhibited on user SNS profiles may create the perception that 'everyone drinks' or 'everyone parties' in

such a manner. These misperceptions tend to increase problem behaviours and decrease behaviours that are healthy as people act on agreement with what they think is the norm (L. A. Smith & Foxcroft, 2009).

SNT posits that people are highly influenced by what they think their peers are doing or thinking and then conform to what they believe is the norm or social expectation. It also postulates that subjective norms coming from incorrect assessment of what others do will also influence social behaviour (Berkowitz, 2005; DeJong et al., 2006). It has been demonstrated that social norms have the ability to influence drinking among young adults (Perkins, 2002). Alcohol consumption behaviour has many determinants (Rosenquist, Murabito, Fowler, & Christakis, 2010) and previous studies suggest that social and cultural factors play a critical role in experimentation with alcohol and the development of drinking patterns over time. People tend to adopt group attitudes and act in accordance with group expectations and behaviours based on affiliation needs and social comparison processes (Festinger, 1954), social pressures toward group conformity and the formation and acquisition of reference group norms (Sherif, 1962). Griffiths and Casswell (2010) suggest SNSs provide young people with a vehicle for communicating to their peers about alcohol and alcohol-related marketing messages and, in doing so, contributes to the normalisation of the consumption of alcohol among youth. Many representations of inebriated behaviour and heavy alcohol consumption either displayed through photos, comments or stories exhibited on user SNS profiles may create the perception that 'everyone drinks' or 'everyone parties' in such a manner. These misperceptions tend to increase problem behaviours and decrease behaviours that are healthy as people act on agreement with what they think is the norm (L. A. Smith & Foxcroft, 2009).

2.3.2. Moral Norms Theory

The theory of planned behaviour (TPB) has been one of the most influential theories in explaining and predicting behaviour, and it makes up the theoretical underpinnings of this

study. However, the model has been recurrently criticised for insufficient consideration of moral influences on behaviour (Armitage & Conner, 2001; Gorsuch & Ortberg, 1983; Sparks & Shepherd, 2002). Moral or normative issues are known to be important in influencing behaviour (Etzioni, 1988). In the TPB model, all moral and normative influences on behaviour are assumed to be mediated via the measures of subjective norms and attitudes (Ajzen & Fishbein, 1980). Schwartz (1977) has suggested a concept of personal (moral) norm, which refers to internalised norms and values important to others (i.e., each person's own views about right and wrong), which have been learned during life, as an extension of the TPB model. Past research has suggested that moral norm is a useful addition to the TPB model (see reviews by Conner & Armitage, 1998; Manstead, 2000) and it has shown independent predictive effects of perceived moral obligation or personal norm on behavioural intentions in actions with moral implications, such as committing driving violations, smoking only in designated areas, and responses to charity advertising (Nelson, Brunel, Supphellen, & Manchanda, 2006). In Conner and Armitage's (1998) meta-analysis, 9 out of the 11 studies reviewed showed moral norm is a significant predictor of intentions.

In this study, the tainted fruit theory and theory of planned behaviour including moral norms are used as the overarching framework to examine the effects of exposure to advertising codes (i.e., user code of conduct on SNSs) and its effects of attitudes towards acceptability and influence on a person's intention to perform the behaviour (i.e., not forward and to complain about irresponsible alcohol ads/posts; Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975).

2.3.3. Social Transmission

Social transmission through sharing online content is an integral part of consumers' everyday lives. People may share stories, news and information because it contains useful information (Wojnicki & Godes, 2008). In marketing literature, SNSs play an imperative role in the diffusion of information (Kwak, Lee, Park, & Moon, 2010) and aid social transmission (Kwak et al.,

2010). The dramatic growth and popularity of SNSs provide marketers the opportunity to “encourage individuals to pass on a marketing message to others, creating the potential for exponential growth in the message’s exposure and influence” (Wilson, 2000, p. 1). SNS Facebook Groups are a popular application that support unique forms of social interaction and generate discussions based on common interests (Casteleyn, Mottart, & Rutten, 2009; N. Park, Kee, & Valenzuela, 2009), while Facebook Pages mimic typical personal profiles on the site and communicate through updates or notifications on fans’ News Feeds (Greenstein, 2009; O’Neill, 2010). Once a consumer joins a brand page or brand-related group, brand perceptions and purchasing decisions could be influenced by information they receive from advertisers, fans or members and may encounter more opportunities to pass along viral messages created by advertisers or members to their contacts through SNSs (Chu, 2011).

Berger (2011) suggests that transmission is driven in part by physiological arousal, characterised by the activation of the autonomic nervous system (Heilman, 1997), and the mobilisation provided by this excitatory state may boost sharing. Content that evokes more of certain emotions (e.g., disgust) may be shared more than other content (Heath, Bell, & Sternberg, 2001; Luminet IV, Bouts, Delie, Manstead, & Rimé, 2000; Peters, Kashima, & Clark, 2009). In addition, more arousing content is more likely to spread quickly on the Internet and more likely to capture public attention (Berger & Milkman, 2010). For example, emotions categorised by high arousal, such as anxiety or amusement (Gross & Levenson, 1995), will boost sharing more than emotions characterised by low arousal, such as sadness or contentment. Furthermore, such interpersonal communication affects everything from decision-making to well-being (Asch, 1956; Mehl, Vazire, Holleran, & Clark, 2010). Situations that heighten arousal boost social transmission, regardless of whether they are positive or negative in nature. Thus, negative binge drinking and positive binge drinking scenarios depicted on SNSs may lead to heightened arousal.

Studies have found that emotion is an important component of viral advertising pass-on behaviour. Phelps, Lewis, Mobilio, Perry, and Raman (2004) found that viral message senders tend to experience positive emotions (e.g., happy, excited, and satisfied when passing along messages to their email contacts). The study by Dobele, Lindgreen, Beverland, Vanhamme, and Van Wijk (2007) substantiates this finding and reaffirms that emotional connection plays a critical role in influencing forwarding behaviour—particularly effective were messages containing a surprise element. Based on the information processing perspective, the emotional tone of a viral video ad influences attitudinal responses and intention to forward. A positive emotional tone produces the strongest attitude toward the ad, attitude towards the brand, and forwarding intention (Eckler & Bolls, 2011).

Virality through social media is viewed as cheaper and more effective than traditional media but its success relies on users' transmission of branded content (Berger & Milkman, 2012). Although it is clear that social transmission is both frequent and important, what drives people to share and why some content is shared more than other content is unclear. This research aims to explore the types of messages on SNSs and the virality therein.

2.3.4. Tainted Fruit Theory

The tainted-fruit theory posits that warning labels should decrease the attractiveness of a given product or activity because the product might harm the consumer (Lewis, 1992). In support of this, warnings about the harms of consuming high fat foods with information on fat content have been found to discourage people from consuming high-fat products (Bushman, 1998). Awareness of the dangers of high-fat diets overcame the attractiveness, leading them to choose the lower-fat options. Based on this theory, awareness of user code of conduct is predicted to discourage consumers from engaging irresponsibly on SNSs (e.g., forwarding an unacceptable alcohol ad/post).

2.4. Hypotheses Development

2.4.1. Hypothesised Perceptions of Acceptability and Compliance of Social Media Content to Advertising Codes

Source Influence

It is well understood that whenever consumers attribute reporting or knowledge bias to the source, the persuasive impact of the message is typically lessened (Nisar & Prabhakar, 2018). It is thus important to determine a spokesperson's credibility, which is generally seen as the source's expertise, trustworthiness and reputation (Garner, 1986). When source credibility is low, it is likely that consumers will discount the arguments in a message. However, literature in the area of electronic word-of-mouth (WOM) suggests that user-generated content (UGC) has more effect on consumer than marketer generated content. WOM messages or UGC rather than direct messages from advertisers are more likely to be trusted, because audiences often assume that such messages have no bias, or no intent to persuade as does a direct sales pitch (Walster & Festinger, 1962). The persuasion becomes even less convincing if consumers are forewarned and perceive the senders' intention (Hass & Grady, 1975). People tend to trust friends or family members more than they do those messages that originate from marketers or advertisers and that are designed to persuade them. In addition, messages from those who are considered close friends are seen as less business oriented, and are, therefore, less intrusive and more trustworthy than the messages directly from advertisers.

Sponsored brand recommendations in the blogosphere, sponsored stories on Facebook, and sponsored tweets on the microblogging platform Twitter are examples of word-of-mouth (WOM) marketing practices on social media. An increasing number of companies are encouraging consumers to spread brand-related information by compensating consumers for so-called sponsored posts (Kozinets, De Valck, Wojnicki, & Wilner, 2010). When social media users share marketer-generated content, it is taken as though the user advocates for the brand and as such, are considered more trustworthy. Studies have also highlighted the significant

effects of source credibility on various consumer outcomes such as attitudes toward a message (e.g., MacKenzie and Lutz 1989) and purchase intentions (e.g., H.-C. Wang and Doong 2010). *Based on source credibility theories and findings from past studies this study posits that:*

H1a: The type of message sharing scenarios (groups: MGC, UGC, USC) influences how respondents assess the compliance of the advertisements between groups.

H1b: The type of message sharing scenarios (groups: MGC, UGC, USC) influences how respondents assess acceptability of the advertisements.

H1c: The type of message sharing scenarios (groups: MGC, UGC, USC) influences how respondents evaluate the Code / House Rules between groups.

2.4.2. Research Model and Hypothesised Responses to Social Media Content that Breaches an Advertising Code

Forwarding Intention

This study also investigates the impact of advertising regulations and user code of conduct (i.e., the Code) on forwarding and complaining behaviours. Forwarding intentions have been addressed in viral advertising and have generally been explained through the social transmission theory addressed earlier. Viral advertising is defined as “unpaid peer-to-peer communication of provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to others” (Porter & Golan, 2006, p. 33). For example, SNS users who liked a brand’s Facebook page are likely to encounter status updates, viral messages about contests or promotion (Greenstein, 2009; O’Neill, 2010), and also have the opportunity to engage in viral messaging and forwarding on to their peers. Additionally, users can share videos, photos, and text from the advertiser and, thus, spread word of the messages about the brands more easily. However, it is noteworthy to highlight that although some popular brand pages or groups attract substantial numbers of

fans or members, some may hesitate to forward viral messages to their Facebook friends (Chu, 2011). Users may feel a sense of intrusion if they receive provocative messages (e.g., an unacceptable alcohol ad) from advertisers or peers, in turn causing reluctance to pass along the messages to others (Chu, 2011).

Complaining Intention

This study further investigates the impact of the Codes on complaining intention. The Internet and especially social media have changed how consumers and marketers communicate (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; Nambisan & Baron, 2007). It has made it easier for customers to complain. Day and Landon (1977) proposed a two-level hierarchy—behavioural actions and reactions—as a classification of consumer complaint behaviour (CCB). The first level distinguishes between behavioural (action) and non-behavioural responses (no action), while the second level distinguishes between private and public actions. Private actions include boycotting the brand or product and spreading negative word-of-mouth. Examples of public actions are seeking redress, complaining to agencies/government and taking legal action. Alternatively, Richins (1983) identified that complaining behaviours involve at least three activities: switching, making a complaint to the seller and telling others about the purchase/consumption experience. This study conceptualises complaining in terms of forwarding a complaint about the ad to the SNS, peer-to-peer, the company, and/or the regulatory body (i.e., ABAC).

Ad Liking

Attitude is “a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour” (Eagly & Chaiken, 1993, p. 1). According to the TPB (Fishbein & Ajzen, 1975), attitudes influence behaviour by affecting intentions. The theory posits that attitude is determined by the perceived consequences consumers associate with the behaviour (e.g., forwarding intentions) and their evaluations of those consequences (Han, 1994). Attitudes towards the ad are used interchangeably with advertising likability (DuPlessis

& Foster, 2000). The literature on advertising likability can be divided into two approaches. The first approach aims to determine what viewers think or feel after viewing an ad (Aaker & Bruzzone, 1981; Aaker & Stayman, 1990; Biel & Bridgwater, 1990; Greene, 1992), and the second approach involves measuring attitude towards the ad in terms of affective and cognitive reactions (e.g., Lutz, 1985; Lutz, MacKenzie, & Belch, 1983; MacKenzie & Lutz, 1989). For the purpose of this study, ad likability will be conceptualised in terms of what viewers think or feel after viewing an ad.

Several researchers have claimed that the liking of an ad leads to more favourable attitudes towards the brand or the advertiser (Greene, 1992; Haley & Baldinger, 1991; Lutz, 1985; Moore & Hutchinson, 1985). Further evidence indicates that ads that are better liked are more likely to be noticed and remembered (Biel & Bridgwater, 1990; Walker & Dubitsky, 1994). Research indicates that likeable ads are more effective and persuasive, and that liking of ads is one factor that affects attitudes towards brands and products (Walker & Dubitsky, 1994). Moreover, recent studies of children and adolescents (e.g., Casswell & Zhang, 1998; Grube & Wallack, 1994; Wyllie, Zhang, & Casswell, 1998) have shown that attention to and liking of alcohol advertising are related to (1) greater knowledge about alcohol slogans and beer brands, (2) more favourable beliefs about drinking, (3) increased intentions to drink as an adult, and (4) increased drinking (Agostinelli & Grube, 2002). It is now consistently recognised that advertising likability has a very important role in an ad's influence on consumer behaviour (e.g., Biel & Bridgwater, 1990; DuPlessis, 1994). Clearly, the liking of an ad and/or brand has a strong influence on consumers. Therefore, this study will investigate if liking of the ad overrides the impact of exposure to advertising codes on forwarding and complaining behaviours.

Based on the tainted fruit theory, theory of planned behaviour and moral norm as an extension to the theory, this study proposes the following hypotheses:

- H2a:** SNS users exposed to the Code (experimental group) find the ad/post as less acceptable compared with those not exposed (control group).
- H2b:** SNS users exposed to the Code (experimental group) are less likely to forward the ad/post (by liking, sharing, commenting) compared with those not exposed (control group).
- H2c:** SNS users exposed to the Code (experimental group) are more likely to complain about the ad/post as compared with those not exposed to the Code (control group).
- H2d:** SNS users exposed to the Code (experimental group) are less likely to like the ad/post as compared with those not exposed to the Code (control group).

In recent decades, expectancy value models are the most popular paradigms used for the prediction and understanding of human behaviour. One of the most applied examples of such model is the Theory of Planned Behaviour (TPB). As aforementioned, TPB describes the influences on a person's decision to engage in a particular behaviour (Ajzen, 1989, 1991, 2001). It suggests that the determinants of behaviour are intentions to engage in a particular behaviour and perceived behavioural control over the behaviour. Both internal factors (cognitive skills, knowledge, emotions) and external factors (situations or environment) determine the degree of control. The more favourable the attitude towards the behaviour and the more favourable the subjective norm, the greater the perceived control, and the more the potential of the intention to perform the behaviour increases in strength. Although the TPB has been the dominant model for predicting and understanding intentions and behaviour, the perceived moral correctness of a behaviour (or moral norm) has long been construed as an important direct determinant of behaviour (Schwartz, 1977). The hypothesis tested here is that when intentions are formed on the basis of the perceived moral correctness of a behaviour, these intentions will better predict behaviour compared with intentions formed on the basis of consideration of the outcomes of the behaviour. Hence, based on the TPB and the extension

of the theory to include moral norms, this study tests if perceived acceptability impact behaviour. More specifically, the following is postulated:

H3a: SNS users who find the ad/post as less acceptable are less likely to forward the ad/post.

H3b: SNS users who find the ad/post as less acceptable are less likely to like the ad/post.

Acceptability of SNS Content, Arousal, and Behaviour

Excitation transfer theory has received considerable support in studies of how commercials may affect viewers' beliefs and behaviour (Zillmann, 1971). This theory posits that residual arousal from one stimulus will combine with arousal from a succeeding stimulus, thereby strengthening the affective reaction to the second stimulus (Zillmann, 1971). Therefore, if a person is aroused in situation A and then sometime later finds him/herself in an emotion-provoking situation B, the residual arousal from situation A, if any, might get transferred to and intensify the corresponding emotional response in situation B. For example, in the context of download speeds in websites, after being exposed to a website that was manipulated to download quickly, when users were taken to another site that loaded at the same speed, their physiological arousal for the latter site was clearly influenced by residual arousal in the first site. Basically, the residual excitation generated from the first site transferred over to the reception of the second site.

This theory has been examined in the context of anti-smoking ads shown at the beginning of movies with smoking scenes (Pechmann & Shih, 1999). When an anti-smoking ad is shown before a movie negative arousal is elicited, and the negative feeling can transfer to the on-screen smoking. But the opportunity for negative affect transfer was found to be short-lived when subsequent depictions of smoking resulted in positive affect transfer, overpowering the initial negative learning trials. Thus, an anti-smoking ad seems unlikely to nullify the impact of

a film with extensive smoking. In this study, exposure to the Code elicits negative arousal towards unacceptable advertising but subsequent depictions of those messages in ads/posts could result in positive affect transfer and overpower the initial negative learning trials. This rationale leads to the proposal of the following hypotheses:

H3c: SNS users who find the ad/post as less acceptable are less aroused by the ad/post.

H3d: The level of acceptability mediates the relationship between exposure to the Code and the likelihood to forward the ad/post.

H3e: The level of acceptability mediates the relationship between exposure to the Code and liking of the ad/post.

Effects of Arousal in Social Transmission

Social transmission or virality may be driven by more than just its emotional valence (Berger & Milkman, 2012). Besides evoking positive or negative emotions, message content may also differ on the level of physiological arousal or activation it evokes (Smith & Ellsworth, 1985). Content arousal refers to how exciting or calm a message is perceived to be (Yoon, Bolls, & Lang, 1998) and is another executional cue found to affect viewers' allocation of processing resources (Lang & Bolls, 1995). For example, negative emotions such as anger and anxiety are characterised by states of heightened arousal or activation, while sadness is characterised by low arousal (Barrett & Russell, 1998). It is suggested that arousal shapes social transmission as it is a state of mobilisation, where low arousal is characterised by relaxation and high arousal is characterised by activity (Heilman, 1997). Given that sharing information requires action, this study proposes that arousal should have similar effects on social transmission and should boost the likelihood that content is highly shared. Therefore, the following is hypothesised:

H4a: A highly arousing ad/post is more likely to be forwarded.

Effects of Arousal on Attitude and Behaviour

Content arousal is closely related to emotional appeals in advertising (Yoon et al., 1998) and emotional appeals in persuasive messages can lead to an attitude change. In a study by Thorson and Friestad (1989), subjects evaluated television commercials that had been categorised on the level of emotional content, and findings showed that highly emotional ads were liked the best while non-emotional ads were liked the least. Evidence in the literature has also specifically tested the effects of emotional appeals on attitudes towards the ad, where emotional ads were found to elicit positive attitudes (Hitchon & Thorson, 1995; Holbrook & Batra, 1987). Holbrook and Batra (1987) suggest that the major contributor to positive attitudes is the arousal component of emotional ads. Based on the reasoning that content arousal is an executional technique that enhances peripheral processing, it is expected that highly arousing messages would affect the attitude towards the ad or ad liking. In addition, given that purchase intention as a result of exposure to advertising messages is formed mainly through the peripheral route, arousal is posited to enhance purchase intention. Hence, the following hypotheses are proposed:

H4b: High arousal invoking content produces more favourable liking towards the ad/post.

H4c: High arousal invoking content produces more favourable intentions to purchase from the retailer.

As mentioned previously, arousal is a state of mobilisation. Studies have shown that arousal increased action-related behaviours such as getting up to help others (Gaertner & Dovidio, 1977) and responding faster to offers in negotiations (Brooks & Schweitzer, 2011). Given that sharing information and purchasing requires action, this study suggests that arousal should have similar effects on forwarding (i.e., liking, sharing, and commenting) and purchase intentions. Therefore, by directly manipulating the level of acceptability and measuring the level of arousal the ad/post induces, this study aims to examine the following hypotheses:

H4d: Arousal mediates the relationship between acceptability and forwarding intention.

H4e: Arousal mediates the relationship between acceptability and ad/post liking.

H4f: Arousal mediates the relationship between acceptability and purchase intention.

Impact of Ad Liking on Purchase and Forwarding Intentions

An overwhelming number of studies have measured attitudes towards the ad (ad liking) influence over consumers' purchase intention (purchase intention). Purchase intentions are personal action tendencies relating to the brand (Bagozzi, Tybout, Craig, & Sternthal, 1979; Ostrom, 1969). Intentions are distinct from attitudes. Whereas attitudes are summary evaluations, intentions represent "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour" (Eagly & Chaiken, 1993, p. 168). Thus, a concise definition of purchase intentions may be as follows: Purchase intentions are an individual's conscious plan to try to purchase a brand. In Fishbein and Ajzen (1977) TPB formulation, attitudes influence behaviour through behavioural intentions.

A direct relationship between ad liking and purchase intention for both familiar and unfamiliar brands has been found by Goldsmith, Lafferty, and Newell (2000) and many other studies have found similar positive effects (Gresham & Shimp, 1985; Phelps & Hoy, 1996). Therefore, following the common practice in marketing literature and past research (e.g., Batra & Ray, 1986; MacKenzie, Lutz, & Belch, 1986; Shimp, 1981), this study hypothesises that favourable attitudes towards the ad/post positively affects purchase intention. This study also examines if this extends to forwarding intentions (i.e., to like, share, and comment on online persuasive messages; (Alhabash, McAlister, Lou, et al., 2015) by testing the following hypotheses:

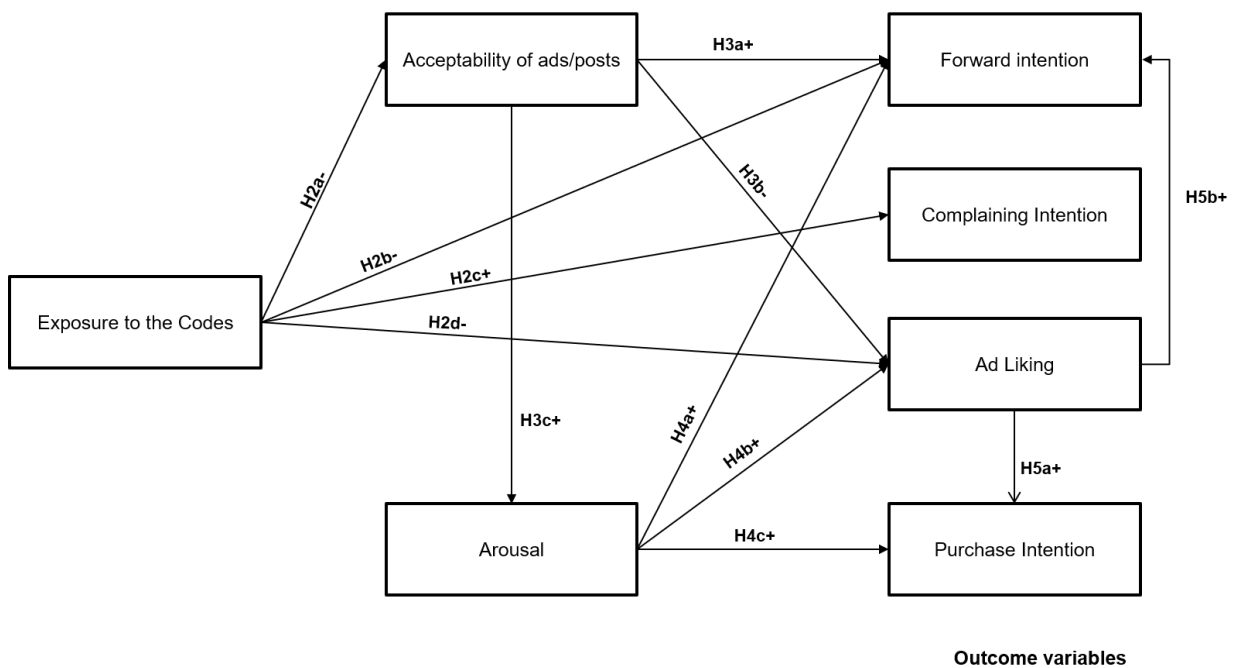
H5a: SNS users who like the ads/post are more likely to purchase from the retailer.

H5b: SNS users who like the ad/post are more likely to forward the ads/posts.

Proposed Research Model and Summary

Based on the research objectives identified earlier and the development of the fifteen hypotheses supported by the theoretical background, the measurement model for this study is presented in Figure 2.2. The following is a summary of the model and hypotheses, and the relationships for each hypothesis are outlined.

Figure 2.2 Conceptual framework of the relationships between advertising code exposure and young adults' acceptability and sharing/liking/complaining of ads/posts



As depicted in the research model, exposure to the Code is hypothesised to have a negative influence on acceptability (**H2a**), forwarding intention (**H2b**) and on ad liking (**H2d**), while it has a positive effect on complaining intention (**H2c**). It is also hypothesised that acceptability has a positive effect on forwarding intention (**H3a**) and arousal (**H3c**), but a negative effect on ad liking (**H3b**). Based on the literature, acceptability plays a mediating role between exposure and forwarding intention (**H3d**), ad liking (**H3e**) and arousal (**H3f**).

Evidence has shown that arousal plays an important role in behaviours. It is hypothesised that arousal has a positive effect on forwarding intention (**H4a**), ad liking (**H4b**) and purchase intention (**H4c**). Arousal also plays a mediating role; more specifically, it is hypothesised that

arousal mediates the relationship of acceptability on forwarding intention (**H4d**), ad liking (**H4e**) and purchase intention (**H4f**). The final hypothesis tested in this study proposes that ad liking has a direct positive relationship with purchase intention (**H5a**) and forwarding intention (**H5b**).

2.5. Chapter Summary

The literature review covered in the first part of this chapter highlighted the underlying issues that motivated this study. Extensive past research has shown the ineffectiveness of advertising codes and shows the dearth of studies that explores its effectiveness on social media. The ineffectiveness is fuelled by the complex nature of social media which allows for sharing of content which makes it challenging to manage unacceptable content. The literature review also touched upon the challenge of determining acceptable advertising. The second part of this chapter provided the conceptual framework and the relevant hypotheses tested in this study. Relevant theories have been discussed to explain and justify these hypotheses. By providing the theoretical reasoning, the aims and research propositions of the study can be better understood. In addition, by listing the individual hypotheses and specific research objectives, a sound understanding of the research purpose has been attained. The theoretical basis is further built on in Chapters 3 and 4, which discuss the methodological design of the three studies, respectively.

CHAPTER 3

Qualitative Research Methodology

3.1. Introduction

As indicated in Chapter 1, this thesis comprises three studies. This chapter explains the research methodology of Study 1 which addresses the following research question: *How adequate do young adults perceive the current advertising codes to be for regulating ad/post on social media?* The chapter is organised into several sections. First, the purpose of the study is defined. Next, the research methodology is addressed; followed by the research design, sample frame and sampling technique, focus group procedure, and ethics and confidentiality. Finally, the data analysis procedure is discussed, which will be used as a guideline in Chapter 5 (analysis of qualitative research data).

3.2. Purpose of Study 1

This study explores young adults' understandings and perceptions of message content with respect to the Code (see Appendix 3.1). The UGC House Rules apply the ABAC Code articles to user-generated content on alcohol advertisers' websites. This study explores young adults' perceptions and interpretations of two types of content (MGC or UGC) on an alcohol brand's social media page. Separate focus groups were conducted to consider marketer-generated and user-generated messages/images. The ads/posts examined consist of breached or non-compliant messages. The specific research objectives are as follows:

1. Explore the types of alcohol-related content young adults are exposed to on social media by marketers and SNS users.
2. Explore how young adults' use the ABAC Code for marketer-generated content (MGC) and ABAC House Rules for user generated content (UGC) to assess the compliance and acceptability of ads/posts.

3. Explore young adults' intention to forward ads/posts that breach the ABAC Code/UGC House Rules.
4. Assess the meaningfulness of the ABAC Code and UGC House Rules in the SNS context.

3.3. Methodology

3.3.1. Research Design Adopted for the Focus Group

Focus groups are semi-structured discussions with groups of 4–12 people that aim to explore a specific set of issues (Liamputtong & Ezzy, 2005). Choosing a setting with little distraction is important as this enables the researcher and the participants to be more focused during the discussion. The focus group discussions in Study 1 were conducted in a board room with minimal interference to enable a more fluid train of thought with respect to responses.

Developing a discussion protocol is essential here. The protocols are rules that guide the administration and implementation of the discussion to ensure consistency throughout the interview process, thus increasing reliability of the findings. Boyce and Neale (2006) suggest including what to say to participants when setting up the interview at the beginning, including ensuring informed consent and confidentiality of the participant, what to say and do during the interview, what to say to participants in concluding the interview, et cetera. Study 1 developed a guide with a list of questions to be explored, which has no more than 15 main questions including probes (refer to Appendix 3.2 and 3.3 for the introduction script and list of questions), as recommended by Boyce and Neale (2006). The following paragraphs outline the stages of the group discussion and the tasks within each as set out by Finch and Lewis (2003): (1) Setting the scene and establishing ground rules, (2) individual introductions, (3) the opening topic, (4) discussion, and (5) ending the discussion.

Firstly, the researcher began by welcoming the participants as they arrived and tried to put them at ease using friendly conversation and avoiding the research topic. When the group

was settled, the researcher made a more formal start to the session, with a personal introduction, outline of the research topic, and background information on the purpose of the study. Confidentiality was stressed, and an explanation was given of what will happen to the data and proposals for reporting (see Appendix 3.2 for the introduction script). Secondly, the purpose of the focus group was explained, including the information and the scope of the topic. Subsequently, the researcher addressed the terms of confidentiality, where issues such as who may access the information and the anonymity of their responses was specified. Following this, participants signed an informed consent form (see Appendix 3.4) as written permission. Explanation was also given of the need to record the discussion in order to provide a full account of everything that was said.

The researcher also explained the expected roles and provided reassurance to participants. It was explained that the session will be in the form of a discussion and that group participants should not wait to be invited before they step in. The researcher stressed that there are no right or wrong answers, where everyone's views are of interest and that the aim is to hear as many different thoughts as possible. The researcher pointed out that there are likely to be different views or experiences among the group, that people should feel free to say what they think, and if they agree or disagree with other participants' views to say so.

The researcher commences each focus group by asking broad questions about the topic of interest, before asking the focal questions. This was something fairly neutral, general and easy to talk about—that is, asking about participants' exposure to advertising on social media. The researcher's aim at this point is to promote discussion and to use the opening topic to engage as many of the participants as possible. The researcher continues to be verbally active, asking further questions (or rephrasing the same question) around the particular topic and enquiring generally about other people's views in order to open out the responses. In addition, the researcher encourages group interaction by allowing short silences to invite thought, or

drawing links between issues that different people have raised, which perhaps serves to highlight differences and similarities in views.

Here, the researcher plays a key role in managing the discussion, which is to balance the need to promote group interaction against the need for some individual detail, as well as the value of free-flowing debate against the need for coverage of specified topics. Through active listening and observation, the researcher kept a mental note of what was being said and probed both the group as a whole and as individual members. The researcher listened to the terms used by respondents, explored their meaning with participants and mirrored that language in formulating further questions or comments. The researcher also directs the flow over other relevant topic areas if they are not raised spontaneously by the group to keep the discussion broadly focused on the research subject. At the same time, attempts were made to include everyone and to balance the contributions of individual participants.

Lastly, the discussion ended on a positive note. Considering that the discussion is alcohol-related and that they were exposed to alcohol advertising that was irresponsible or unacceptable, the researcher distributed to each participant two pamphlets that contain information about alcohol consumption and its related harm. The Alcohol guidelines as set out by the National Health and Medical Research Council (NHMRC) were also covered, with the researcher going through the contents thoroughly with participants. Finally, the researcher ended the discussion and thanked the group, stressing how helpful the discussion was and reaffirming confidentiality, especially since sensitive issues were covered. The researcher also reiterated the purpose of the research and how it will be used.

3.3.2. Sample and Sampling Technique

The criteria here were participants' level of drinking, social network usage and exposure to alcohol ads on social media. A two-stage sampling strategy was adopted to break down groups into smaller groups until the desired type or size of groups is reached (Acharya,

Prakash, Saxena, & Nigam, 2013). In the first stage, a criterion-based purposive sampling approach was used to select participants. The criterion was participants must be between the ages of 18–24, be active users of SNSs and consume alcohol.

The Sample

Based on the literature, it is clear that this particular age group has been shown to be heavy social media users and engage in heavy drinking (Dobson, 2012; Griffiths & Casswell, 2010; E. King et al., 2005; Moreno et al., 2010; Ridout et al., 2012; Skinstad, 2008; Tonks, 2012). Participants from this population were chosen because this group are specifically 'at risk' for alcohol-related harms (Australian Bureau of Statistics, 2013; Stockley, 2001). The Australian Bureau of Statistics (2015) reported that young adults in this age group are more likely to exceed the single occasion risk guideline outlined by the National Health and Medical Research Council (NHRMC) compared with other age groups, which increases the risk of developing health problems over the course of their life, as well as increasing their risk of alcohol-related injury. Specifically, in 2014–2015, over two thirds (69.4%) of males in this age group consumed more than four standard drinks at least once in the past year, while 60.6% of females of the same age exceeded the guideline. There is extensive evidence of the pervasiveness of content about drinking within user-generated material on SNSs, especially among tertiary students who are frequent users of social media applications and commonly engage in risky drinking behaviours (Moreno et al., 2012; Ridout et al., 2012; Skinstad, 2008; Tam & Greenfield, 2010; Tonks, 2012). All participants were screened to ensure that they are active SNS users.

Screening Technique

A screening questionnaire was designed to identify and screen potential participants that meet the criteria of this study as listed above (see Appendix 3.5). There were several methods of recruitment: posters were distributed on notice boards across the university and participants were also recruited via an undergraduate unit offered during the summer period and Semester

1 of 2015. The posters advertised links for potential participants to express their interest through completing the online screening questionnaire and/or emailing the researcher themselves. It also encouraged potential participants to pass information on to those who may be interested. A large undergraduate unit was a logical choice for selecting participants as the unit (a third-year business unit and a core requirement for all business majors) is offered during those aforementioned semester periods and consists of students from several business majors, such as accounting, economics, information systems, marketing, management and public relations, et cetera.

Recruitment Procedure

The recruitment through posters that were distributed across the university and through word-of-mouth resulted in 26 surveys collected, of which 20 respondents met the criteria. On the other hand, the recruitment of students from the third-year business unit at Curtin University was conducted with permission from the Office of Strategic Planning and the unit coordinator. The researcher provided a short presentation to recruit students for the focus group. A pool of 51 students completed the screening questionnaire (see Appendix 3.1). When the questionnaires were tallied, 14 of those who met the criteria of being 18 to 24 years of age, local students, active users of SNSs, who consume alcohol and were willing to participate in a focus group discussion were selected to be contacted.

A total of four focus groups were conducted with a total of 13 participants. Two groups consisted of heavy drinkers and the remainder consisted of light drinkers. One group of each discussed marketer-generated content and the ABAC Code, and the other group discussed user-generated content and the UGC House Rules.

Table 3.1 Sample characteristics of the focus group participants

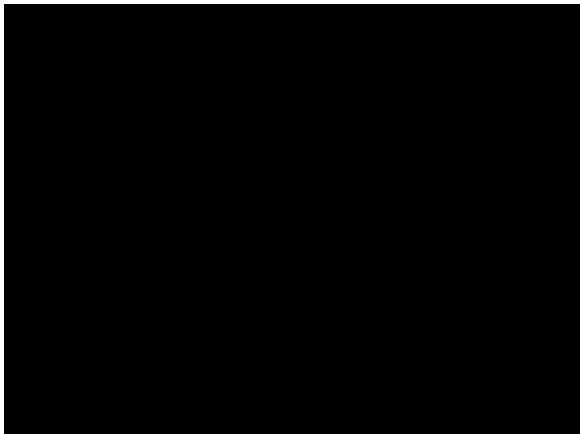
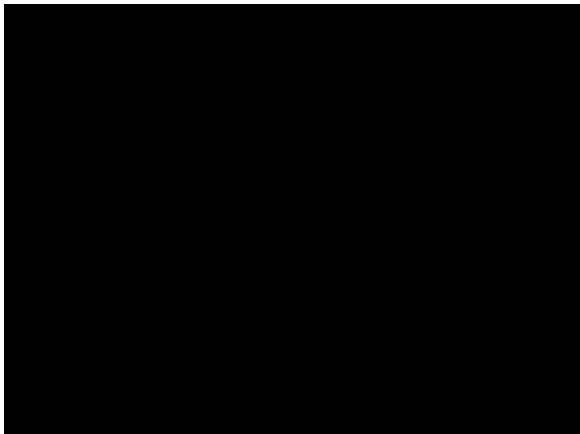
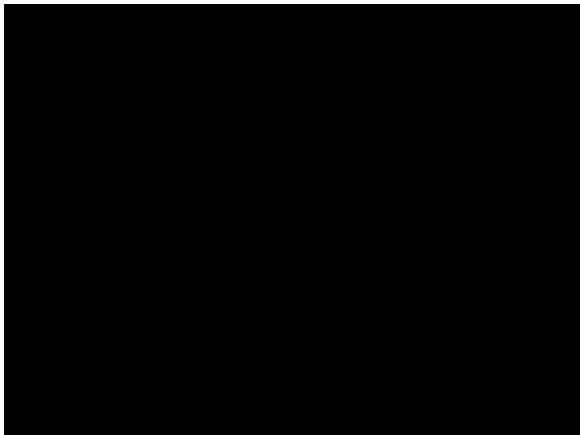
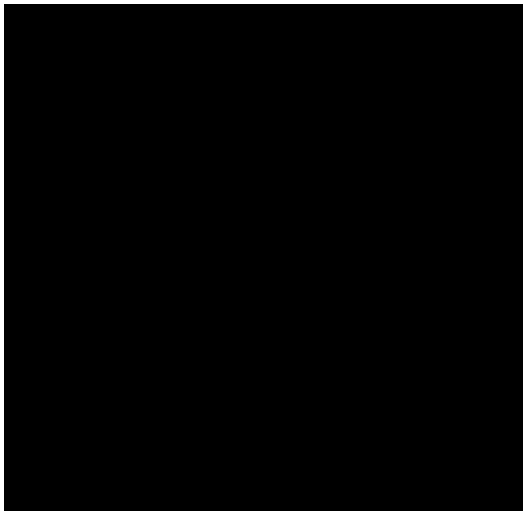
Focus Group 1: Heavy Drinkers – MGC	Focus Group 2: Light Drinkers – MGC
1 Females	4 Females
2 Males	0 Males
Total n = 3	Total n = 4
Focus Group 3: Heavy Drinkers – UGC	Focus Group 2: Light Drinkers – UGC
1 Females	2 Females
2 Males	1 Males
Total n = 3	Total n = 3

It is acknowledged that each focus group size is small, however in Prince and Davies (2001) research, small-sized groups may be productive since they encourage members to take part in the discussion: consequently, a considerable number of different ideas maybe generated on the topic under discussion within a certain time limit (Masadeh, 2012). Further, theoretical saturation was reached as further coding was no longer feasible.

3.3.3. Stimulus Tested

This focus group study tested four ads/posts that were sourced from an alcohol retailer’s Facebook page (i.e., Thirsty Camel Victoria). The ads/posts are considered to have breached the Code as determined by two senior marketing academics. Three of the ads/posts contain irresponsible statements (see next page). Ad/post 1 (wine has health benefit) is an image that features the Thirsty Camel mascot drinking a glass of wine (Thirsty Camel Victoria, 2012b). Ad/post 2 (birthday drinking) is an image that features the mascot wearing a party hat and a party horn in its mouth (Thirsty Camel Victoria, 2012c). Ad/post 3 (alcohol helps you forget) is an image that features the camel with three beer bottles and a chalkboard next to it, looking cognitively impaired in a classroom setting (Thirsty Camel Victoria, 2012a). The final ad/post, ad/post 4 (drinking while golfing), depicts a man playing golf with a beer in the foreground (Thirsty Camel Victoria, 2014). The four ads/posts tested were manipulated into two message sharing scenarios—either as MGC or UGC and all four stimuli were evaluated by the participants in each group.

Table 3.2 Stimulus tested in the focus group

Ad/Post 1 – Wine Has Health Benefit	Ad/Post 2 – Birthday Drinking
	
(Thirsty Camel Victoria, 2012b)	(Thirsty Camel Victoria, 2012c)
Ad/Post 3 – Alcohol Helps You Forget	Ad/Post 4 – Drinking While Golfing
	
(Thirsty Camel Victoria, 2012a)	(Thirsty Camel Victoria, 2014)

3.3.4. Focus Group Procedure

The four focus groups were scheduled to run for 90 minutes each. They were moderated by the researcher and audio was recorded for later analysis. The group discussion covered several topics, such as participants' SNS behaviours; types of alcohol content prevalent on SNSs; message themes communicated by the ads/posts, and their perceived acceptability and intentions to forward it; and participants' application of the Codes to assess compliance of the ads/posts (see Appendix 3.3 for the topic outline).

Each session began with distribution of the Information Sheet & Informed Consent Form, and any queries participants had been addressed. Following this, participants were invited to sign the form. Participants were asked general social media behaviour questions and then directed (by the researcher) towards alcohol content on social media. Participants were then shown the stimuli (presented either as marketer- or user-generated content) and asked to record their initial perceptions on a sheet of paper individually before discussing it as a group.

The researcher then provided a copy of the Codes and went through the articles with the participants. The MGC group were given the ABAC Code and the UGC group were given the UGC House Rules. Participants revisited and reassessed the ads/posts against each article in the Codes. A drug and alcohol health message from the WA Drug & Alcohol Office (see Appendix 3.7) and guidelines for alcohol consumption from the Department of Health and Ageing (see Appendix 3.8) were given to and discussed with participants at the end of each focus group.

The focus groups were conducted in a boardroom that provided ample privacy while at the same time providing the participants with a comfortable environment and a space that offered little to no distractions. The study was submitted and approved by Curtin Ethics Review Board. Participants had to sign an informed consent form (see Appendix 3.4), acknowledging that their responses will be kept confidential and that their names will not be mentioned in the study. Participants were also given a revocation of consent that can be returned to the researcher in the event that they wish to withdraw their participation from the study. To ensure that participants were open and honest about their thoughts, the researcher stated several ground rules at the beginning of each session, such as informing them that their opinions matter and that we want to hear a wide range of opinions.

3.3.5. Focus Group Guide

The focus groups questions were derived through an extant research on advertising regulatory codes and the questions were guided by the four objectives of this study. The focus group discussion starts after a brief description of the research problem. The participants were requested to elaborate on their experiences with alcohol-related content created by marketers and SNS users that they were exposed to on SNSs as a lead up to the main questions. These questions are aimed at addressing research objective 1. It also enables the participants to describe their experience with ads on SNS with ease (Krueger & Casey, 2002) before focusing on alcohol ads which can be a sensitive topic to talk about. The opening questions are:

1. Thinking about the social media you visit (spend time on), what sort of advertising messages or content surfaces often? For example, those that get many 'likes', most shared and/or forwarded?
2. How often do alcohol ads or messages or images come up? What sort of messages come up?
3. Which ones are most memorable and why?
4. In general, how do you feel about posting/forwarding/passing on alcohol messages/images on social media?
5. Are there any messages/images that worries you? If so, why?
6. Should there be restrictions on these types of alcohol images/messages?

The second objective (i.e. explore how young adults' use the ABAC Code for marketer-generated content (MGC) and ABAC House Rules for user-generated content (UGC) to assess acceptability of ads/posts) was investigated through the following questions after participants were first shown the SNS posts.

7. What message is communicated in this alcohol message/image?
8. Do you think it's acceptable to post that alcohol message/image on social media?

9. Would you post/forward (i.e., like, share or comment) this alcohol message/image and why/why not?

Subsequently, participants are shown either the ABAC Code or the UGC House Rules depending on the message sharing scenario assigned and are asked to assess each ad/post against each of the articles (i.e. assessment of compliance with the ABAC Code / ABAC House Rules for user-generated content). After which, participants were asked if the ad/post was appropriate to be posted on SNS. Specifically, the following questions were asked:

10. After reading the ABAC Code/UGC House Rules, do you think it breaches the articles in the Code? is it appropriate for the alcohol company/user to post this message? If so, how?

Participants are then asked if they would forward the ads/posts on SNS as part of investigating research objective 3 (i.e. explore young adults' forwarding behaviour of ads/posts on SNSs):

11. Taking into account the ABAC Code/UGC House Rules, would you forward (i.e., like, share or comment) this alcohol message/image and why?

Finally, to assess the fourth objective (i.e. assess the meaningfulness of the ABAC Code and UGC House Rules in the SNS context), participants are asked the following questions:

12. How useful are the ABAC Code/UGC House Rules in helping you to determine if an alcohol brand message is irresponsible and whether it is appropriate for you to forward? How easy are they to understand and apply?

Given the nature of this study where participants are exposed to several irresponsible messages, participants are given brochures with responsible drinking messages which were then discussed by the moderator before ending the focus group discussion.

3.3.6. Data Analysis Technique

The study adopts the Framework Method for analysis, often termed thematic analysis or qualitative content analysis. This approach identifies commonalities and differences in the

data, before focusing on relationships between different parts of the data, thereby seeking to draw descriptive and explanatory conclusions clustered around themes (Gale, Heath, Cameron, Rashid, & Redwood, 2013).

The focus groups were audio recorded (with permission from the participants) and then transcribed verbatim. Some notes were taken by the researcher in order to assist in accuracy and transcription, but the note was limited to allow the researcher to focus on the participants and their answers to the prompts. The transcriptions were in Word document format and subsequently uploaded onto QSR NVivo software. NVivo supports thematic analysis by providing researchers with a tool to code data into themes. The accounts throughout the qualitative data analysis chapter are direct or verbatim statements from the participants and are not corrected for grammar, syntax or slang/informal language used. Only spelling mistakes are corrected and very few words are inserted in parentheses when the context is not clear on its own. This was done to maintain the essence of the language and also to note the way young adults speak.

The method of analysis chosen for this study was a hybrid approach of qualitative methods of thematic analysis. It incorporated both the data-driven inductive approach (Boyatzis, 1998) and the deductive approach (Crabtree & Miller, 1992). This approach complemented the research question and set of objectives.

The deductive coding process was developed through identifying and coding the themes related to the research questions. As outlined by Crabtree and Miller (1992), this approach involves a template in the form of codes from a codebook to be applied as a means of organizing text for subsequent interpretation. When using a template, a researcher defines the template (or codebook) before commencing an in-depth analysis of the data. The codebook is sometimes based on a preliminary scanning of the text, but for this study, the template was developed a priori, based on the research question and the theoretical framework. The foremost codebook used in this study is based on the ABAC articles and the

UGC House Rules. The responses were first coded based on the participants' responses to questions asked since the focus group question protocol was divided into sections that mirrored the research question and objectives, and subsequently, participants' responses were coded according to the articles in the ABAC Code and UGC House Rules.

In addition to the deductive approach, the inductive thematic analysis occurs when data is driven primarily without any pre-specified theoretical guideline or research questions (Patton, 1990). Boyatzis (1998, p. 161) defined a theme as "a pattern in the information that at minimum describes and organises the possible observations and at maximum interprets aspects of the phenomenon". Thus, themes that emerged throughout the analysis were formed and a complete summary, analysis, and the findings from this study are provided in Chapter 5.

3.3.7. Ethical Considerations

To ensure the screening questionnaire and the focus group discussion is bounded within ethical standards, the University's Human Research Ethics Committee has approved the study as minimal risk. Participants were provided with an information sheet about the purpose and uses of participants' contributions as well as had to sign an informed consent forms to give consent for participating in the study. A particular ethical issue to consider in the focus groups is the handling of sensitive material and confidentiality given especially pertaining to the questions. The confidentiality of the participants and their responses was protected and ensured as there was no question item included that might reveal the identity of the respondents. Besides, all data received from the respondents was preserved in a confidential manner.

3.4. Chapter Summary

The research methodology used in Study 1 is presented in this chapter. Specifically, it begins by introducing the type of research approach to address the first four research objectives.

Study 1 is based on a qualitative research approach focusing on focus group discussion as the tool for data collection. This chapter continues with a discussion of the research design, the sample and sampling technique and the procedure undertaken. Finally, the important ethical considerations of this study and the data analysis technique are discussed. The focus group discussions are expected to further highlight the pitfalls of the current regime when applied to ads/posts on SNSs, as well as provide insights into the likelihood and motivations of forwarding ads/posts on SNSs to better understand and control dissemination of alcohol posts. The data analysis results of the focus group discussions are presented in Chapter 5 and the discussion of results in Chapter 8.

CHAPTER 4

Quantitative Research Methodology

4.1. Introduction

This chapter explains the research methodology for the two quantitative studies: Study 2 and Study 3, which aims to address the following research questions respectively:

RQ2: *Can young adults use the current regulatory codes to correctly assess if an ad/post is in breach?*

RQ3: *Do their perceptions of compliance and acceptability of the ad/posts differ if the content is generated by the marketer versus the users?*

RQ4: *How does knowing about the advertising regulatory codes influence young adults sharing of social media content?*

RQ5: *How does knowing about the advertising regulatory codes influence young adults intention to complain about the social media content?*

The chapter begins with justification of using quantitative research as a technique to address the research objectives. Following this, the research methodologies of each study are outlined, which includes a description of the sampling method, measurement instruments, data collection techniques, and analyses and statistical techniques used in the study.

4.2. Quantitative Design and Deductive Approach

This research uses a quantitative research method involving online questionnaires. The quantitative approach gives the possibility of measuring different opinions on a large number of questions from a large range of respondents to produce an accurate view of the opinions of the whole group (Denscombe, 2007).

This study uses a deductive approach that goes 'from theory to empiricism'. When a researcher adopts a deductive approach, this means they have certain expectations about how the world appears, and then they collect empirical data to compare if the expectations coincide with reality (Gummesson, 2000). The literature review (Chapter 2) justifies the constructs and the relationships depicted in the research model which is tested in the quantitative studies. As Study 2 and Study 3 are testing proposed theoretical relationships derived from the literature, a deductive method is appropriate. For Study 2, a descriptive design was appropriate because the study measured young adult perceptions of the effectiveness of the advertising codes and their evaluation of the acceptability and compliance of ad/post for various message sources. For Study 3, a causal research design was necessary to conclusively test the impact of exposure to advertising codes on forwarding and complaining intentions, ad liking and purchase intention.

4.3. Study 2 – Assessment of Ads/Posts against the ABAC Code/UGC House Rules

This study investigates young adults' perception of the effectiveness of the Codes and if the type of message sharing scenarios (i.e., MGC, UGC and USC) of four perceived breached ads/posts affects SNS users' evaluations of acceptability and compliance to the Codes (**RQ2**) and their evaluation of the Codes (**RQ3**) i.e., addresses hypotheses 1.

4.3.1. Research Design

The objectives of Study 2 were to investigate the ads/posts perception of breach against the Codes in different social media sharing scenarios (i.e., groups), in addition to exploring the meaningfulness of the Codes when applied to content on SNSs. The ABAC Scheme in their 'Best Practice for the Responsible Marketing of Alcohol Beverages in Digital Marketing' (2013) defines user generated content (UGC) as material that has not been created by or for a brand owner but a person interacting on the digital platform. Alcohol beverage advertisers are responsible for messages on their digital platforms including messages from users, thus it falls

within the scope of ABAC. Content can be distributed by users in many ways and is dependent on the functions available on the SNS. This study explores three ways content can be shared on companies' Facebook pages: (1) content posted by a marketer or brand (MGC), (2) content created by a user and posted to a brand's social media page (UGC), and (3) content created by a marketer and shared by a user (USC).

4.3.2. Selection of Ads/Posts

An alcohol retailer was chosen because Australians purchase alcohol mostly from liquor retailers as opposed to a bar or other licensed venue (Roy Morgan, 2017). Furthermore, Thirsty Camel Victoria was specifically chosen because their social media advertisements had been repeatedly complained about to ABAC (Waters, 2016). Firstly, a pool of ads/posts was extracted from Thirsty Camel's Facebook page using the Ncapture function from Nvivo (qualitative data management software). NCapture is a web browser extension that quickly and easily captures content like web pages, online PDFs and social media for analysis in NVivo. The pooled content from Thirsty Camel Victoria's page in the period from February 2011 to May 2014 resulted in 107 ads/posts. Two senior marketing academics selected two perceived breaches and two compliant ads/posts, which were then used in Study 2.

Breach Ad/Post 1 contains an image that features the Thirsty Camel mascot wearing a party hat and a party horn in its mouth with the following statement: 'I only drink two times a year. On my birthday, and when it's not my birthday.' (Thirsty Camel Victoria, 2012c). Breach Ad/Post 2 is an image that features the camel looking intoxicated with the following the statement: 'I don't have a drinking problem. If anything, I'm too good at it.' (Thirsty Camel Victoria, 2013a). Non-breach Ad/Post 1 is an image posted during the Christmas period and features the mascot wearing a Santa hat with the following statement (Thirsty Camel Victoria, 2013c): 'People who say I'm hard to shop for don't know where to get beer' and a caption that states 'What's on your Christmas wish list?' Lastly, Non-breach Ad/Post 2 is also an image of

the mascot with a beer raised and exclaiming “Today is National ‘I don’t feel like doing anything day’. Celebrate accordingly” (Thirsty Camel Victoria, 2013b) (see Appendix 4.3).

4.3.3. Sample and Sampling Technique

Ideally, a researcher wants to study the entire population; however, it is unfeasible to do so and therefore they must settle for a sample. Roscoe (1975) claimed that sample sizes larger than 30 and less than 500 are appropriate for most research. The justification for the sample size is pre-determined by the application of chi-square test and ANOVA analysis. For a chi-square test, the value of the cell expected should be 5 or more in at least 80% of the cells, no cell should have an expected count of less than one (Bradley, Bradley, McGrath, & Cutcomb, 1979) and at least 20 overall. For measuring group differences, a reasonable sample size is 30 per cell for 80% power (VanVoorhis & Morgan, 2007). Hence, considering the above, a minimum of 30 for each message sharing group is required.

For this study, quota sampling was undertaken. This non-probability sampling procedure target respondents with particular demographics and other characteristics; and are commonly employed for users of convenience panels. Although quota sampling has its challenges, careful supervised data collection was conducted to ensure that the sample is representative of the population tested. Young adults aged between 18 to 24 years old is highly suitable for this study as they have been shown to be heavy social media users and engage in heavy drinking (Griffiths & Casswell, 2010; E. King et al., 2005; Moreno et al., 2010; Ridout et al., 2012; Skinstad, 2008; Tonks, 2012).

The surveys with approval from the ethics department were first distributed at a large university in Western Australia. Email invitations were sent to several student societies. As response rates were low, a substantial monetary incentive was subsequently applied. Another round of email invitation was sent to several student societies and posters were placed on notice

boards across the campus. Efforts lasted for three months and proved unsuccessful, with 50 recorded responses and only 26 were usable.

Due to time constraints, the data collection efforts were then sourced to an online panel company called Qualtrics. Use of Internet panels to collect survey data is increasing because it is cost-effective, enables access to large and diverse samples quickly, and takes less time than traditional methods to obtain data for analysis (Hays, Liu, & Kapteyn, 2015). Despite its advantages, data integrity is a concern when dealing with data collected from an Internet panel (Hays et al., 2015). Stringent screening questions and procedures were set by the panel company. Respondents who answered too quickly or gave the same answer repeatedly (also known as straight-lining or satisficing) were screened out. Attention check questions were also inserted into the survey to identify speeders and, subsequently, their data were removed. The panel company has procedures in place such as email address and IP address verification to ensure the identity of individuals and to minimise duplicate representation on the panel. This move opens the survey to collecting data past a Western Australian only demographic to an Australian wide reach. The data collection process lasted for approximately two weeks and resulted in a total of 135 recorded responses, bringing the total number of usable responses to 161. The results from the data analysis are presented in Chapter 6.

4.3.4. Data Collection Technique

The survey was administered online via web survey software called Qualtrics. Online data collection techniques are increasingly used by both academic researchers and practitioners from many disciplines including marketing (Evans & Mathur, 2005; Hendriks, Gebhardt, & van den Putte, 2017; Ilieva, Baron, & Healey, 2002; Schivinski & Dabrowski, 2016). Society has greater access to the Internet nowadays than ever before and has become savvy. An accumulating body of evidence suggests that the Internet survey has significant advantages. Amongst its strengths are its flexibility, speed and timeliness, and the convenience it brings to the research design. The use of Web surveys yields results faster and at a lower marginal cost

per observation compared to offline studies, as it eliminates costs such as printing and mailing of the survey instruments (Cobanoglu, Warde, & Moreo, 2001). It permits reaching recipients instantly regardless of geographical location, enabling the collection of a more representative sample of young adults across the country and thus benefitting this study. Online surveys do not suffer from interviewer bias and can be completed at the respondents' convenience, making this collection method less intrusive than offline methods such as telephone or personal interviews. It also facilitates personalisation, question branching, skipping patterns, forced answer prompts and randomisation of audio-visual material, which are crucial tools needed for conducting an experimental study. The quality and accuracy of Web data is increased due to few errors in data entry for larger sample sizes. Therefore, these advantages make the online survey appropriate for this study.

Furthermore, studies (e.g., Dennis et al., 2005; Ghanem et al., 2005; Link & Mokdad, 2004; Rogers et al., 2005) have shown that computer data collection has yielded higher concurrent validity, less survey satisficing, less random measurement error and more reports of socially undesirable attitudes and behaviours than did data collected by interviewers. Additionally, past studies found that the type of recruitment methods (i.e., via online or paper-and-pencil survey) did not result in significant differences in responses (Schillewaert & Meulemeester, 2005; Tolstikova & Chartier, 2010).

4.3.5. Measurement Instrument

Respondents were exposed to either the ABAC Code or UGC House Rules based on the group they were randomly assigned to—i.e., MGC group were exposed to the ABAC Code and UGC and USC groups were exposed to the UGC House Rules. Respondents from each of the groups rated four ads/posts against the 13 articles listed in the Codes (see Table 4.1). The ads/posts examined included two clear breaches and two non-breaches. The assessments of the ads/posts against the articles in the Codes were measured using an ordinal scale of: 'definitely breaches', 'probably breaches', 'probably does not breach' and

'definitely does not breach' following a study by S C Jones and Donovan (2002). In addition, respondents were asked to assess acceptability: 'To what extent do you agree or disagree that, overall, this alcohol post presents a mature, balanced and responsible approach to the consumption of alcohol beverages' on a 7-point scale anchored by 1 (*strongly disagree*) and 7 (*strongly agree*). The Codes were also assessed on its comprehensiveness, ease of use, restrictiveness, usefulness, relevance and ambiguity (Fielder et al., 2009) on a 7-point scale anchored by 1 (*strongly disagree*) and 7 (*strongly agree*). A drug and alcohol health message from the WA Drug and Alcohol Office and the Department of Health and Ageing was provided to all respondents at the end of the survey (see Appendix 3.5 and 3.6). The final questionnaire is given in Appendix 4.2.

4.3.6. Stimulus

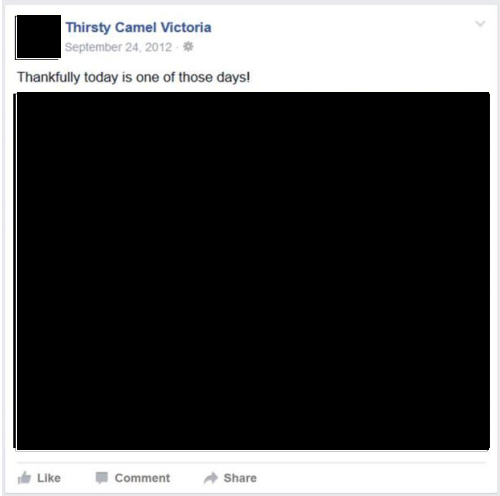


Similar to the focus group study, this study tested four ads/posts that were sourced from a retailer's Facebook page (i.e., Thirsty Camel Victoria). The ads/posts are considered to have breached the Code as determined by two senior marketing academics. Two of the ads/posts contain irresponsible statements (see Appendix 4.3). Breach ad/post 1 (birthday drinking) is an image that features the mascot wearing a party hat and a party horn in its mouth (Thirsty Camel Victoria, 2012c). Breach ad/post 2 (too good at drinking) is an image that features the camel looking cognitively impaired (Thirsty Camel Victoria, 2013a). Non-breach ad/post 3 (buying beer as Christmas gift) is an image that features the camel in a festive Christmas mood wearing a Santa hat (Thirsty Camel Victoria, 2013c). The final ad/post, ad/post 4 (celebrating 'I don't feel like doing anything' day), depicts a camel raising a glass of beer to celebrate 'I don't feel like doing anything' day (Thirsty Camel Victoria, 2013b). The four ads/posts were manipulated into three message sharing scenarios—either as MGC, UGC or USC and all four stimuli were evaluated by the respondents against 13 articles in each group (see Table 4.1).

Table 4.1 Short description of articles in the ABAC Code / House Rules

ABAC CODE / ABAC UGC HOUSE RULES	
Article 1	encourage the excessive or rapid consumption of an alcohol beverage, misuse or abuse of an alcohol beverage or consumption inconsistent with the Australian Alcohol Guidelines;
Article 2	show or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage;
Article 3	challenge or dare people to consume an alcohol beverage;
Article 4	encourage the choice of a particular alcohol beverage by emphasising its alcohol strength or intoxicating effect;
Article 5	have strong or evident appeal to minors;
Article 6	show minors unless they are shown incidentally in a natural situation where there is no implication they will consume or serve alcohol;
Article 7	show visually prominent 18–24 year olds
Article 8	depict an adult who is under 25 years of age and appears to be an adult unless they are not a paid model or actor and are shown in a marketing communication that has been placed within an age restricted environment.
Article 9	suggest that the consumption or presence of alcohol beverages can change a mood or environment;
Article 10	show the consumption or presence of alcohol beverages as leading to personal, business, social, sporting, sexual or other success;
Article 11	imply or suggest that an alcohol beverage shown as part of a celebration was a cause of the success or achievement;
Article 12	suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation;
Article 13	show the consumption of alcohol beverages before or during any activity that for safety reasons requires a you to be alert or physically co-ordinated, such as the control of a motor vehicle, boat or machinery or swimming;

Each of these images was depicted as how they would be published on Facebook by their respective owners (i.e. as posted by a marketer or shared/created by a social media user) (see Table 4.2 for examples). Before respondents evaluated the ads/posts against the code articles, they were also given the instructions (see Table on next page) informing them of the type of post they are evaluating.

Table 4.2 Instructions and stimuli shown in the three message sharing scenarios

Type of message sharing scenario	Instructions given to participants prior to evaluating the stimuli	Example of how a stimulus is shown
Marketer-generated content	You will now view four alcohol ads posted by an alcohol retailer on their Facebook page. After viewing each ad, you will be asked whether you think that ad breaches any of the articles of the Code.	
User-shared content	You will now view four alcohol messages posted by users on an alcohol company's Facebook page. After viewing each post, you will be asked whether you think that post breaches any of the articles in the House Rules.	
User-generated content	You will now view four alcohol messages shared by users on an alcohol company's Facebook page. After viewing each post, you will be asked whether you think that post breaches any of the articles in the House Rules.	

(Thirsty Camel Victoria, 2012c)

(Thirsty Camel Victoria, 2012c)

(Thirsty Camel Victoria, 2012c)

4.3.7. Data Analysis Methods and Statistical Techniques

All statistical data were analysed using Statistical Package for Social Science (SPSS) version 24.0. Relevant items of the constructs that require reverse coding were carried out prior to statistical analysis to ensure meaningful interpretation.

Data analysis included two primary statistical techniques: the chi-square test and analysis of variance (ANOVA). Pearson chi-square test was used to measure the ads/posts perception of compliance with the Codes (**H1a**). Based on how the chi-square value is calculated, it is extremely sensitive to the distribution within the cells and SPSS gives a warning message if cells have fewer than five cases. This was addressed by combining the 4-point scale into 2 categories (i.e. definitely/probably breaches vs definitely/definitely does not breaches) to produce a smaller table. Subsequently, repeated measures ANOVA was used as each respondent assessed all four ads/posts for perceived acceptability (**H1b**), while a one-way ANOVA was used to compare the means of items used to assess the meaningfulness of the Codes among the three message sharing groups (**H1c**).

4.4. Study 3 – Experimental Study

This study employs an experimental research design to address research question 4 and 5. Specifically, this study investigates the impact of exposure to the Codes on forwarding intention, complaining intention, liking towards the ad/post and purchase intention; and if arousal reduces the effectiveness of the Codes in relation to these measures, and consequentially addresses hypotheses 3-6 in the proposed model.

4.4.1. Setting Up the Experimental Research Design

An experimental research design is employed in Study 3. This design is a research method in which conditions are controlled so that one or more independent variables can be manipulated to test hypotheses about dependent variables (Zikmund, Ward, Lowe, & Winzar, 2007).

Moreover, experimentation allows evaluation of causal relationships among variables while all other variables are eliminated or controlled. The experimental research was designed to assess the impact of exposure to the Codes on forwarding and complaining intention of ads/posts. Furthermore, it examines whether exposure affects liking towards the ad/post and purchase intention.

Similar to Study 2, two treatment variables (i.e., the ABAC Code and UGC House Rules and the three message sharing scenarios) were manipulated, resulting in six groups. The experimental conditions are listed in Table 4.3. The surveys were administered online via Qualtrics. Respondents were randomly assigned to one of the six conditions and were screened to ensure that they are between 18 to 24 years old and active SNS users. Those who qualified then assessed the acceptability of all four ads/posts (tested in Study 2) and recorded their liking towards the ads/posts and purchase intention, followed by their intentions to forward or complain for each. Those who received the survey with the treatment variables were first exposed to the relevant Codes, and then the ads/posts and ensuing questions. The four ads/posts were randomised in the survey to counter order effects.

In addition, to obtain a better understanding of the sample, the following background variables were collected:

1. Familiarity with the retailer;
2. Prior exposure to the ad/post; and
3. Alcohol use.

A drug and alcohol health message from the WA Drug and Alcohol Office and the Department of Health and Ageing was provided to respondents at the end of each survey (see Appendix 3.5 and 3.6).

Table 4.3 Experimental research design

		Treatment Conditions	
		Control	ABAC Code / UGC House Rules
Message Sharing Scenario	MGC Group		<i>ABAC Code</i>
		Breach Ad/Post 1	Breach Ad/Post 1
		Breach Ad/Post 2	Breach Ad/Post 2
		Non-breach Ad/Post 1	Non-breach Ad/Post 1
			Non-breach Ad/Post 1
	UGC Group		<i>ABAC UGC House Rules</i>
		Breach Ad/Post 1	Breach Ad/Post 1
		Breach Ad/Post 2	Breach Ad/Post 2
		Non-breach Ad/Post 1	Non-breach Ad/Post 1
			Non-breach Ad/Post 1
	USC Group		<i>ABAC UGC House Rules</i>
		Breach Ad/Post 1	Breach Ad/Post 1
Breach Ad/Post 2		Breach Ad/Post 2	
Non-breach Ad/Post 1		Non-breach Ad/Post 1	
		Non-breach Ad/Post 1	

4.4.2. Selection of Ads/Posts

After determining that the four ads/posts used in Study 2 were perceived to have breached or were compliant with the Codes (i.e., in line with the senior marketing academics' assessment), they were then deemed to be suitable for the experimental study (i.e., Study 3).

4.4.3. Sample and Sampling Technique

Similar to Study 2, this study involves young adults 18-to-24 years old in Australia who are active social network users. The independent sample was obtained from an online panel company (Qualtrics), and to ensure a representative sample of the population tested was obtained, screening questions were put in place and data collection was carefully supervised. As noted for the preceding study, Study 2, the same age group is suitable for this study as well. Consequentially, the respondents were screened for age to ensure that they are between 18 to 24 years old and whether they are also users of social media (Griffiths & Casswell, 2010;

E. King et al., 2005; Moreno et al., 2010; Ridout et al., 2012; Skinstad, 2008; Tonks, 2012) to meet the population criteria.

A sample size of 600 Australian respondents is proposed for the study. The justification for the sample size is pre-determined by the application of Structural Equation Modeling (SEM) as the method of data analysis in the study. As a general rule, sample sizes in excess of 200 have been recommended for SEM analyses (Kline, 2005). While there are no definitive guidelines for sample size, Kline (2005) proposed 20:1 as the optimal ratio for the number of respondents to number of parameters, while also suggesting the 10:1 ratio to be a more realistic target. In particular, when the ratio is less than 5:1, the resulting parameter estimates tend to be very unstable.

As the research model consists of seven variables (one observed exogenous variables, six endogenous variables) and twelve pathways, the sample has been tailored to provide consideration for the sensitive nature of SEM's application; particularly on model misspecification, model size, departure from normality and estimation procedure (Hair Jr., Anderson, Tatham, & Black, 1998; Kline, 2005).

4.4.4. Survey Instrument

To conduct SEM, it is necessary to develop valid and reliable scales that have robust psychometric properties (Hair Jr. et al., 1998). Validated scales were used from previous research or adapted from the literature and were modified to suit the context of this study. Each construct was measured using multiple indicators in order to account for measurement error (Steenkamp & Baumgartner, 2000). However, single-indicator latent variables were used with the assumption that the formative indicator fully determines the measured phenomenon or reflects it without measurement (Bergkvist & Rossiter, 2007).

The final measurement items were refined based on content validity. The questionnaire consists of three sections: (1) demographics and SNS use; (2) arousal, forwarding intentions,

purchase intention, ad liking, purchase intention, complaining behaviour, assessment of breach to the Code, and perception of acceptability; and (3) alcohol use. Overall, the survey consists of 76 items taken from numerous established scales to effectively operationalise the conceptual model and gather data for the analyses necessary to test the model. The scale items were adapted to ensure relevance to the topic at hand and care was taken to ensure that the item was congruent with the definition of the constructs. The final questionnaire can be found in Appendix 4.4.

4.4.4.1. Measures in Section One

Respondent Profile

In the first section of the survey, respondents were asked general demographic and background questions on their gender, age group and highest level of education. These questions are necessary to screen the respondents and to ensure the representativeness of the sample. In addition, respondents' level of familiarity to the retailer was also measured: 'Have you heard of Thirsty Camel?' Those who responded 'yes' were asked to indicate their level of familiarity on a 4-point scale: (1) very familiar, (2) quite familiar, (3) a little familiar, or (4) not at all familiar.

Measurement of Social Network User Intensity

The measurement of social network user intensity is based on Ellison, Steinfield, and Lampe (2007) paper specifically for the SNS, Facebook. These researchers developed a better measure of usage than frequency or duration indices. It consists of a series of Likert-scale attitudinal questions designed to tap into the extent to which the participant is emotionally integrated into her daily activities on top of measuring a self-reported assessment of social networking behaviours (i.e., the amount of time spent on Facebook and the number of Facebook 'friends'). The measurement of attitudes and the amount of time spent on the SNS were retained for Study 3 and included a question that identifies the specific SNS they frequent. Specifically, the attitudinal measures used are: (1) 'Using social networking sites is

part of my everyday activity', (2) 'I am proud to tell people I'm on social networking sites', (3) 'Using social networking sites has become part of my daily routine', (4) 'I feel out of touch when I haven't logged onto a social networking site for a while', (5) 'I feel I am part of the social networking site community', and (6) 'I would be sorry if the SNS shut down'. This is measured using a 7-point Likert scale anchored by 1 (*strongly disagree*) and 7 (*strongly agree*).

4.4.4.2. Measures in Section Two

Measurement of Prior Exposure to the Ad/Post

Research demonstrates that consumers can form their preferences on the basis of familiarity triggered by mere exposure to the advert (Batra & Ray, 1986; Gardner, 1985). Therefore, it is worthwhile to measure prior exposure of the sample to the ads/posts to investigate if familiarity influences evaluations of the ads/posts. Respondents indicated whether they had seen each ad/post with either a 'yes' or 'no' option.

Measurement of Mediating Variable Arousal

Social transmission is driven in part by arousal, which is characterized by activation of the autonomic nervous system (Heilman, 1997), and the mobilisation provided by this excitatory state may boost sharing and influence behaviour. The measure for this construct is a 3-item scale adopted from Berger's (2011) study. Respondents rated their level of arousal on a 7-point semantic differential scale anchored at *very passive/very active*, *very mellow/very fired up*, and *very low energy/very high energy*.

Measurement of Ad/Post Liking and Purchase Intention

Attitudes towards the ad (or ad liking) are a person's favourable or unfavourable evaluation of an ad. Past studies measured this construct using multiple 7-point semantic differential scales (Chen & Wells, 1999; MacKenzie et al., 1986; Spears & Singh, 2004). There are many arguments for adopting multiple items in a scale—e.g., increase reliability by allowing for calculation of the coefficient alpha, which is necessary if object or attribute is abstract

(Churchill Jr, 1979). Multiple items are unnecessary if the object is concrete, singular, and where additional items run the risk of tapping into another predictive attribute (Bergkvist & Rossiter, 2007). Adopting multiple item measures also runs the risk of respondents experiencing boredom and fatigue. Two items adopted from Bergkvist and Rossiter (2007) were used to measure attitude towards the ads/posts: a 7-point semantic differential scale anchored by *I disliked the ad/post/I liked the ad/post* and *bad/good*.

Purchase intention is an individual's conscious plan to make an effort to purchase a product (Gill, Grossbart, & Laczniak, 1988; Spears & Singh, 2004). In Fishbein and Ajzen's (1975) formulation, attitudes influence behaviour through behavioural intentions. Past studies have also measured this scale using multiple items. Based on the arguments above, purchase intention was measured using a single item measure on a 7-point scale anchored by 1 (*very unlikely*) and 7 (*very unlikely*); (Chang & Wildt, 1994).

Measurement of Forwarding Intention

There are two items that constituted the forwarding intention measure: 'This ad/post is worth sharing with others' and 'I will recommend this ad/post to others.' Previous research has demonstrated a Cronbach's alpha of .89 for these items (Chiu, Hsieh, Kao, & Lee, 2007). In addition, three additional items to reflect forwarding on the SNS, Facebook, were included: 'I would forward (share) this ad/post to others on the social networking site', 'I would like this ad on the social networking site' and 'I would comment on this ad on the social networking site.' Respondents indicated their agreement with the five statements on a 7-point scale anchored by 1 (*very unlikely*) and 7 (*very likely*).

Measurement of Complaining Intention

The complaining intention measure was adapted from J. Singh (1988) consumer complaint behaviour (CCB). The measures were adapted to suit complaining behaviours that occur on social media and they relate to the retailer. Specifically, the measures used are: (1) 'Do nothing', (2) 'Complain about the ad/post to your friends or relatives on SNS', (3) 'Complain to

the SNS', (4) 'Complain to the alcohol retailer/advertiser', (5) 'Decide not to patronise the alcohol retailer', (6) 'Ask the alcohol advertiser/social media provider to take down the ad/post', (7) 'Tell your friends and relatives to not buy from that alcohol retailer', (8) 'Write a letter to the local newspaper about the ad/post', and (9) 'Report the ad/post to Australia's self-regulatory Alcohol Beverages (and Packaging) Advertising Code (ABAC).' CCB is based on a three-faceted dimension consisting of voice, third party and private actions (J. Singh, 1988; J. Singh & Pandya, 1991). Voice actions are directed to those who are directly involved in the dissatisfying exchange (i.e., complain to advertiser). The 'Do nothing' response is also included in this category because it appears to reflect feelings towards the advertiser. Third party actions entail complaining to third parties/organisations such as ABAC, ASB or Consumer Affairs. Private actions constitute negative word-of-mouth action (i.e., talk to friends and relatives). Respondents indicated their agreement with the ten statements on a 7-point scale anchored by 1 (*very unlikely*) and 7 (*very likely*).

Measurement of Perceptions of Breach/Compliance to ABAC Code/UGC House Rules

The breach assessment of the ads/posts to the Codes were constructed from the content guidelines delineated in the ABAC Responsible Alcohol Marketing Code and the Best Practice for Responsible Digital Marketing of Alcohol. The Codes were divided into four sections with several articles within each. The four sections relate to: (1) responsible and moderate portrayal of alcohol beverage, (2) responsibility towards minors, (3) responsible depiction of the effects of alcohol, and (4) alcohol and safety. Respondents were asked whether or not each ad/post breached the Code on a 3-point categorical scale: (1) yes, (2) no, or (3) maybe.

Measurement of Acceptability

For each ad/post, respondents were asked: 'To what extent do you agree or disagree that, overall, this alcohol post presents a mature, balanced and responsible approach to the consumption of alcohol beverages' using a 7-point scale anchored by 1 (*strongly disagree*) and 7 (*strongly agree*).

4.4.4.3. Measures in Section Three

Measurement of Alcohol use

Respondents were asked three questions about their alcohol use: 'On how many days did you drink any alcoholic beverage in the past 4 weeks?' (frequency), 'When you drank alcohol, how many drinks, glasses, bottles, or cans did you have per day, on average?' (average quantity), and 'What is the maximum number of alcoholic drinks, glasses, bottles, or cans you had on one occasion?' (maximum quantity). Alcohol use was computed by multiplying drinking frequency by the mean of the average and maximum quantity of drinking. For example, if a respondent reported drinking 5 times in the past month, 2 drinks on average, and a maximum quantity on one occasion of 4, we multiplied 5 by $(2 \times 4) / 2$ for a final score of 20. Thus, the measure estimated the number of alcoholic drinks consumed in the past month (Snyder, Milici, Slater, Sun, & Strizhakova, 2006).

4.4.5. Data Collection and Procedure

The data collection was outsourced to the same online panel company as in Study 2. Hence, the procedures to ensure data integrity were the same as in Study 2. The data collection process lasted for approximately two weeks. A total of 970 surveys were recorded, of which 624 (311 males and 313 females) respondents passed the screening questions. Cases with missing values (6%) were removed, which then resulted in 586 usable cases. The results from the data analysis are presented in Chapter 7.

4.4.6. Data Analysis Methods and Statistical Techniques

All statistical data were analysed using Statistical Package for Social Science (SPSS) version 24.0 and Analysis of Moment Structures (AMOS) version 25. Relevant items of the constructs that require reverse coding were carried out prior to statistical analysis to ensure meaningful interpretation.

Exploratory Factor Analysis

First an exploratory factor analysis (EFA) was conducted on the items measured for each variable before running confirmatory factor analysis (CFA). It was performed to explore whether the items load highly on their intended latent construct and have low cross-loadings. Since the scale items used were not established in a different context and were adapted to suit fit into this study, hence EFA was first conducted.

Manipulation Checks

This study has an experimental 3x2x2 between subjects factorial design. The first factor is groups (MGC vs UGC vs USC); the second factor is the experimental conditions (experimental vs condition); and the third factor is the type of stimuli (ads/posts) (Breach Ads/Posts vs Non-breach Ads/Posts). A manipulation check is an indicator of the internal validity of an experiment (Hauser, Ellsworth, & Gonzalez, 2018). If the manipulation of the independent variable makes a statistically significant difference on the dependent variable, there is evidence for a causal effect of the manipulation. Based on the design, a repeated measures MANOVA was performed.

4.4.6.1. Structural Equation Modelling Procedures

Structural equation modelling (SEM) has been used substantively across the disciplines of psychology, social sciences, marketing and business research. Several aspects of SEM set it apart from traditional multivariate procedures. The measurement model in conjunction with the structural model enables a comprehensive, confirmatory assessment of construct validity (Bentler, 1978). The measurement model provides a confirmatory assessment of convergent validity and discriminant validity (Campbell & Fiske, 1959). Given acceptable convergent and discriminant validities, the test of the structural model then constitutes a confirmatory assessment of nomological validity (Campbell, 1960; Cronbach & Meehl, 1955).

The term SEM conveys two important aspects of the procedure: (a) that the causal processes under study are represented by a series of structural (i.e., regression) equations, and (b) that these structural relations can be modelled pictorially to enable a clearer conceptualisation of the theory under study. The hypothesised model can then be tested statistically in a simultaneous analysis of the entire system of variables to determine the extent to which it is consistent with the data. If goodness of fit is adequate, the model argues for the plausibility of postulated relations among variables; if it is inadequate, the tenability of such relations is rejected.

These combined features make SEM a comprehensive means for assessing and modifying theoretical models, which offers great potential for furthering theory development (J. C. Anderson & Gerbing, 1988). Given this, SEM is a powerful research tool for theory testing (Steenkamp & Baumgartner, 2000) and is employed in this study to test the hypothesised relationships.

Reasons to Adopt Structural Equation Modelling

The reasons to adopt SEM in this study are based on the work by Steenkamp and Baumgartner (2000), who identified three central principles of SEM that fit the aim of Study 3. Compared with other modelling techniques, SEM is more focused on explaining marketing phenomena than on predicting specific outcome variables. Firstly, SEM is covariance-based rather than variance-based. The estimation techniques used in SEM attempt to minimise a function that depends on the differences between the variances and covariances implied by the model and the observed variances and covariances. In line with this, this study attempts to also explain why users are forwarding or not complaining against a socially irresponsible message, rather than simply predicting the intentions to forward or complain against it.

Secondly, SEM accounts for the incapability of directly measuring encompassing constructs and focuses on construct operationalisation instead. The constructs (i.e., factors) used in this

quality are rich in nature and cannot easily be defined. They differ among persons and situations and, thus, cannot be directly observed. They can only be measured through observable measures (i.e., items) that vary in their degree of observational meaningfulness and validity.

Thirdly, SEM accounts for measurement error. Observed measures of theoretical constructs constantly have some measurement error, and the correspondence between constructs and their measures has to be an explicit component of the model. In SEM, the interplay between constructs and measures plays a crucial role in theory development and model testing, and in deriving empirical generalisations. Apart from these principles, SEM is also capable of comparing relationships between latent factors across groups and factors impacting the required sample size. In this respect, one can consider it in isolated terms or evaluate it in relation to the number of parameters to be estimated (Martínez-López, Gázquez-Abad, & Sousa, 2013) and different contexts (Steenkamp & Baumgartner, 2000), making the choice for SEM an obvious one.

Assumptions, Requirements and Issues of SEM

Assumptions

SEM makes several assumptions. Firstly, a linear relationship is assumed between endogenous and exogenous variables, although it is possible to account for non-linearity (Hair Jr. et al., 1998). Next, this experimental study assumes a multivariate normal distribution and uses a maximum likelihood method. Maximum likelihood estimation is commonly used in practice and provides consistently efficient estimation under the assumption of multivariate normality and is relatively robust against moderate departures from the latter (Diamantopoulos, Sigauw, & Sigauw, 2000). A lack of multivariate normality can be troublesome, as small changes can substantially inflate the chi-square statistics and provide parameter estimates with too much statistical power (Hair Jr. et al., 1998).

Sample size

The size of the sample is important in terms of the generalisation of results, the reliability of the parameters' estimation of the model and the power analysis of model testing. Generally, researchers suggest relatively large sample sizes. According to Hair Jr. et al. (1998), there are many. The prior thought suggests, as a rule of thumb, the use of a relatively large sample size of more than 200 in order to reduce eventual biases in the model estimation (Kline, 2005; Loehlin, 1998). Comrey and Lee (2013) suggest anything less than 200 is poor, 300 is good, 500 is very good and 1,000 is excellent. Some authors suggest having a minimum of at least five respondents (i.e., trustworthy parameter estimates) for each estimated parameter, with a ratio of 10 respondents (i.e., suitable significant tests) per parameter to be the most appropriate (Hair Jr. et al., 1998; Kline, 2015). Study 3 collected 586 responses to test the relatively complex research model.

Missing data

There are several ways to treat missing data in SEM. The standard method for dealing with incomplete data is to just eliminate any observations where some data are missing (i.e., list-wise deletion). This is the most frequently used method (Hair Jr. et al., 1998). This method can be unsatisfactory if sample sizes are small. Another standard approach is called pairwise deletion, in which each sample moment is calculated separately. This method only excludes an observation from the analysis when it is missing a value that is needed for the computation of that particular moment (Arbuckle & Wothke, 1999). A third approach is data imputation. In Study 3, the cases were deleted list-wise for the SEM analysis because the method require complete data. Also, cases that did not meet the age criteria, are not social network users, gave straight lining answers and responses that took shorter than expected were removed.

Reflective versus formative models

This study uses reflective measurement models to estimate the model rather than formative indicators (Diamantopoulos & Winklhofer, 2001). With reflective measurement models

causality flows from the latent construct to the indicator (Coltman, Devinney, Midgley, & Venaik, 2008), while for formative models causality flows in the opposite direction, from the indicator to the construct (Diamantopoulos & Winklhofer, 2001; Edwards & Bagozzi, 2000). The distinction between formative and reflective measures is important because proper specification of a measurement model is necessary to assign meaningful relationships in the structural model (J. C. Anderson & Gerbing, 1988). In a reflective model, the latent construct exists independent of the measures (Borsboom, Mellenbergh, & Van Heerden, 2003; Rossiter, 2002), and the meaning generally does not alter when an item was dropped.

4.4.6.2. Mediation Analysis Procedures

In performing a mediation analysis, a series of linear regression analyses were executed to test for partial, full mediation or no mediation using the 4-step analysis proposed by Baron and Kenny (1986). This procedure will assess if acceptability and arousal mediate the relationship between exposure to the Codes and forwarding intention, ad liking and purchase intention.

4.5. Ethical Considerations

4.5.1. Ethical Issues

The research was conducted in strict accordance with university ethics protocols and with the Australian Code for the Responsible Conduct of Research. Confidentiality of respondents' data was respected at all times. Each respondent was provided with a guarantee of privacy and anonymity. They were required to agree to consent, which outlines the nature of the project and each party's role and responsibilities. Respondents were free to withdraw from the study at any time without prejudice or negative consequence. Respondents in Study 2 received a reward or remuneration for participating.

4.5.2. Confidentiality

Any information obtained in connection with these studies will remain confidential. The results of these two studies and any written reports will not identify the respondents. Reasonable steps were taken to protect respondents' privacy and, prior to participation, due diligence was taken to inform respondents fully of any possible risks regarding identification in published material.

4.6. Chapter Summary

The research methodology engaged in Study 2 and Study 3 has been presented in this chapter. Specifically, it began by introducing the type of research approach to address research objectives five to eleven. Subsequently, the design, sample and sampling technique, survey instrument, data collection and analysis method for each study were delineated, providing the fundamental basis for the analysis of these studies, which is presented in chapters 6 and 7.

As discussed in this chapter, studies 2 and 3 were based on a quantitative research approach. Study 2, which investigated the ads/posts perception of breach against the Codes and explored the meaningfulness of the Codes when applied to content on SNSs, consists of 18- to 24-year-old university students in Australia who are active SNS users. The independent sample was sourced from an online panel. The two primary statistical techniques used were the chi-square test and analysis of variance (ANOVA). On the other hand, Study 3 is an experimental study designed to assess the impact of exposure to the Codes on forwarding and complaining intention of ads/posts. Furthermore, it examines whether exposure affects ad liking and purchase intention. It also consists of 18- to 24-year-old Australians who are active SNS users. Similar to Study 2, the independent sample was sourced from an online panel. The data was collected via an online survey and structural equation modelling was used

to analyse the data. Finally, the important ethical considerations of both studies were discussed.

CHAPTER 5

Study 1 Data Analysis

5.1. Introduction

This chapter presents the findings from the focus group discussions (Study 1) in line with the data analysis procedure outlined in Chapter 3 and investigates the following research question:

RQ1: *How adequate do young adults perceive the current advertising codes to be for regulating ad/post on social media?*

The transcripts of the four focus group discussion conducted were considered for thematic analysis with the aims of: (1) identifying the types of alcohol-related content marketers and SNS users are exposed to on social media, (2) Explore how young adults' use the ABAC Code for marketer-generated content (MGC) and ABAC House Rules for user generated content (UGC) to assess the compliance and acceptability of ads/posts, (3) exploring participants' intentions to forward the ads/posts, and (4) exploring the meaningfulness of the Code. This chapter is structured to address the four research objectives.

5.2. The Sample

The four focus groups consisted of 13 participants with a total of eight females and five males. Seven participants range from the age of 18 to 24. Participants were all university students undertaking various undergraduate or postgraduate degrees.

5.3. Alcohol Related Content Young Adults' Are Exposed To (RO 1)

In order to achieve research objective 1, participants were asked to share their experience on social media in regard to the types of alcohol-related content young adults are exposed to by

marketers and other users on SNSs. The discussion revealed various alcohol-related content and messages from advertisers and SNS users that participants reported viewing and receiving on their accounts. As the following example illustrates, several reported seeing sponsored alcohol ads on their News Feed or from the ads section situated at the right-hand column on Facebook. This can be evidenced by the following:

- *I remember I've seen a couple on the sides. The little advertisements on the side I don't remember reading them, usually there's a little line and picture and I remember that picture is of a bar table with a couple of beers, but I don't remember the caption though. I've seen that a couple of times. – MGC Group 2, Participant 1, Male*

i. Alcohol brand ads

Participants mentioned viewing ads from 5 Seeds Cider and Fifty Lashes. The more notable ones they have seen were from Jim Beam and Corona:

- *I think I saw Jim Beam, which is something like Bourbon, is kept for two years and Jim Beam is kept for four years or something like that. – UGC Group 2, Participant 3, Female*
- *The Corona one that always comes up. You know even the one when they're like on the beach, the photo one that comes up. – UGC Group 1, Participant 2, Female*

ii. Alcohol retailer ads

Participants also reported seeing alcohol-related content from alcohol retailers such as Dan Murphy's and First Choice Liquor:

- *I feel like sometimes bottle shops say like Dan Murphy's or First Choice or stuff like that, sometime you see a lot of ads or stuff that's on special and if I think that it is something that my friends would like, sometimes I would mention them in the comments or something like that. – UGC Group 2, Participant 3, Female*

iii. **Celebrity endorsed alcohol posts**

One participant mentioned seeing alcohol being endorsed and promoted by celebrities. She mentioned the vodka brand CÎROC, which is endorsed by rappers P. Diddy and French Montana (CÎROC Ultra Premium Vodka, 2017):

- *On my Instagram, particularly, I follow some American celebrities... an alcohol brand that they actually promote as well. I think it's like CÎROC or something. – UGC Group 1, Participant 2, Female*

Young adults have shown an increased obsession with celebrities and their actions (McCormick, 2016; Saxton, 2007). A study by Lyons et al. (2014) found that celebrity culture provides a resource for young people to explore and adopt values, tastes, and desirable and undesirable identities within the culture of drinking.

Aside from viewing branded alcohol content on Facebook, participants reported seeing alcohol content from other users and groups on the site. They include statuses (i.e., text post) and images posted by friends containing or promoting alcohol, text posts about suffering from a hangover and drunken videos of friends and other people on the Internet. This is illustrated by the following examples:

iv. **Alcohol recipes**

- *Yeah there's a page on Facebook that actually posts videos of these two people that make cocktails with all these different light liquors and stuff. It's pretty cool watching them make it and how it turns out and how it looks like. That's why I remember and that's something that I would like try to remember if I'm having a party. Then when it comes down to it, I'm going to buy 12 different types of liquor ultimately. – UGC Group 1, Participant 2, Female*
- *I think for me it's some of the ones involving alcohol recipes, not that I've ever gotten to making something. I see it and they're like how do you try it, I don't know. I'll get the*

alcohol in a cake like Baileys and something like that. It's like try this, oh my God, wow, I might save this for later to view it, not that I have done it and with that it sticks in my head like that's cool, that's like, well, after proper reading what can I do with it? I don't know why that's cemented in my head. – UGC Group 1, Participant 1, Female

v. Posts by friends containing alcohol

▪ *We have a friend that works for Coca-Cola Amatil. So he always post up like cause he get Jim Beam and stuff really cheap, so he will always post lots of Jim Beam and alcohol stuff and share all the costs of beer and stuff like that. He does a lot of that, so that always pops up. – UGC Group 2, Participant 3, Female*

▪ *For me it's mostly on friends and co-workers that have posted an image of their alcohol on Instagram but have then shared it through Facebook. It's not like it's anything embarrassing, it's just like having a drink and this is my pretty glass of alcohol. – UGC Group 1, Participant 1, Female*

vi. Post about suffering from a hangover

▪ *Or you wake up and there'll be like a post early in the morning, 'Aww mate I'm so screwed, I have a massive hangover'. – MGC Group 2, Participant 1, Male*

vii. Drunken videos of friends and others that were circulated on SNSs

▪ *Well they are either whingeing about being hung-over or they are posting a photo from the night before with a drink in their hand or their posting a funny video of somebody who is drunk or themselves drunk. Or liking something, you know how you get those videos that circle the Internet and someone did something stupid when they were drunk... you know just kind of those things that they like and share it, pops up. – UGC Group 1, Participant 2, Female*

viii. Anti-drinking campaign

One participant was exposed to a self-funded television commercial 'coward's punch' by Danny Green, Australia's former world boxing champion with the aim of combating violence in social situations. The commercial portrays Danny Green in a bar quelling a volatile situation when a young patron is enraged by another man accidentally spilling beer on him. It was made after Danny Green described it as a "senseless" death of a youth in his home town of Perth (Lane, 2014). The participant stated:

- *I think that coward's punch one recently going where they were using, I can't remember off the top of my head, where it was at a bar and he stopped the punch. I think that was the most memorable one because of the... I'm not sure who is playing the ad but I remember the face. I'm not really good with identifying celebrities. But it is a familiar face that everyone likes and he's used to promote good things so... – MGC Group 2, Participant 3, Male*

Much research identifies the 'normalising' power of alcohol advertising on drinking within young people's lives, but more recently SNS UGC around alcohol is also contributing to intoxicogenic environments (Griffiths & Casswell, 2010; McCreanor et al., 2013). The findings of this focus group study confirm the pervasiveness of alcohol ads/posts on SNSs from both alcohol advertisers and SNS users.

5.4. Assessment of Perceived Acceptability and Compliance (RO 2)

In order to achieve research objective 2, young adults were asked to assess the perception of acceptability of the messages and apply the Codes to assess compliance with the Codes. The following sections details the themes participants based on when assessing the acceptability of the ads/posts as well as an overview of which articles in the codes the ads/posts are claimed to have breached.

5.4.1. Assessment of Ads/Posts Acceptability

As detailed in the focus group guide (Section 3.3.5), participants' perceptions of acceptability of each ad/post were explored before evaluating the four ads/posts compliance with the Codes. This section reveals several themes that emerge from their unprompted perceptions of acceptability. The themes are:

Theme 1: The drinking culture in the Australia influences acceptability

Social and cultural norms have long been understood as a factor in influencing people's drinking behaviours. Social norms – defined as the informal rules that govern behaviour in groups and societies (Bicchieri & Muldoon, 2011) – and cultural norms – defined as the rules a particular group uses for appropriate and inappropriate values, beliefs, attitudes and behaviours (Rose, 1992) – are important in understanding people's alcohol use in a society and their views on alcohol. Several participants indicated that it is acceptable because of the drinking culture and context in Australia. They believe that such message in today's context a social norm and have no problem with it being on SNSs. As one participant stated about Ad/Post 1 "Wine Has Health Benefit" and Ad/Post 2 "Alcohol Helps You Forget":

- *I'm taking in the cultural context of Australia as well. I mean this isn't like really something that would be harmful to Australians youth and stuff like that. 'Cause it's so ingrained in the culture and it's not really out of the ordinary. – MGC Group 2, Participant 1, Male*
- *'Cause of the fact that it is on social media, I guess putting it in a comedy way and although the message that's coming across is what they are saying and it's not from anyone... I don't see as though they are doing anything wrong on social media. Especially in this modern day. I think it's more than normal. It's not a surprise for anyone to read any of this. – MGC Group 2, Participant 3, Male*

Theme 2: Humour downplays irresponsible advertising

Humour is a message strategy that is widely used across all media types and product categories. In Weinberger and Gulas (1992) review of over fifty articles, they concluded that humour is able to increase attention and enhance liking for the advertisement which has been found to create a more positive and emotional bond to the brand itself (Batra & Ray, 1986). Humour theme that appears to be running across ads/posts 1, 2 and 3 made the ad/post somewhat acceptable as deemed by several participants and that it is not outright promoting irresponsible drinking. Several participants quoted:

- *It's not harmful. It's not directly telling everyone to drink. It's just a humorous take on it. – MGC Group 2, Participant 2, Female*
- *I think it is (acceptable). 'Cause it's not really putting anyone down in my point of view. The problem I have with social media with the alcohol part is when you're putting down someone and this message is just like a casual laugh sort of thing. And it's trying to say 'haha' I drink every night. Obviously, they won't. It's just a joke sort of thing. So, I said it's more of a joke and not take it seriously. – UGC Group 2, Participant 1, Male*

The notion that humour negate irresponsible advertising to the point of offence has been documented in past studies. van Zanten (2005) provides some evidence of this. The study examined beer advertisements that had been complained about in Australia which contained aggressive and sexual humour which caused offence. Beard (2008) also found in a New Zealand study that 40% of the advertisement that were complained about for being offensive contained humour.

Theme 3: Author of the post determines the level of acceptability

The following excerpts illustrate participants' perceptions of acceptability of Ad/Post 2 "Birthday Drinking". Two female participants from the group who were exposed to the ad/post

as MGC felt that an alcohol brand or company selling alcohol should not be posting such content:

- *To post it from your own account on social media, but not a company. Like a company shouldn't really be posting this, especially one that sells alcohol. – MGC Group 1, Participant 3, Female*
- *You can post it to your friend like joking, but if they (alcohol advertiser) post it, I reckon that they're just displaying the wrong behaviour. – MGC Group 1, Participant 5, Female*

This illustrates that young people are more critical over MGC on SNSs and are more accepting of UGC. This is of great concern, as evidence is emerging that UGC on a social media brand community exhibits a more influential role than MGC with regards to driving behaviour (Goh, Heng, & Lin, 2013). However, those exposed to the ad/post as UGC and the male participants from the MGC group felt that it is acceptable to post such a message:

- *Yeah, I think that it would be more than acceptable for something like this to be there – MGC Group 2, Participant 3, Male*
- *Once again, yeah, I think it is. It's pretty funny. Almost like a hallmark kind of thing you get someone for their birthday sort of thing. – UGC Group 2, Participant 1, Male*
- *Yeah, I think it is fine. I don't think it is a harmful message. It's really like if you don't drink you're a loser or whatever. So, I don't think it's a bad thing. – UGC Group 2, Participant 2, Male*
- *I wrote that I think it is acceptable. I said that most people would understand that it is a joke and would have a laugh more for the over 18 sort of people, but then if the younger people on Facebook see it, they might take it a bit differently. So, I guess it really depends on who sees it. – UGC Group 2, Participant 3, Female*

Several participants felt that it depends on the drinking behaviour of the person who posted it. If they were aware that the person has a drinking problem, then it isn't right. If the user who posted it is not known to have a drinking problem, it is okay for them to post it as it is deemed a joke:

- *I know that's really hard. Just in general for your health again, like I mentioned earlier, like concerned if someone were to drink a lot and then posted that, I'd be like oh my god, do you really... – UGC Group 1, Participant 1, Female*
- *I think that depends who posted as well. Someone who doesn't drink a lot posts it then it's just funny... – UGC Group 1, Participant 3, Male*
- *One of my mates was to be like (posting it), yeah it wouldn't concern me. – UGC Group 1, Participant 1, Female*
- *I think it is it but, yeah, it depends who will be posting it. Like if you know someone is an excessive drinker and they are actually abusing the substance and they post that then I don't think I'd find it funny because you need to stop drinking. If it's someone else that's just kind of enjoyed a glass of wine a couple of times during the week, even a bottle or two during a week I'd think that's acceptable. – UGC Group 1, Participant 2, Female*

The above excerpts demonstrate that acceptability of the message is based on participants' impressions or perceptions of the author. Although social media enables its users to present themselves in an online profile with pictures and life events that they would like to share with those listed as their Facebook friends (Chou & Edge, 2012), it also opens an avenue for their lives to be scrutinised by others.

Female participants in the MGC group found Ad/Post 4 "Drinking While Golfing" to be unacceptable as it depicts playing sport and drinking. They also felt that a marketer should not

post such images as it gives the wrong impression (associating playing sport with drinking) to others:

- *It's giving the wrong impression or idea to any kind of athlete thinking it's okay to drink. Whether he's professional, or not, yes, it just gives off that it's okay to drink while playing your game. – MGC Group 1, Participant 3, Female*

Theme 4: Presentation of the alcohol message determines acceptability

In the assessment of Ad/Post 3 “Alcohol Helps You Forget”, participants found that how the alcohol-related message is presented is important. They believed that if it’s presented in a positive or a humorous way, rather than negatively (for example to attack/bully someone online), it is then acceptable:

- *I put to a certain point it could be acceptable. Seeing that it is acceptable if you are going to post it in a nice manner and actually, like, not have a go at somebody and post as a joke rather than to dig at someone. – UGC Group 2, Participant 3, Female*
- *I just said that it's humorous. It needs to be taken with a grain of salt. Like not too seriously. It just depends on how you phrase the comment with it I think. Like if it's having a go at someone, yeah maybe not. But that could go for pretty much any image really, I guess. – UGC Group 2, Participant 2, Male*

Although participants are conscious of posting messages that present alcohol in a positive light, it is important to note that studies on the effects of portrayals of alcohol consumption have shown that the absence of negative consequences can be as influential as the presence of positive consequences. This is a conundrum for individuals and organisations that are concerned with controlling alcohol messages on SNSs.

Subsequently for Ad/Post 2 “Birthday Drinking”, one participant found that although it promotes excessive drinking, it is common to have multiple drinks during a birthday celebration. Therefore, it is acceptable:

- *I think it still promotes alcohol and it promotes that it is okay to drink every day, but it promotes that if it's your birthday you're allowed to have a drink or multiple drinks. – UGC Group 2, Participant 1, Male*

In summary, perceptions of acceptability of each alcohol ad/post varied. For each ad/post, participants were divided in terms of whether they found it to be acceptable or not. There were several reasons as to why they varied. Firstly, social and cultural context have been found to influence alcohol use (Sudhinaraset, Wigglesworth, & Takeuchi, 2016). Australians have a longstanding positive relationship with alcohol. In recent years, studies have shown that Australians drink moderately, and enjoy having a drink to relax and enjoy a meal with family and friends (Foundation for Alcohol Research and Education, 2018). Over two-thirds believe that having a few drinks with your mates is a great Australian tradition (Drinkwise Australia, 2017). Particularly those aged 18–24 are more likely to reinforce alcohol’s positive role when socialising (Drinkwise Australia, 2017). The findings of the discussions revealed that participants found the drinking culture in Australia makes such ads/posts acceptable to be published on SNSs. Secondly, the humour theme running across ads/posts 1, 2 and 3 made it somewhat acceptable. The use of humour downplays the effect/influence of the message. Another key theme that emerged from the discussion is that the author of the message determines if the ad/post is perceived as acceptable. Participants who assessed it as a post by an advertiser/marketer consistently determined the ad/posts were not acceptable. However, when it comes to UGC it is dependent on factors such as their perception of the author of the post, how the message is being presented (i.e., in a humorous way), and the context of the message (i.e., birthday celebration). For example, for SNS users who are perceived to have a drinking problem posting such irresponsible ads/posts are perceived not

to be acceptable. Lastly, the presentation of the message—how the message is being presented (i.e., in a humorous way) and the context of the message (i.e., birthday celebration)—determines if its acceptable as well.

5.4.2. Assessment of Ads/Posts Compliance with the Codes

A key objective of this study is to assess the ads/posts perceived compliance with the Codes. Participants were given the articles alongside the ad/post and asked to give their assessment of each. Overall, participants found that all four ads/posts were in breach of several articles in the Codes specifically regarding Article A, B, C, D and G. The findings of participants assessment of each ad/post are discussed below.

Ad/post perceived to have breached Article A

Based on the assessment by participants, it can be concluded that Ad/Post 1 'Wine Has Health Benefit' is in breach of several articles in the ABAC Code and UGC House Rules. The majority of the participants in the MGC and UGC groups found that Ad/Post 1 'Wine Has Health Benefit' breached Article A of the Codes (i.e., 'overall present a mature and balanced approach to the consumption of alcohol beverages'). Specifically, they found that it encourages excessive consumption or abuse of alcohol (Article Ai), promotes offensive behaviour or the excessive consumption, misuse or abuse of alcohol beverages (Article Aiii) and it does not depict a responsible approach and moderate consumption of alcohol beverages (Article Aiv), but does not encourage underage drinking (Article Aii). Several comments worth noting are as follows:

- *It kind of twists it, because people go, oh yes, one glass is okay, and then you read the other bit and are implying that you should have more. It twists it. – MGC Group 1, Participant 2, Female*
- *I think the second part of the message versus the first part witty comeback and flawless dance move is like encourages rapid excessive consumption mainly*

because it's the other glasses. It's not saying how many glasses, but you could take that to be a lot of glasses. – UGC Group 2, Participant 3, Female

- *It can depend on, like, witty comebacks. You can be offensive to people... I'd piss some people 'cause some people are like nasty to people and the witty comebacks might be funny to them but it might hurt someone. – UGC Group 2, Participant 1, Male*
- *In some respect it's not like a couple of times, it's not like get really drunk but get halfway there sort of. I think it is encouraging for you to get drunk sort of thing. It breached the guideline. – UGC Group 2, Participant 2, Male*

Similarly, both MGC groups' and UGC Group 1 participants identified Ad/Post 2 'Birthday Drinking' as not presenting a mature, balanced and responsible approach to the consumption of alcohol beverages (Article A) and as encouraging the excessive or rapid consumption of an alcohol beverage, misuse or abuse of an alcohol beverage or consumption inconsistent with the Australian Alcohol Guidelines (Article Ai). In contrast, participants in UGC Group 2 did not feel the same way. They believed that it did not specify the amount of alcohol beverage consumed and assume that on those two occasions (on my birthday and when it is not) the alcohol consumed could be only one drink each time. As participants stated:

- *No. I think it's kind of both on my birthday sort of thing. – UGC Group 2, Participant 1, Male*
- *I don't think so because it says 'on my birthday' and when it's not my birthday is really broad. It's not really that specific. So, you can take it in any way sort of thing. Like those two times that you drink on your birthday and when it's not your birthday could be only just one drink. – UGC Group 2, Participant 3, Female*

In the assessment of Ad/Post 3 'Alcohol Helps You Forget', participants' assessment of Ad/Post 3 revealed that it is not compliant with several articles in the Codes. Participants in

the MGC groups felt that Ad/Post 3 'Alcohol Helps You Forget' does not present a mature, balanced and responsible approach to the consumption of alcohol beverages (Article A). As one participant stated:

- *There's three bottles there. It's just proving that they're drunk. – MGC Group 2, Participant 2, Female*

Ad/Post perceived to have breached Article B

Six participants found Ad/Post 2 to have some appeal to minors (Article B). They felt that the symbolic depictions of a birthday party (e.g., party hat and blower) would appeal to them and give minors the wrong impression about drinking:

- *Yes. Like the party hats... – MGC Group 1, Participant 2, Female*
- *I guess you would be thinking, oh, I can drink on my birthday now. – MGC Group 1, Participant 4, Female*
- *It might because the camel got a party hat like a... what do you call it? Whatever that is (referring to the party horn). So, a minor could take that differently. Like they might not understand what it means by drinking as in like alcohol and they could take that in a completely different way. Then it could appeal to them. – UGC Group 2, Participant 3, Female*
- *Especially the message, like the birthday part of it, like the minor might think that we are at a friend's party so we going to go get a drink sort of thing. – UGC Group 2, Participant 1, Male*

Subsequently, a participant felt that some of the imagery depicted in Ad/Post 3 (e.g., school room setting and the chalkboard) would resonate with minors (i.e., Article B: have strong or evident appeal to minors):

- *That's pretty simple maths, you can relate to that... It's like a school room. – MGC Group 1, Participant 2, Female*
- *The chalkboard, with the one plus one. – UGC Group 2, Participant 3, Female*

Another participant felt that the message may resonate with minors who may be having difficulties in their life and may prompt them to start drinking at an earlier age:

- *Some minors might have more problems than others. And they might start drinking at a younger age because of their problems. – UGC Group 2, Participant 1, Male*

Ad/Post perceived to have breached Article C

Subsequently, when asked to evaluate if Ad/Post 1 suggests that the consumption or presence of alcohol beverages can change a mood or environment (Article C), all six participants in the UGC group found it not to comply with this particular article. They said:

- *Saying it makes a 'funner' night sort of thing because everyone's dancing having fun and laughing or whatever you're saying, and it's implying that you weren't fun and you were boring before or something. – UGC Group 2, Participant 2, Male*
- *It changes the mood and environment. The mood you become happier that sort of thing. I suppose if you're trying to be witty you become more happier. You come back working, maybe you become sober when you work. Make you happy. The environment, it sort of builds a superficial environment to you. Make you feel like everything's okay... – UGC Group 2, Participant 1, Male*

When asked to evaluate if the ad/post depicts the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success (Article Ci), participants found that it breached this article:

- *It says that you shouldn't be contributing to achievement to social success as well. So witty comebacks and flawless dance moves, that's part of social success, I think. So, yeah, I think it breached that bit I guess. – MGC Group 2, Participant 1, Male*

Another participant felt that health benefits can be a type of success:

- *I guess it does with the health benefits maybe. In a way suggesting that it is healthy for you, makes you feel better. – MGC Group 2, Participant 3, Male*

Several participants found that Ad/Post 1 breaches Article Ciii (i.e., suggests that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation). Specifically, they believe that:

- *Yes, I think that is better suited – MGC Group 2, Participant 3, Male*
- *It doesn't encourage, but it doesn't discourage either. It's just saying that it's good to drink a glass of wine. – MGC Group 1, Participant 5, Female*

Ad/Post 3 - Participants also felt that the ad/post suggests that the consumption or presence of alcohol beverages can change a mood or environment (Article C):

- *It suggests that if he's having a really bad day or whatever your problems are, you could start drinking and it could make you happier or something. Once again that's superficial environment around you. – UGC Group 2, Participant 1, Male*
- *At the same time, it's not really saying that it will fix everything. It just says it kind of helps you push it an extra 18 hours away or whatever it is. – UGC Group 2, Participant 2, Male*

When asked if Ad/Post 3 suggests that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation (Article Ciii), several participants from both MGC and UGC groups felt that it breached this article.

- *Well sort of, it's kind of saying forget your problems for tonight. Go get blind and then fix them tomorrow sort of thing I guess. – UGC Group 2, Participant 2, Male.*
- *Yeah, so trying to put your mind at ease. In a way, a state of mind, kind of drink to forget your problems. – UGC Group 2, Participant 1, Male*
- *I wouldn't say it's a necessary aid to relaxation. It could be a (therapeutic) benefit... – UGC Group 2, Participant 3, Female*

Ad/Post 4 - Participants in the UGC Group 2 suggest that the consumption of alcohol beverages offers therapeutic benefit or is a necessary aid to relaxation (Article Ciii):

- *Yeah, I think it does. It sort of helps you unwind a little bit and it helps him take the stress off while he's trying to relax. – UGC Group 2, Participant 1, Male*
- *It could be an aid to relaxation but it's not really. – UGC Group 2, Participant 2, Male.*
- *It could be a therapeutic benefit but not a necessary aid to relaxation. Like it could be but it's not actually necessary. – UGC Group 2, Participant 3, Female*

Ad/post perceived to have breached Article D

In the assessment of Ad/Post 4 'Drinking While Golfing', the general consensus is that participants felt that the image does not portray safe practices with playing a sport. However, some were divided on whether the depiction of the consumption of alcohol beverages in connection with the above activity (i.e., playing golf) had taken place before or during engagement of the activity in question (Article Di):

- *I think it's before... It looks pretty empty... He probably had one and then he chilled and then just half an hour later. – MGC Group 1, Participant 2, Female*
- *A celebration after an event is fine. But this is associated during the sport because you're taking a shot with a beer... So, yeah, its associating during the sport. – MGC Group 2, Participant 1, Male*

- *It's like it's waiting for him after he takes the shot. – MGC Group 2, Participant 2, Female*

Subsequently, UGC participants found that Ad/Post 4 is not compliant with a similar article in the UGC House Rules (i.e., Article D: ad/post must not show the consumption of alcohol beverages before or during any activity that for safety reasons requires you to be alert or physically co-ordinated):

- *It might change it as well if there's like a golf cart in the picture or something. – UGC Group 2, Participant 2, Male*

Ad/post perceived to have breached Article G

Participants had difficulty assessing Ad/Post 1 “Wine Has Health Benefit” on whether it encourages consumption that is in excess of or inconsistent with the Australian Alcohol Guidelines issued by the NHMRC (Article G). Based on technicality (i.e., measuring the number of standard drinks), they agree that it breached this article:

- *Daily, no, but if you add it all up. A glass of wine each night. That's the thing you can't measure, that's the whole... It's saying that it's not one night. It's not one glass per night. So that's more than one standard drink. – MGC Group 2, Participant 2, Female*
- *You are already taking one glass. That's already 1.6 standard drinks 'cause that's for the health benefit, that's what it is saying. And the other glasses, so that's more than one. So that's obviously over four standard drinks – MGC Group 2, Participant 1, Male*

In conclusion, participants initially perceived three of the ads/posts (1, 2 and 4) as acceptable except for Ad/Post 3 (refer to previous section on perceptions of acceptability). However, after assessing them against the Code, participants found them to have breached several articles, particularly in reference to presenting a mature, balanced and responsible approach to the

consumption of alcohol beverages (Article A); encouraging the excessive or rapid consumption of an alcohol beverage, misuse or abuse of an alcohol beverage or consumption inconsistent with the Australian Alcohol Guidelines (Article Ai); having some appeal to children or adolescents (Article B); suggesting that the consumption or presence of alcohol beverages can change a mood or environments (Article C); and depicting a direct association between the consumption of alcohol beverages in sport (Article D). Perceptions of acceptability are open to interpretation and people’s definitions may differ. The Codes provides guidance for consumers but they bias the responses and may exclude certain aspects that may be crucial to controlling unacceptable ads/posts on SNSs. Table 5.1 provides an overview of the ad/post and the articles of which makes the ad/post problematic as assessed by the participants.

Table 5.1 Overview of as/post breaches as perceived by participants

	Ad/Post 1 'Wine Has Health Benefit'	Ad/Post 2 'Birthday Drinking'	Ad/Post 3 'Alcohol Helps You Forget'	Ad/Post 4 'Drinking While Golfing'
Article A	x	x	x	
Article B		x	x	
Article C	x		x	x
Article D				x
Article G	x			

5.5. Motivation for Forwarding Alcohol-related Content (RO 3)

The act of forwarding content is any branded digital content placed on a site in a manner that is designed or enabled to be shared, such as with a share, download or email button click (Distilled Spirits Council, 2011). In the context of this study, the act of forwarding on Facebook is classified as liking, sharing, and commenting. Participants were asked about their intentions to forward the four ads/posts before they were exposed to the Code in a bid to achieve research objective 3. Several themes emerged and are discussed below.

Theme 1: Need to control online self-presentations

The need to control participants online self-presentations was a theme that emerged in the discussion regarding intentions to forward messages on SNSs. Brown has defined such self-presentation as the attempt to create, modify, or maintain a certain self-image in the presence of an audience (J. D. Brown, 2007). Self-presentation features prominently in young people's use of SNSs (DeAndrea & Walther, 2011; Manago, Graham, Greenfield, & Salimkhan, 2008; Zhao, Grasmuck, & Martin, 2008), such as via profile pictures, status updates, and uploading of images and videos. Recent research suggests that youth present different aspects of their self-online such as their real self, ideal self, and their false self (Michikyan, Subrahmanyam, & Dennis, 2014). Participants revealed that young people were more concerned about how they were perceived by others based on the messages they share on SNSs and hence are less likely to post messages that does not reflect how they wish to be perceived by others on SNSs.

For example:

- *I wouldn't post it on my wall for people to see because it advertises drinking every night sort of thing. I don't want people to think that I drink every night 'cause I don't and I wouldn't want people to think that of me sort of thing. – UGC Group 2, Participant 1, Male*

- *I likely wouldn't. I most likely won't share something like this. Personally, I don't share something like this. Not something that I'm interested in and I don't see as promoting alcohol as something I'm going to share or have that image shown on myself. – MGC Group 2, Participant 3, Male*
- *No. I wouldn't promote alcohol. – MGC Group 2, Participant 1, Male*

This finding can partly be attributed to the participants' need to control their online self-presentations. Self-presentation is a performance (Goffman, 1959): an “effort to express a specific image and identity to others” (Zywica & Danowski, 2008, p. 6). Consumers commonly use possessions, brands, and other symbols to construct their images in both offline and online contexts. In this case, they did not want to be associated with alcoholism or promoting alcohol.

A participant in the UGC group would also not forward Ad/Post 3 “Alcohol Helps You Forget” because they do not want to be associated with promoting such a message:

- *I said that I won't post anything or comment on it. If probably, I want to show someone, I'll probably show it on my phone sort of thing rather than tag it. Obviously, when you comment on it, it pops up on everybody's News Feed. I wouldn't want... because people don't read the comments sometimes. It just says that you commented on this. So, I wouldn't want people to associate me with something like that. – UGC Group 2, Participant 3, Female*

Theme 2: Amusing content and message relevance motivation for forwarding

The findings of the discussion found two reasons for sharing the ads/posts to peers on SNSs. Firstly, those who would forward the ads/posts said that the humour triggers them to share it with their peers on SNSs. Secondly, if they felt that the message is relevant to the receiver, they would forward it. Two participants from the MGC group responded that they would

forward the ad/post in the form of a 'like' or would tag their friends in the comments section as a joke, while one would for the latter reason. For example:

- *I might like it because it's funny, but that's it. – MGC Group 1, Participant 2, Female*
- *I wouldn't post it to my friends, but maybe like my friend's mum, or something as a joke, because older people... I would send it because it's funny if they have a glass of wine every night, because some people do. – MGC Group 1, Participant 3, Female*
- *If they drink all the time I would post it to them. – MGC Group 1, Participant 5, Female*

Previous research has identified several factors that motivate people to pass on text messages and viral commercials via email, including social advantages, self-enrichment, to bond with a friend and for amusement. Creating entertaining and amusing content is a common strategy to generate online buzz by advertisers. In addition, these examples further demonstrate that the message relevance to the receiver is a key determinant in forwarding the message.

Theme 3: Significance and relevance of the message content to self and others

For other participants, they would 'like' the ad/post because they find it funny but would not share it as it is not personally relevant to their own self:

- *I'd said I'd like it because it's funny. I wouldn't forward it because it doesn't apply to me. I don't drink every day. I don't want to drink every day. – UGC Group 1, Participant 2, Female*
- *I would probably like it. I just don't find it that funny and it doesn't apply to me that much. – UGC Group 1, Participant 3, Male*
- *I wouldn't because it's not relevant to me in life. Even though I used to golf I'll be just like, yeah, I don't do that so yeah, but I wouldn't expect to see it, I just wouldn't be the one posting or sharing it. – UGC Group 1, Participant 1, Female*

- *I wouldn't post it myself. I said I wouldn't post it because it doesn't appeal to me. I don't like golf so... – UGC Group 2, Participant 3, Female*

Secondly, participants felt that it would not appeal to their peers, friends and families on SNSs:

- *I like to have drinks on my birthday but it doesn't apply to that. I just don't think I'd forward it. It doesn't apply to people I know... – UGC Group 1, Participant 2, Female*

Lastly, forwarding is influenced by the type of alcohol beverage depicted in the image is not their alcohol of choice or that the activity is not something in which they would participate. For example, the wine is not the alcohol of choice for young adults as it is associated with older people:

- *I don't shop at Thirsty Camel. Like maybe if it was like tequila advertisement, I don't know. – MGC Group 1, Participant 2, Female*
- *If I was older and if I like drank wine, then probably. – MGC Group 2, Participant 2, Female*
- *It's not really something that my age group does at night time. (We) just have a glass with dinner. We don't do it. – MGC Group 1, Participant 2, Female*
- *I wouldn't post it to my friends, but maybe like my friend's mum, or something as a joke, because older people... – MGC Group 1, Participant 3, Female*
- *I wouldn't like if sharing or comment on that because of the two factors. I don't drink beer and I hate golf. – UGC Group 1, Participant 2, Female*
- *No. I wouldn't post it because I don't like golf, or drink beer. – MGC Group 1, Participant 2, Female*

The above findings are in line with Chung and Darke's (2006) study, which found consumers are more likely to engage with a message/product that is personally significant to them. If the

content of a message does not meet an individual's quality threshold, that individual may choose not to forward it to a close friend in order to avoid being deemed an online 'pest'. These examples show the decision to forward depends on personal relevance of the ad to the person and the receiver.

Theme 4: Recency of message

One participant stated that they would share it if it is something new and has only recently been circulating on the Internet. One study revealed that individuals view such sharing as a way to expose their connections to surprising content beyond those recommended by Facebook's algorithms (Savage, Monroy-Hernandez, Bhattacharjee, & Höllerer, 2015). Individuals appear to use this sharing modality as a means to free audiences from these "algorithmic biases" and distribute information that they consider fresh and interesting.

- *But I wouldn't post it just because I've seen it before... just be like no point. If it was new, something new. I might. – MGC Group 1, Participant 2, Female*

Theme 5: Concern for others well-being

In regard to Ad/Post 3, a participant in the MGC Group said that they would not forward such message because they do not want to be an enabler:

- *I wouldn't want to enable someone, even if it's just to give them a sign to say, yes, drink, so then you can forget your problems. Then just avoid it, prolonging an issue instead of kind of get it worked out. It's just a negative way of dealing with things. – MGC Group 1, Participant 1, Female*

Theme 6: Recipients' mood affects sharing on social media

One participant felt that his/her mood when viewing the ad/post determines his/her forwarding intentions. Past studies have found that the recipient's mood affects sharing on social media. As the participant stated:

- *I'd 'like' it depending on what mood I was in while I was scrolling. Sometimes I would 'like' it but then I wouldn't 'like' it, so just depends on my mood... – UGC Group 1, Participant 2, Female*

In summary, the findings from the group discussions show that several factors motivate forwarding on SNSs: relevance of content to own self and the receiver, importance of self-representation on SNSs, and humorous or amusing content.

5.6. Meaningfulness of the Codes (RO 4)

To achieve research objective 4, participants were asked to assess the meaningfulness of the ABAC Code and UGC House Rules in the SNS context. The discussion revealed several concerns participants encountered when applying the Codes. Their concerns are:

Theme 1: Code articles deemed as unclear and highly technical

The assessment of the ads/posts against the Codes revealed several issues with interpretation of the articles. They found the articles unclear, highly technical, subjective, and definition is open to interpretation by the assessor. The following are examples of the issues participants experienced when applying the Codes to the ads/posts:

- *I can understand why it might be difficult to see if advertisements breach the Code because it's really subjective. You know like you have to define... abuse of alcohol and excessive consumption... – MGC Group 2, Participant 1, Male*

Several participants had difficulty deciphering and defining the terms used—specifically issues with defining success, achievement and relaxation. One participant, when evaluating Ad/Post 1, felt that alcohol consumption depicted gives a person more confidence to dance, which he/she deemed a type of success. Another also deemed 'witty comebacks and flawless dance moves' as types of successes, while another did not feel the same way. As they state:

- *But the whole witty comebacks and flawless dance moves, it's a benefit. Basically, it demonstrates benefits that come across because of alcohol. So, kind of saying that alcohol causes all those things. In a way it is breaching the Code but it's not like... it's subjective again. You can't really say that dancing and comebacks are achievements. – MGC Group 2, Participant 2, Female*
- *It says that you shouldn't be contributing to achievement to social success as well. So witty comebacks and flawless dance moves, that's part of social success I think. So, yeah, I think it breached that bit I guess. – MGC Group 2, Participant 1, Male*

Theme 2: Subjective Interpretation and inconsistent application of code articles

The discussions also saw different participants interpret and apply the terms differently. For example, when defining relaxation, one participant found dancing a relaxing activity. Therefore, they assume that consumption of alcohol aids in relaxation (dancing):

- *For some people, dancing is like relaxation maybe. – MGC Speaker 2 Female*

In addition, the article that states alcohol ads must not challenge or dare people to consume an alcohol beverage is open to interpretation. One participant interpreted the message from Ad/Post 1 as one that indirectly challenges a person to drink to gain social acceptance:

- *They just drink 'cause it makes them feel sophisticated. But the point is even young people can use it as a way to like... 'cause, I mean, the witty comebacks and flawless dance moves. That's like acceptance. So, they can use the wine even though as a way to get that acceptance. So, it kind of challenging them but not directly though. It's kind of saying that if you drink it, this might happen. You might be socially accepted. Not challenging them but offering them the idea, if you do this, that can happen... – MGC Group 2, Participant 2, Female*

Theme 3: Low Awareness of Australian Alcohol Guidelines

Finally, participants are unaware of the Australian Alcohol Guidelines issued by the NHMRC.

One participant found addressing the number of drinks presented in the ad became technical.

He states:

- *It's plural so it's more than 1. So two, that's 3.2 (drinks). Plus the health benefit one, that's 1.6. So, that's over four. So, I don't know. That's kind of technical, you know? No one is going to look at it and go that's over four standard drinks, you know? – MGC Group 2, Participant 1, Male*
- *I don't think so because it says 'on my birthday' and when it's not my birthday it's really broad. It's not really that specific. So, you can take it in any way sort of thing. Like those two times that you drink on your birthday and when it's not your birthday could be only just one drink. – UGC Group 2, Participant 3, Female*

Several bodies (e.g., Australian National Preventative Health Agency, 2014; McCusker Centre for Action on Alcohol and Youth, 2018) have called upon improvement to the ABAC Code in relation to interpretation of its provisions. The above findings further reiterate the need to make changes to the Codes.

5.7. Chapter Summary

In this chapter, the four research objectives for the qualitative research have been addressed. For the first research objective, the analysis revealed the various types of alcohol-related content that is presented on SNSs. A range of undesirable and irresponsible alcohol-related content created by both marketer and users (i.e., young adults) were revealed in this discussion. The most common MGC participants were exposed to was sponsored posts by alcohol brands (e.g., Jim Beam, Corona) and alcohol retailers (e.g., Dan Murphy's, First Choice Liquor), followed by celebrity endorsed posts. On the other hand, user-generated

alcohol content encompassed alcohol recipes and status/images (about having a hangover and drunken videos of friends and others that were circulated on SNSs) posted by friends.

The second research objective of this study was to explore young adults' evaluations of four ads/posts in terms of their perception of acceptability and their compliance with the Codes. The ads/posts presented to participants were framed as created and shared by a marketer—or posted as user-generated content. Participants' initial perceptions of acceptability of the four ads/posts were varied. There were several reasons as to why they varied. Their first consideration pertains to the drinking culture in Australia which makes irresponsible advertising acceptable. Secondly, another reason for the divide among participants is that the humour theme running across ads/posts 1, 2 and 3 made it somewhat acceptable as it downplays the effect/influence of the alcohol message. Another key theme that emerged from the discussion is that the author of the message determines if the alcohol ad/post is perceived as acceptable, specifically when it's from an alcohol brand/retailer. Lastly, the presentation of the alcohol message—how the message is being presented (i.e., in a humorous way) and the context of the message (i.e., birthday celebration)—determines if its acceptable as well.

Subsequently when participants apply the Codes to the four ads/posts, they found that it was not compliant with several articles. Specifically, they judged they: i) did not present a mature, balanced and responsible approach to the consumption of alcohol beverages (Article A); ii) has some appeal to children or adolescents (Article B); iii) suggest that the consumption or presence of alcohol beverages can change a mood or environments (Article C); iv) depict a direct association between the consumption of alcohol beverages in sport (Article D); and v) encourages consumption that is in excess of or inconsistent with the Australian Alcohol Guidelines issued by the NHMRC (Article G).

Furthermore, participants' intentions to forward the four ads/posts were also explored (i.e. research objective 3). The findings from the group discussion revealed several factors that motivate forwarding of alcohol-related content on SNSs: i) need to control online self-

presentations, ii) amusing content and message relevance motivation for forwarding, iii) significance and relevance of the message content to self and others, iv) recency of message, v) concern for others well-being, and vi) recipients' mood affects sharing on social media.

Finally, in regard to research objective four, generally, participants found the articles to be unclear, highly technical, and subjective and the definition is open to interpretation by the assessor. They also were unaware of the Australian Alcohol Guidelines issued by the NHMRC, which makes identifying ads/posts that depict excessive consumption of alcohol difficult. The findings from this focus group study also revealed that the criteria (i.e., the Codes) appear to be more relevant to assessing messages posted by the alcohol company. It is of concern that the same level of scrutiny in terms of these criteria is not applied to alcohol ad/post posted by users. This shows that alcohol advertising regulation directed at users must be specifically tailored to SNS users. It is ineffective to restate the articles that were developed to regulate alcohol advertisers in user terms. In the current form, the UGC House Rules for users are not likely to discourage posting of irresponsible messages by users.

CHAPTER 6

Study 2 Data Analysis

6.1. Introduction

This chapter presents the results of Study 2 in line with the data analysis procedure outlined in Section 4.3 and tests the following research questions:

RQ2: *Can young adults use the current regulatory codes to correctly assess if an ad/post is in breach?*

RQ3: *Do their perceptions of compliance and acceptability of the ad/posts differ if the content is generated by the marketer versus the users?*

The first two set of analyses addresses research question 2 and assess young adults' perceptions compliance of two breach and two compliant ads/posts with the Codes (**H1a**) and acceptability (**H1b**) in three different message sharing scenarios: (1) marketer-generated content (MGC), (2) user-generated content (UGC), and (3) user-shared content (USC). The third set of analyses addresses research question 3 and assesses young people's evaluation of articles in the Codes (**H1c**). This chapter is organised around the following sections. First, a description of the sample is given. Second, the individual results for the assessment of ads/posts compliance with the articles in the Codes and assessment of the effects of the message sharing scenarios using chi-square tests are presented. This is followed by the assessment of acceptability of the four ads/posts and the effects of the message sharing scenarios using a repeated measures ANOVA. Next, young adults' evaluations of articles in the Codes and comparison across the three message sharing scenario groups using a one-way ANOVA are presented. Finally, the last section presents a summary of the findings.

6.2. Sample Characteristics

Table 6.1 summarises the sample characteristics of the groups exposed to three different SNS sharing scenarios (i.e., groups: MGC, UGC, and USC). As mentioned in Chapter 3, the MGC group was exposed to marketer-generated content and the ABAC Code, whereas the other two groups (i.e., UGC and USC) were exposed to the UGC House Rules. The sample consisted of 161 respondents aged between 18 to 24 years (MGC group: $N = 54$, UGC group: $N = 53$, and USC group: $N = 54$).

Table 6.1 Sample characteristics across the MGC, UGC and USC groups

	MGC N=54		UGC N=53		USC N=54		Total N=161	
	n	%	n	%	n	%	n	%
Gender								
Male	26	48.1	27	48.2	25	46.3	78	48.4
Female	28	51.9	26	46.4	29	53.7	83	51.6
Highest Level of Education								
Undergraduate Degree	40	74.1	42	79.2	41	75.9	123	76.4
Graduate Certificate/ Graduate Diploma	3	5.6	7	13.2	6	11.1	16	9.9
Master's Degree	9	16.7	1	1.9	4	7.4	14	8.7
Doctoral Degree	1	1.9	2	3.8	2	3.7	5	3.1
Others	1	1.9	1	1.9	1	1.9	3	1.9
Faculty								
Business	8	14.8	10	18.9	3	5.6	21	13.0
Health Sciences	13	24.1	16	30.2	14	25.9	43	26.7
Arts & Humanities	17	31.5	10	18.9	17	31.5	44	27.3
Science & Engineering	14	25.9	14	26.4	18	33.3	46	28.6
Others	2	3.7	3	5.7	2	3.7	7	4.3

The total sample composed of 78 female and 83 male respondents and there were approximately equal proportions of males and females in each group. The total sample was composed of local university students in Australia and included a majority of undergraduate students (76.4%) enrolled in the Arts & Humanities (29.3%), Science & Engineering (28.5%)

and Health Science (26.8%) degrees (see Table 6.2). Overall, the three groups were similar in terms of gender, level of education and faculty.

Table 6.2 Student type across faculties

	Business N=21		Health Sciences N=43		Arts & Humanities N=44		Science & Engineering N=46		Others N=7		Total N=161	
	n	%	n	%	n	%	n	%	n	%	n	%
Undergraduate Degree	14	11.4	33	26.8	36	29.3	35	28.5	5	4.1	123	76.4
Graduate Certificate/ Graduate Diploma	2	12.5	3	18.8	7	43.8	2	12.5	2	12.5	16	9.9
Masters Degree	4	28.6	3	21.4	0	0.0	7	50.0	0	0.0	14	8.7
Doctoral Degree	1	20.0	2	40.0	0	0.0	2	40.0	0	0.0	5	3.1
Others	0	0.0	2	66.7	1	33.3	0	0.0	0	0.0	3	1.9

6.3. Familiarity with the ABAC Organisation and its Provisions

Descriptive analyses were also carried out on respondents' familiarity with the ABAC organisation and its provisions (i.e., the Codes). Tables 6.3 show the results of respondents' familiarity with the ABAC organisation. The results show that there is a general lack of awareness of ABAC's existence across all three groups. Amongst those who were aware of the (ABAC) organisation (see Table 6.4), more than half (59.6%) only knew they existed, thus suggesting that they are not familiar with their role of governing alcohol marketing in Australia.

Table 6.3 Familiarity with ABAC organisation

	MGC N=54		UGC N=53		USC N=54		Total N=161	
	n	%	n	%	n	%	n	%
No	42	77.8	30	53.6	37	68.5	109	67.7
Yes	12	22.2	23	41.1	17	31.5	52	32.3

Table 6.4 Level of familiarity with ABAC organisation

	MGC N=54		UGC N=53		USC N=54		Total N=161	
	n	%	n	%	n	%	n	%
Not at all – only know they exist	8	66.7	14	60.9	9	52.9	31	59.6
A little familiar	4	33.3	8	34.8	7	41.2	19	36.5
Quite familiar	0	0.0	1	4.3	1	5.9	2	3.8
Very familiar	0	0.0	0	0.0	0	0.0	0	0.0

Furthermore, when respondents were asked about their familiarity to ABAC’s provisions (i.e., the Codes), the majority (91.3%) declared that they were unaware of its provisions (see Table 6.5), while half of those who were aware only knew they existed (see Table 6.6). Overall, these results reveal young adults’ lack knowledge and understanding of ABAC’s role in governing alcohol marketing in Australia and its provisions.

Table 6.5 Familiarity with the Codes

	MGC N=54		UGC N=53		USC N=54		Total N=161	
	n	%	n	%	n	%	n	%
No	46	85.2	51	96.2	50	92.6	147	91.3
Yes	8	14.8	2	3.8	4	7.4	14	8.7

Table 6.6 Level of familiarity with the Codes

	MGC N=54		UGC N=53		USC N=54		Total N=161	
	n	%	n	%	n	%	n	%
Not at all – only know they exist	4	50.0	2	100.0	1	25.0	7	50.0
A little familiar	3	37.5	0	0.0	3	75.0	6	42.9
Quite familiar	1	12.5	0	0.0	0	0.0	1	7.1
Very familiar	0	0.0	0	0.0	0	0.0	0	0.0

6.4. Assessment of Ads/Posts Compliance to the Codes and Message Sharing Scenario Effects

One of the objectives of this study is to assess the ads/posts on SNS compliance with the ABAC Code and the UGC House Rules. Based on the evaluations of two expert judges, both of the breach ads/posts (1 and 2) were deemed to have breached and the two non-breach

ads/posts (1 and 2) were in compliance with Article 1 (must not encourage the excessive or rapid consumption of an alcohol beverage, misuse or abuse of an alcohol beverage or consumption inconsistent with the Australian Alcohol Guidelines) and Article 2 (must encourage irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage) of the Codes and is seen to comply with the remaining articles. The full descriptions of each article can be found in Appendix 4.1. One of the articles (i.e., Article 8) is regarding placement, which is only applicable to marketer-generated content and does not apply to user-generated or user-shared content. Therefore, the MGC sample evaluated 13 articles while the UGC and USC groups evaluated 12 articles. The full frequency results are presented in Appendix 6.1. The following data analysis section looks at the frequencies to examine respondents' assessments of the ads/posts breach or compliance with the articles in the Codes and uses a chi-square test to test the effects of groups (*H1a*).

6.4.1 Perceived Compliance of Ads/Posts with the Codes

Table 6.7 presents the frequencies of each ad/post against article 1, 2 and 12 in the Codes. The full results of the frequencies of each ad/post against all thirteen articles can be found in Appendix 6.1. As mentioned previously, the experts' classified breach ads/posts 1 and 2 as non-compliant with articles 1 and 2 of the Codes while non-breach ads/posts 1 and 2 were judged to be compliant. For Breach Ad/Post 1, among the total sample, the proportions who felt that it 'definitely' or 'probably' breached articles 1 and 2 were 68.9% and 45.9%, respectively ('definitely' breached: 23.6% and 5.6%). For each of the other articles (i.e., articles 3 to 13), the corresponding proportions were lower ('definitely/probably' breach: ranged between 18.5% and 39.1%). Similarly, for Breach Ad/Post 2, among the total sample, the proportions who felt that it 'definitely' or 'probably' breached articles 1 and 2 were 87.0% and 63.4%, respectively ('definitely' breached: 31.1% and 19.9%). For all other articles (i.e., articles 3 to 13), the corresponding proportion was lower ('definitely/probably' breach: ranged between 18.6% and 57.1%).

For Non-breach Ad/Post 1, the proportions of the total sample who felt that the ad/post 'definitely' or 'probably' breached articles 1 and 2 were 24.2% and 19.3%, respectively ('definitely' breached: 5.0% and 4.4%). For each of the other articles (i.e., articles 3 to 13), the corresponding proportions were lower ('definitely/probably' breach: ranged between 9.3% and 31.1%). For Non-breach Ad/Post 2, the proportions of the total sample who felt that the ad/post 'definitely' or 'probably' breached articles 1 and 2 were 40.4% and 37.9%, respectively ('definitely' breached: 8.7% and 6.2%). 55.3% of respondents felt that it 'definitely' or 'probably' breached Article 12 (i.e., suggests that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation). For all other articles, the corresponding proportions were lower ('definitely/probably' breached: ranged between 14.8% and 47.8%).

For Breach Ad/Post 1, there were no significant differences in the proportions who nominated 'definitely/probably' breach for Article 1 among the three groups. The UGC group (56.6%) were more likely than USC (48.2%) and MGC (33.4%) to nominate that the ad/post breached Article 2, with the difference reaching significance for the latter group ($p=.016$). For Breach Ad/Post 2, Non-breach Ad/Post 1 and Non-breach Ad/Post 2, there were no significant differences in the proportions who nominated 'definitely/probably' breach for articles 1 and 2 among the three groups for each ad/post, respectively.

In conclusion, the data clearly shows that the two breach ads/posts tested are judged by respondents as to have breached articles 1 and 2 of the Codes while the two non-breach ads/posts are compliant. Interestingly, for Non-breach Ad/Post 2, more than half of the total sample found it to have also breached Article 12 (i.e., suggests that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation). A possible explanation for this result will be discussed in Chapter 8.

Table 6.7 Frequency of ads/posts compliance with articles in the Codes

		Breach Ad/Post 1				Breach Ad/Post 2				Non-breach Ad/Post 1				Non-breach Ad/Post 2			
		MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161
		n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Article 1	Definitely breaches	11 (20.4)	15 (28.3)	12 (22.2)	38 (23.6)	10 (18.5)	22 (41.5)	18 (33.3)	50 (31.1)	2 (3.7)	3 (5.7)	3 (5.6)	8 (5.0)	4 (7.4)	6 (11.3)	4 (7.4)	14 (8.7)
	Probably breaches	25 (46.3)	25 (47.2)	23 (42.6)	73 (45.3)	37 (68.5)	26 (49.1)	27 (50.0)	90 (55.9)	10 (18.5)	13 (24.5)	8 (14.8)	31 (19.3)	15 (27.8)	19 (35.8)	17 (31.5)	51 (31.7)
	Probably does not breach	16 (29.6)	8 (15.1)	13 (24.1)	37 (23.0)	4 (7.4)	4 (7.5)	8 (14.8)	16 (9.9)	20 (37.0)	23 (43.4)	23 (42.6)	66 (41.0)	19 (35.2)	15 (28.3)	17 (31.5)	51 (31.7)
	Definitely does not breach	2 (3.7)	5 (9.4)	6 (11.1)	13 (8.1)	3 (5.6)	1 (1.9)	1 (1.9)	5 (3.1)	22 (40.7)	14 (26.4)	20 (37.0)	56 (34.8)	16 (29.6)	13 (24.5)	16 (29.6)	45 (28.0)
Article 2	Definitely breaches	3 (5.6)	9 (17.0)	3 (5.6)	15 (9.3)	7 (13.0)	11 (20.8)	14 (25.9)	32 (19.9)	2 (3.7)	2 (3.8)	3 (5.6)	7 (4.3)	2 (3.7)	5 (9.4)	3 (5.6)	10 (6.2)
	Probably breaches	15 (27.8)	21 (39.6)	23 (42.6)	59 (36.6)	28 (51.9)	24 (45.3)	18 (33.3)	70 (43.5)	7 (13.0)	11 (20.8)	6 (11.1)	24 (14.9)	15 (27.8)	17 (32.1)	19 (35.2)	51 (31.7)
	Probably does not breach	22 (40.7)	12 (22.6)	15 (27.8)	49 (30.4)	15 (27.8)	14 (26.4)	15 (27.8)	44 (27.3)	18 (33.3)	24 (45.3)	20 (37.0)	62 (38.5)	20 (37.0)	19 (35.8)	14 (25.9)	53 (32.9)
	Definitely does not breach	14 (25.9)	11 (20.8)	13 (24.1)	38 (23.6)	4 (7.4)	4 (7.5)	7 (13.0)	15 (9.3)	27 (50.0)	16 (30.2)	25 (46.3)	68 (42.2)	17 (31.5)	12 (22.6)	18 (33.3)	47 (29.2)
Article 12	Definitely breaches	3 (5.6)	1 (1.9)	4 (7.4)	8 (5.0)	0 (0.0)	2 (3.8)	3 (5.6)	5 (3.1)	1 (1.9)	4 (7.5)	0 (0.0)	5 (3.1)	8 (14.8)	15 (28.3)	6 (11.1)	29 (18.0)
	Probably breaches	15 (27.8)	14 (26.4)	19 (35.2)	48 (29.8)	25 (46.3)	16 (30.2)	14 (25.9)	55 (34.2)	9 (16.7)	9 (17.0)	10 (18.5)	28 (17.4)	13 (24.1)	21 (39.6)	26 (48.1)	60 (37.3)
	Probably does not breach	24 (44.4)	25 (47.2)	12 (22.2)	61 (37.9)	15 (27.8)	15 (28.3)	15 (27.8)	45 (28.0)	24 (44.4)	20 (37.7)	20 (37.0)	64 (39.8)	22 (40.7)	12 (22.6)	9 (16.7)	43 (26.7)
	Definitely does not breach	12 (22.2)	13 (24.5)	19 (35.2)	44 (27.3)	14 (25.9)	20 (37.7)	22 (40.7)	56 (34.8)	20 (37.0)	20 (37.7)	24 (44.4)	64 (39.8)	11 (20.4)	5 (9.4)	13 (24.1)	29 (18.0)

6.5. Assessment of Ads/Posts Acceptability and the Effects of Message Sharing Scenarios

The second objective of this study is to assess young adults' perceptions of the ads/posts acceptability and the effects of message sharing scenarios (i.e., MGC, UGC, and USC) on acceptability (**H1b**), where acceptability was measured by asking respondents to rate 'whether overall this alcohol post presents a mature, balanced and responsible approach to the consumption of alcohol beverages'. To test this objective, a repeated measures ANOVA was used. Before running the ANOVA, the data distribution of the ratings of acceptability was first examined to check if it met the necessary statistical assumptions.

6.5.1 Testing the Assumptions of ANOVA

The data were first tested for normality using Shapiro-Wilk's test and these data were found to have non-normal distributions. This notwithstanding, a repeated measures ANOVA was performed as empirical studies on the robustness of the ANOVA (e.g., Pearson, 1931) found it to be robust for highly skewed and non-normal distributions (Osborne, 2012). Sample size also needs to be taken into account when considering the effects of a non-normal distribution. Violations of normality are less likely to adversely affect statistical assumptions when sample sizes are greater than 5 (Boneau, 1960; Norman, 2010). In this study, the sample sizes for MGC, UGC and USC groups were much larger than 5. However, the sample sizes for the groups are similar and as such should protect against Type 1 errors. An alpha significance level of .05 was applied for post hoc tests using the Bonferroni correction. Where homogeneity of variance could not be assumed (when Levene's test is $< .05$), the Tamhane's T2 was used.

6.5.2 Repeated Measures ANOVA Test for Effects of Ads/Posts and Message Sharing Scenarios on Acceptability

A 4 (message type: Breach Ad/Post 1 vs Breach Ad/Post 2 vs Non-breach Ad/Post 1 vs Non-breach Ad/Post 2) x 3 (groups: MGC, UGC, USC) within subjects repeated measures ANOVA

was conducted to compare the effect of the Codes' exposure on respondents rating of each message type in the three different message sharing scenarios. Mauchly's test indicated that the assumption of sphericity had been violated, $\chi^2(5) = 18.83$, $p = .002$; therefore, degrees of freedom were corrected using Huynh-Feldt estimates of sphericity ($\epsilon = 957$).

There was a significant effect of message type on perceptions of acceptability, $F(3, 156) = 37.61$, $p < .001$, partial $\eta^2 = .42$. This indicates that respondents rated each alcohol ad/post differently ($p < .001$ for all comparisons): Breach Ad/Post 2 ($M = 3.12$) had the lowest rating in terms of not presenting a mature, balanced and responsible approach to the consumption of alcohol beverages, followed by Breach Ad/Post 1 ($M = 3.63$), Non-breach Ad/Post 2 ($M = 4.12$), and Non-breach Ad/Post 1 ($M = 4.44$). The results reinforce that the two breach ads/posts are less acceptable than the two non-breach ads/posts tested in this study.

The results also revealed that there was a significant effect of groups on acceptability, $F(2, 158) = 3.84$, $p = .024$, partial $\eta^2 = .05$. There is a significant difference ($p = .024$), using the Bonferroni adjustment, in response to the ads/posts between the UGC ($M = 3.48$) and USC ($M = 4.09$) groups; however, the effect size is small (.05). This suggests that when the alcohol post is generated by the user (i.e., created and not just forwarded by the user), the message is judged to be less acceptable. However, the two-way interactions between message type and groups were not statistically significant, $F(6, 312) = 0.85$, $p = .54$, partial $\eta^2 = .016$.

In conclusion, the results of this analysis clearly show that the four ads/posts tested are deemed not acceptable (i.e., not presenting a mature, balanced and responsible approach to the consumption of alcohol beverages). There is some evidence for the effect of groups on respondents' perceptions of acceptability. Specifically, an alcohol post that is generated by a user (i.e., created by the user) is judged as less acceptable compared with an alcohol ad/post that is shared by a user. Furthermore, the two-way interaction showed no significant differences.

6.6. Evaluations of Articles in the Codes

The third research question and the seventh objective of this study are to assess young adults' perceptions of the ABAC Code and UGC House Rules (**H1c**). Respondents were asked to evaluate the Codes on whether the articles are: i) comprehensive, ii) easy to determine if an ad/post breaches the Codes; iii) too restrictive; iv) useful; v) ambiguous; and vi) relevant. To test the following objective, a one-way ANOVA was performed on the total sample by considering each item as the dependent factor and group as the factor. Before performing the ANOVA, the dataset was examined to check if it met the necessary statistical assumption.

6.6.1 Testing the Assumptions of ANOVA

Similar to the preceding section, the data is first tested for normality using the Shapiro Wilk test and it was found that all items used to measure the overall evaluations of the Codes had non-normal distributions. The one-way ANOVA is considered a robust test against the normality assumption and can tolerate non-normal distributions. The second assumption of ANOVA is the equivalence of variances across groups. In this study, the sample sizes for MGC, UGC and USC groups are much larger than 5 and are similar in size. As such, this should protect against Type 1 Errors. The Levene's test of equality of error variances used to determine whether the variances are equal or unequal shows that the assumption of variance has not been violated. An alpha significance level of .05 was applied for post hoc tests using the Bonferroni correction.

6.6.2 ANOVA Test of Evaluations of the Codes

A one-way ANOVA was conducted to compare the effect of groups on how respondents perceive the articles in the Codes. With the exception of one evaluative criteria (usefulness), the results in Table 6.8 indicate that the effects of groups was not statistically significant on how respondents perceive the Codes on its: i) comprehensiveness, iii) restrictive, and v) relevance. The total sample perceive the Codes to be comprehensive ($M = 5.61$, $SD = 0.96$),

easy to determine compliance ($M = 5.32$, $SD = 1.13$), relevant ($M = 5.20$, $SD = 1.08$), articles are somewhat ambiguous ($M = 4.02$, $SD = 1.34$) and moderately restrictive ($M = 3.47$, $SD = 1.44$) for assessing ads/posts containing alcohol on SNSs.

However, the test showed that the effect was significant ($F(2, 158) = 6.55$, $p = .002$) with regards to the 'usefulness' criteria. Post-hoc analyses were conducted given the statistically significant omnibus ANOVA F test. Specifically, Tukey HSD tests were conducted on all possible pairwise contrasts. The following pairs of groups were found to be significantly different ($p < .05$): the MGC group reported higher means ($M = 5.69$, $SD = 0.97$) than the UGC group ($M = 4.96$, $SD = 1.18$), $p = .002$, and the USC group ($M = 5.15$, $SD = 1.07$), $p = .028$. In other words, respondents found the ABAC Code to be a more useful guide for advertisers compared with the UGC House Rules for user-generated or user-shared content.

Table 6.8 Means, standard deviations for evaluations of the Codes

	MGC N=54	UGC N=53	USC N=54	Total N=161
	M (SD)	M (SD)	M (SD)	M (SD)
Comprehensive	5.44 (0.98)	5.70 (0.97)	5.70 (0.92)	5.61 (0.96)
Easy	5.17 (1.01)	5.40 (1.23)	5.39 (1.14)	5.32 (1.13)
Restrictive	3.35 (1.47)	3.57 (1.38)	3.48 (1.48)	3.47 (1.44)
Ambiguous	4.15 (1.27)	3.92 (1.41)	3.98 (1.37)	4.02 (1.34)
Relevant	5.02 (1.07)	5.21 (1.20)	5.37 (0.96)	5.20 (1.08)
Usefulness	5.69 ^a (0.97)	4.96 ^b (1.18)	5.15 ^b (1.07)	5.27 (1.11)

Parameters with different subscripts are statistically significant at $p < .05$. Numbers in parentheses are standard deviations. Article means are based on a 7-point scale (1 = *Strongly Disagree*, 7 = *Strongly Agree*).

In conclusion, the results of this analysis show that respondents generally evaluated the articles in the Codes favourably for assessing breaches of ads/posts posted on social media in terms of its comprehensiveness, easy application, and relevant guidance for assessing ads/posts on social media. At the same time, they also found it to be moderately restrictive and somewhat ambiguous. However, the one-way ANOVA showed that 'groups' impacted on the perceived usefulness of the Codes. More specifically the results suggest that young adults in this study found the ABAC Code to be more useful for assessing messages posted by

marketers in comparison to using the UGC House Rules to assess alcohol posts created or shared by SNS users.

6.7. Chapter Summary

In this chapter, the following three research objectives were addressed: i) assessment of ads/posts compliance with the Codes in three message sharing scenarios (i.e., groups), ii) assessment of ads/posts perceived acceptability in three message sharing scenarios, and iii) evaluations of articles in the Code. An online survey was used to collect data and data collected were analysed through frequencies, the chi-square test and ANOVA.

The background information collected in this study reveals young adults' lack awareness of ABAC and its provisions (i.e., the Codes), thus suggesting that they are also unaware of alcohol advertising regulations that govern marketers and SNS users. This is a concern, because SNS providers (e.g., Facebook) at best only stipulate in general terms that users must adhere to the advertising regulations in their country (i.e., they do not present the advertising code). It is therefore unlikely that young people will take them into account when they are viewing and posting ads/posts of a brand or retailer on the SNS.

Furthermore, these tests serve as manipulation checks and the tests confirm that the two breach ads/posts are judged to be less acceptable and, more specifically, are perceived to breach articles 1 and 2 of the Codes, while the two non-breach ads/posts are judged to be more acceptable and compliant with the two articles.

The findings of the repeated measures ANOVA also clearly show 'group' has an effect on evaluations of acceptability, where an alcohol post that is generated by a user (UGC) is judged as less acceptable compared with when it is shared by a user (USC). In contrast, there are no group effects for the assessment of the ads/posts compliance to articles in the Codes for all four ads/post against Article 1. However, there was a group effect between the MGC and UGC groups for Breach Ad/Post 1 against Article 2, thus suggesting that overall there is a group

effect on acceptability and evaluations of the ad/post against Article 2 (i.e., encouraging irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage). It appears that in both instances participants are more critical of the SNS user when they post alcohol-related content.

Finally, the one-way ANOVA performed to address the third research question revealed that the whole sample evaluated the articles in the Codes favourably in terms of their comprehensiveness, easy application, and relevant guidance for assessing ads/posts on social media. At the same time, respondents found that they are moderately restrictive and the articles are somewhat ambiguous. Furthermore, the analysis showed that 'group' impacted on the perceived usefulness of the Codes. More specifically, the results suggest that young adults in this study found the ABAC Code to be more useful for assessing ads/posts posted by the marketers in comparison to the UGC House Rules that are used to assess alcohol posts and messages created or shared by SNS users. Therefore, suggesting that the code articles marketers adhere to are not suitable for assessing ads/posts created or shared by SNS users.

It is evident from the findings in this quantitative study that there are issues with the self-regulation model and its provisions. Specifically, there is a discrepancy in SNS users' assessment of acceptability and compliance with the Codes between a user-generated versus a marketer-generated or user-shared alcohol ad/post. This suggests that improvements need to be made to the ABAC Code in order to effectively control marketer-generated ads/posts on SNSs since young adults are less critical of marketers, and also to the UGC House Rules, as they are not perceived to be useful when applied to user-generated content. The implications will be further discussed in Chapter 8. Subsequently, the ads/posts used in this study are applied in Study 3 (i.e., experimental study) to test a model developed to control ads/posts on SNSs.

CHAPTER 7

Study 3 Data Analysis

7.1. Introduction

This chapter presents the results of Study 3 (experimental study) from examination of the research question 4 and 5 (see below) and hypotheses 3 to 6 in the research model identified in Chapter 2.4.2.

RQ4: *How does knowing about the advertising regulatory codes influence young adults sharing of social media content?*

RQ5: *How does knowing about the advertising regulatory codes influence young adults' intention to complain about the social media content?*

This study examines the effect of exposure to the Codes on acceptability, forwarding intention, complaining intention and liking of ads/posts on social networking sites. Specifically, this study tests if exposure to the Codes would reduce forwarding of ads/posts placed on SNSs, increase the likelihood of complaining, decrease the liking towards the ads/posts and reduce the intention to purchase from the alcohol retailer. First, the data collection is discussed, followed by a description of the characteristics and background of the respondents. Next, the validity and the reliability of measures are reported, followed by manipulation checks to establish that the experimental condition (i.e., exposure to the Codes) has an effect on the outcome variables (i.e., forwarding intention, complaining intention, ad liking and purchase intention). Finally, a path analysis is performed to test the hypotheses, and the chapter ends with a summary of the major findings. Of the total 17 hypotheses tested, 15 were supported.

7.2. Data Collection Procedure

Similar to Study 2, the data collection for Study 3 took approximately two weeks via an online panel company. A total of 970 respondents aged between 18–24 years from the initial 1183

who joined the study matched the age criteria and are active SNS users. A total of 624 (males: $N = 311$ and females: $N = 313$) passed the screening questions—cases that did not meet the age criteria, are not social network users, gave straight lining answers and responses that took longer than expected were removed, which then resulted in 586 usable cases. These remaining cases were used in the following analyses.

7.3. Sample Characteristics

Table 7.1 shows the socio-demographic characteristics of respondents surveyed according to the three groups: MGC, UGC and USC. Within each group, respondents were randomly assigned to two conditions: either the experimental group (i.e., exposed to the Codes), or the control group (i.e., was not exposed to either of the Codes).

Overall, 586 respondents answered the survey (MGC: $N = 197$, UGC: $N = 193$, and USC: $N = 196$). In the MGC group, there were 98 and 99 respondents in the experimental and control groups, respectively. In the UGC group, there were 100 and 93 and in the USC group there were 99 and 97 respondents in the experimental and control groups, respectively. There was a consistent gender distribution in the total sample, with males representing 49.8% of respondents. Across each group (MGC vs UGC vs USC) and conditions (experimental vs control), there was also a fairly even distribution of gender. In assessing respondents' education level, the majority of respondents have a Year 12 or equivalent qualification (42.5%). This was followed by those having completed a bachelor degree (22.1%).

Table 7.1 Sample characteristics across the MGC, UGC and USC groups

	MGC N=197				UGC N=193				USC N=196				Total N=586			
	Experi- mental N=98		Control N=99		Experi- mental N=100		Control N=93		Experi- mental N=99		Control N=97		Experi- mental N=297		Control N=289	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Gender																
Male	57	58.2	43	43.4	48	48.0	47	50.5	44	44.4	53	54.6	149	50.2	143	49.5
Female	41	41.8	56	56.6	52	52.0	46	49.5	55	55.6	44	45.4	148	49.8	146	50.5
Highest Level of Education																
Year 12 or equivalent	39	39.8	38	38.4	35	35.0	39	41.9	49	49.5	49	50.5	123	41.4	126	43.6
Certificate I / II	8	8.2	5	5.1	5	5.0	3	3.2	4	4.0	6	6.2	17	5.7	14	4.8
Certificate III / IV	7	7.1	11	11.1	12	12.0	7	7.5	10	10.1	10	10.3	29	9.8	28	9.7
Diploma / Advanced Diploma	9	9.2	8	8.1	7	7.0	8	8.6	10	10.1	11	11.3	26	8.8	27	9.3
Bachelor Degree	22	22.4	25	25.3	25	25.0	24	25.8	20	20.2	13	13.4	67	22.6	62	21.5
Graduate Certificate / Graduate Diploma	9	9.2	4	4.0	7	7.0	7	7.5	3	3.0	2	2.1	19	6.4	13	4.5
Postgraduate Degree	4	4.1	5	5.1	7	7.0	5	5.4	2	2.0	3	3.1	13	4.4	13	4.5
Others	0	0.0	3	3.0	2	2.0	0	0.0	1	1.0	3	3.1	3	1.0	6	2.1

7.3.1. Social Networking Usage

Table 7.2 shows the social networking behaviours of the sample. Respondents spent a mean time of 21.24 ($SD = 22.45$) hours a week on social networking sites. The analysis of variances to compare the effects of group (MGC vs UGC vs USC) on the amount of time young adults spent on SNSs showed no significant difference, $F(2, 583) = .566, p = .568$. This suggests that the groups behave similarly in terms of the time spent on SNSs.

Table 7.2 also shows the SNS usage by groups. The social networking site most frequently used was Facebook (88.4%), followed by YouTube (82.4%), Instagram (70.0%) and Snapchat (62.8%). In the Sensis social media report (2017), it was reported that Facebook remains the dominant platform, with 94% of social networkers maintaining a Facebook profile. This result supports using the Facebook SNS to examine the effects of exposure to the Codes on alcohol ads or posts.

Table 7.2 Frequency table for SNS usage of the MGC, UGC and USC sample

	MGC N=197				UGC N=193				USC N=196				Total N=586			
	Experimental N=98		Control N=99		Experimental N=100		Control N=93		Experimental N=99		Control N=97		Experimental N=297		Control N=289	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Hours spent per week on SNS																
0 – 10	35	35.7	49	49.5	39	39.0	38	40.9	42	42.4	36	37.1	116	48.5	123	51.5
11 – 20	25	25.5	28	28.3	30	30.0	30	32.3	25	25.3	25	25.8	80	49.1	83	50.9
21 – 30	11	11.2	7	7.1	18	18.0	10	10.8	18	18.2	20	20.6	47	56.0	37	44.0
31 – 40	10	10.2	5	5.1	4	4.0	7	7.5	5	5.1	5	5.2	19	52.8	17	47.2
41 – 50	5	5.1	3	3.0	4	4.0	2	2.2	2	2.0	5	5.2	11	52.4	10	47.6
51+	12	12.2	7	7.1	5	5.0	6	6.5	7	7.1	6	6.2	24	55.8	19	44.2
SNS Used																
Facebook	89	90.8	78	78.8	88	88.0	83	89.2	91	91.9	89	91.8	268	90.2	250	86.5
YouTube	80	81.6	82	82.8	88	88.0	74	79.6	76	76.8	83	85.6	244	82.2	239	82.7
Instagram	68	69.4	69	69.7	62	62.0	66	71.0	69	69.7	76	78.4	199	67.0	211	73.0
Snapchat	56	57.1	59	59.6	64	64.0	56	60.2	59	59.6	74	76.3	179	60.3	189	65.4
Twitter	35	35.7	32	32.3	29	29.0	34	36.6	19	19.2	24	24.7	83	27.9	90	31.1
Tumblr	13	13.3	25	25.3	26	26.0	23	24.7	26	26.3	25	25.8	65	21.9	73	25.3
Pinterest	15	15.3	21	21.2	16	16.0	14	15.1	19	19.2	10	10.3	50	16.8	45	15.6
Google Plus	14	14.3	13	13.1	10	10.0	16	17.2	10	10.1	10	10.3	34	11.4	39	13.5
LinkedIn	9	9.2	6	6.1	6	6.0	3	3.2	13	13.1	10	10.3	28	9.4	19	6.6
Others	1	1.0	8	8.1	3	3.0	1	1.1	3	3.0	6	6.2	7	2.4	15	5.2

7.3.2. Familiarity with Thirsty Camel

In addition, descriptive analyses on respondents' familiarity with the alcohol retailer Thirsty Camel were also conducted and assessed. Overall, 62.6% of respondents were familiar with this alcohol retailer (see Table 7.3), of which 12.3% were very familiar, 31.3% were quite familiar, 41.4% were a little familiar and 14.4% were not at all familiar (see Table 7.4). A chi-square test of independence was performed to test proportions between groups and conditions for respondents' familiarity with Thirsty Camel. The test showed no statistically significant difference in proportions of respondents who selected 'no' between the three groups (i.e., MGC, UGC and USC), $\chi^2(2, N = 586) = 2.044, p = .360$. Further examination between conditions (i.e., experimental and control) in each group also showed no statistically significant difference, $\chi^2(1, N = 197) = .122, p = .727$ (MGC), $\chi^2(1, N = 193) = .418, p = .518$ (UGC) and $\chi^2(1, N = 196) = .010, p = .919$ (USC).

Table 7.3 Frequency of respondents' familiarity with the alcohol retailer

	MGC N=197				UGC N=193				USC N=196				Total N=586			
	Experi- mental N=98		Control N=99		Experi- mental N=100		Control N=93		Experi- mental N=99		Control N=97		Experi- mental N=297		Control N=289	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
No	41	41.8	39	39.4	40	40.0	33	35.5	33	33.3	33	34.0	114	38.4	105	36.3
Yes	57	58.2	60	60.6	60	60.0	60	64.5	66	66.7	64	66.0	183	61.6	184	63.7

Table 7.4 Frequency of respondents' level of familiarity with the alcohol retailer

	MGC N=197				UGC N=193				USC N=196				Total N=586			
	Experi- mental N=98		Control N=99		Experi- mental N=100		Control N=93		Experi- mental N=99		Control N=97		Experi- mental N=297		Control N=289	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Very familiar	41	41.8	39	39.4	40	40.0	33	35.5	33	33.3	33	34.0	114	38.4	105	36.3
Quite familiar	57	58.2	60	60.6	60	60.0	60	64.5	66	66.7	64	66.0	183	61.6	184	63.7
A little familiar	5	8.8	12	20	7	11.7	5	8.3	7	10.6	11	17.2	19	10.4	28	15.2
Not at all familiar	18	31.6	16	26.7	17	28.3	14	23.3	21	31.8	29	45.3	56	30.6	59	32.1

7.3.3. Respondents Prior Exposure to the Alcohol Ad/Post on SNS

Respondents' prior exposure to the ads/posts on the SNS was assessed. Prior to this study, more than 80% of the total sample had not seen the four ads/posts tested. Specifically, 81.4%, 83.3%, 85.8% and 85.2% were not familiar with Breach Ad/Post 1, Breach Ad/Post 2, Non-breach Ad/Post 1 and Non-breach Ad/Post 2, respectively (see Table 7.5). A chi-square test was also performed to test proportions between groups and conditions for respondents' familiarity with the alcohol ad/post. In the MGC, UGC and USC groups, the percentage of respondents that responded 'yes' for Breach Ad/Post 1 [$\chi^2(2, N = 586) = .908, p = .635$], Breach Ad/Post 2 [$\chi^2(2, N = 586) = 4.747, p = .093$], Non-breach Ad/Post 1 [$\chi^2(2, N = 586) = 5.879, p = .053$] and Non-breach Ad/Post 2 [$\chi^2(2, N = 586) = 2.797, p = .247$], respectively, did not differ between groups, since the majority of respondents had not seen the ads/posts before completing this survey.

Table 7.5 Frequency of respondents' prior exposure to the ads/posts

	MGC N=197				UGC N=193				USC N=196				Total N=586			
	Experi- mental N=98		Control N=99		Experi- mental N=100		Control N=93		Experi- mental N=99		Control N=97		Experi- mental N=297		Control N=289	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Breach Ad/Post 1																
Yes	19	19.4	21	21.2	22	22.0	10	10.8	19	19.2	18	18.6	60	20.2	49	17.0
No	79	80.6	78	78.8	78	78.0	83	89.2	80	80.8	79	81.4	237	79.8	240	83.0
Breach Ad/Post 2																
Yes	20	20.4	20	20.2	18	18.0	16	17.2	14	14.1	10	10.3	52	17.5	46	15.9
No	78	79.6	79	79.8	82	82.0	77	82.8	85	85.9	87	89.7	245	82.5	243	84.1
Non-breach Ad/Post 1																
Yes	19	19.4	18	18.2	9	9.0	11	11.8	13	13.1	13	13.4	41	13.8	42	14.5
No	79	80.6	81	81.8	91	91.0	82	88.2	86	86.9	84	86.6	256	86.2	247	85.5
Non-breach Ad/Post 2																
Yes	17	17.3	19	19.2	13	13.0	13	14.0	10	10.1	15	15.5	40	13.5	47	16.3
No	81	82.7	80	80.8	87	87.0	80	86.0	89	89.9	82	84.5	257	86.5	242	83.7

Notes: Breach Ad/Post 1 = Birthday drinking; Breach Ad/Post 2 = Drinking problem; Non-breach Ad/Post 1 = Hard to Shop; Non-breach Ad/Post 2 = Celebrate National Anything Day.

7.3.4. Respondents Alcohol Use

Descriptive analyses of respondents' alcohol use were reported. Respondents were asked three questions about their alcohol use: "On how many days did you drink any alcoholic beverage in the past four weeks?"; "When you drank alcohol, how many drinks, glasses, bottles, or cans did you have per day, on average?"; and "What is the maximum number of alcoholic drinks, glasses, bottles, or cans you had on one occasion?." Table 7.6 shows the results for each question.

Alcohol use was computed by multiplying drinking frequency by the mean of the average and maximum quantity of alcoholic drinks (Snyder et al., 2006). Thus, the measure estimated the number of alcoholic drinks consumed in the past month. It can be reported that 22.7% of respondents did not consume alcohol beverages in the past four weeks and those who did consumed approximately 27.36 standard alcoholic drinks. Only four respondents reported to

drink every day. On average, respondents drank 4.08 days in the past four weeks. The maximum recorded standard drinks consumed was 51. On average, respondents drank 3.21 standard drinks per day, while the maximum number of alcoholic drinks recorded on a single occasion was 100 standard drinks. On average, the maximum number of alcoholic drinks consumed on one occasion was 6.40. These findings are similar to reports of key findings given by the 2016 National Drug Strategy Household Survey (NDSHS), where it was reported that 1 in 3 (36.9%) 18- to 19-year olds and almost half (43.8%) of 20- to 24-year olds drank alcohol in a way that placed them at risk of alcohol-related injury from a single drinking occasion at least once a month (Australian Institute of Health and Welfare, 2017). A one-way between subjects ANOVA was conducted to compare the alcohol use between the samples in the MGC, UGC and USC groups. There was no difference in alcohol use between groups, $F(2, 557) = .197, p = .821$. The results are presented in Table 7.6.

Table 7.6 Alcohol use of the MGC, UGC and USC groups

	N	MGC	UGC	USC	Total
		M (SD)	M (SD)	M (SD)	M (SD)
Alcohol consumption in the past 4 weeks (days)	573	4.11 (4.88)	4.49 (5.53)	3.63 (4.37)	4.49 (5.53)
Number of standard drinks per day on average	567	3.38 (5.48)	3.21 (4.79)	3.05 (3.37)	3.21 (4.79)
Max number of alcoholic drinks on a single occasion	567	5.99 (8.15)	6.22 (10.48)	7.00 (8.36)	6.22 (10.48)
Estimated number of alcoholic drinks consumed in the past month	560	25.39 (50.03)	28.09 (52.69)	28.65 (58.07)	28.09 (52.69)

In conclusion, the composition of the sample is consistent with the prescribed sampling method, where the proposal was to survey samples of young adults between the ages of 18 to 24, who are social network users. As mentioned in an earlier chapter, the methodology aimed to achieve a homogenous sample to mirror a good representation of the population.

7.4. Construct Development

Before testing the hypotheses, an exploratory factor analysis (EFA) was conducted. The two-stage analytical procedure was needed not only for developing unidimensional and reliable

measurement scales, but also for building and testing the theory. EFA was first conducted to ensure that all variables exhibited content validity before internal consistency was established.

The criteria for determining suitability of the data for factor analysis were a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (0.60 and above) and a Bartlett's test of sphericity significant at $p < .001$. Initially, the factorability of the items for constructs SNS intensity, arousal, forwarding intention, ad/post liking and complaining intention were examined using principal axis factoring, with a screen test criterion to identify the number of factors to extract (Anna & Jason, 2005). Varimax rotation was performed as the factors tested are uncorrelated (Rossiter, 2002). In an iterative manner, a series of factor analyses was performed to eliminate items with low loadings ($< .50$), low communalities ($< .30$) and/or high cross loadings ($> .40$); (Churchill Jr, 1979; Hair Jr. et al., 1998; Rossiter, 2002). The datasets were pooled to infer the underlying structure of factors for each context. In other words, respondents who were exposed to marketer-generated, user-generated and user-shared content were pooled with respect to their evaluations of the alcohol ads/post.

In addition, the reliabilities (using Cronbach's alpha coefficient) of constructs were also calculated. Cronbach's alpha reliability coefficient normally ranges between 0 and 1. The closer Cronbach's alpha is to 1.0, the greater the internal consistency of the items in the scale. The following rules of thumb apply to measuring the internal consistency for each construct: *Excellent* $> .90$, *Good* $> .80$, *Acceptable* $> .70$, *Questionable* $> .60$, *Poor* $> .50$ and *Unacceptable* $< .50$ (George & Mallery, 2003; Gliem & Gliem, 2003). The five constructs, its respective number of items and the final number of items that is retained are shown in Table 7.7.

Table 7.7 Overview of constructs tested for exploratory factor analysis

Construct	Number of Initial Items	Number of Items Retained
SNS Intensity	6	6
Arousal	3	3
Forwarding Intention	5	5
Ad Liking	2	2
Complaining Intention	9	7

7.4.1. SNS Intensity Scale

EFA was performed on the 6-item measure assessing SNS intensity: the KMO measure of sampling adequacy ($KMO = .85$), and Bartlett's test of sphericity [$\chi^2 (6) = 879.61, p < .001$] indicate that the correlation matrix is factorable. Data collected from 586 respondents were subjected to principal axis factoring with Varimax rotation. The analysis yielded a one-factor solution explaining 64.6% of the total variance (with an eigenvalue of 3.876). All the items were retained and measured: one construct with loadings of .75 and above (see Table 7.8). The reliability coefficient was .89. Therefore, the scale is reliable and can be used for further analysis.

Table 7.8 Factor loadings based on a principal axis factoring with Varimax rotation of the SNS Intensity scale

Item		Factor Loadings
		1
SNSInt3	Using social networking site(s) has become part of my daily routine.	.87
SNSInt1	Using social networking site(s) is part of my everyday activity.	.82
SNSInt2	I am proud to tell people I'm on social networking site(s).	.82
SNSInt5	I feel I am part of the social networking site(s) community	.80
SNSInt4	I feel out of touch when I haven't logged onto the social networking site(s) for a while	.77
SNSInt6	I would be sorry if the social networking site(s) shut down.	.75
Eigenvalues		3.876
Variance extracted		64.6%

7.4.2. Arousal Scale

The underlying structure of a 3-item measure assessing arousal was investigated: the KMO measure of sampling adequacy ($KMO = .73$), and Bartlett's test of sphericity [$\chi^2 (3) = 2814.62, p < .001$] indicate that the correlation matrix is factorable. Based on the design of this study,

respondents evaluated the 3-items for each ad/post, and as such the responses are pooled. Data collected from 586 respondents were combined (2344 responses) and subjected to principal axis factoring with Varimax rotation. The factor analysis yielded a one-factor solution explaining 75.7% of the total variance with an eigenvalue of 2.272 and the reliability coefficient was .84 (see Table 7.9). The scale is reliable and can be used for further analysis. Moreover, the same patterns were revealed when factor analysis was performed for each ad/post individually (see Appendix 7.1).

Table 7.9 Factor loadings based on a principal axis factoring with Varimax rotation for the Arousal scale.

Item		Factor Loadings
		1
Arousal1	Passive:Active	0.83
Arousal3	Low-energy:high-energy	0.80
Arousal2	Mellow:Fired-up	0.78
Eigenvalues		2.272
Variance extracted		75.7%

7.4.3. Forwarding Intention Scale

To investigate the underlying structure of a 5-item measure assessing forwarding intention, data collected from 586 respondents of the four ads/posts were combined (2344 responses) and subjected to principal axis factoring with Varimax rotation. Before performing factor analysis, the suitability of the data was checked: the KMO measure of sampling adequacy was .89 (above the recommended value of .60), and the Bartlett's test of sphericity was significant [$\chi^2 (10) = 10603.67, p < .001$]. The factor analysis yielded a one-factor solution explaining a total of 80.3% variance with an eigenvalue of 4.013. All the items were retained and measured one construct as predicted. Table 7.10 presents the obtained pattern matrix. The reliability coefficient is .94 and can be used for further analysis. Moreover, the same patterns were revealed when factor analysis was performed for each ad/post individually (see Appendix 7.2).

Table 7.10 Factor loadings based on a principal axis factoring with Varimax rotation for the Forwarding Intention scale

Item		Factor Loadings
		1
FwdInt2	Recommend to others on SNS	0.93
FwdInt3	Forward 'share' to others on SNS	0.92
FwdInt1	Worth sharing with others on SNS	0.86
FwdInt4	'Like' on SNS	0.83
FwdInt5	'Comment' on SNS	0.81
Eigenvalues		4.013
Variance extracted		80.3%

7.4.4. Ad Liking

To investigate the underlying structure of a 2-item measure assessing ad liking, data collected from 586 respondents of all four ads/posts were combined (2344 responses) and subjected to principal axis factoring with Varimax rotation. Before performing factor analysis, the suitability of the data was checked: the KMO measure of sampling adequacy was .50 and the Bartlett's test of sphericity was significant [$\chi^2(1) = 3008.93, p < .001$]. The sampling here is adequate, as Kaiser (1974) recommends a minimum KMO value of .50. Therefore, this supports the use of factor analysis (Field, 2009). The factor analysis yielded a one-factor solution explaining a total of 92.5% variance with an eigenvalue of 1.851. All the items were retained and measured one construct as predicted. Table 7.11 presents the obtained pattern matrix. The reliability coefficient is .92 and can be used for further analysis. Moreover, the same patterns were also reported when factor analysis was performed for each ad/post individually (see Appendix 7.3).

Table 7.11 Factor loadings based on principal axis factoring with Varimax rotation for Ad Liking scale

Items		Factor Loadings
		1
Ad Liking1	Disliked: Liked	.92
Ad Liking2	Bad: Good	.92
Eigenvalues		1.851
Variance extracted		92.5%

7.4.5. Complaining Intention Scale

To investigate the underlying structure of a 9-item measure assessing complaining intention on the SNS, data collected from 586 respondents of four ads/posts were combined (2344 responses) and subjected to principal axis factoring with Varimax rotation. Before performing factor analysis, the suitability of the data was checked: the KMO measure of sampling adequacy was 0.94 (above the recommended value of .60), and the Bartlett's test of sphericity was significant [χ^2 (36) = 18060.17, $p < .001$]. The factor solutions accounted for approximately at least 65.3% of total variance, with an eigenvalue of 5.875. However, it can be concluded that all the items in the complaining intention construct (i.e., do nothing, complain about the post to your friends or relatives on the social networking site, complain to the social networking site, complain to the alcohol retailer/advertiser, decide not to patronise the alcohol retailer, ask the alcohol advertiser/social networking site to take down the post, tell your friends and relatives not to buy from that alcohol retailer, write a letter to the local newspaper about the post and report to ABAC) did not load onto the initial three factors (voice, private, third party) as proposed by J. Singh (1988). The results showed low loadings for items Complaining Intention 1 (do nothing) and Complaining Intention 5 (decide to not patronise the alcohol retailer), and the remaining items appear to load into one factor (see Table 7.12). The initial scale was tested in an offline context (i.e., grocery store, automobile repair shop, medical facility and bank) and was adapted to suit the current online context, which could have caused it to load onto one factor. After re-examining the items, it can be concluded that seven of the nine items (i.e., complaining intention items 2, 3, 4, 6, 7, 8 and 9) represent a type of behaviour and denote a form of action to be taken, while items complaining intention 1 (do nothing) and 5 (decide to not patronise the alcohol retailer) showed a form of inaction. Based on these results, complaining intention 1 and 5 were eliminated. The remaining items were retained and measured as one construct. The factor analysis yielded a one-factor solution explaining a total of 80.0% variance with an eigenvalue of 5.598, and the reliability coefficient is .96, which suggests that the scale is reliable and can be used for further analysis. Moreover, the same

patterns were also reported when factor analysis was performed for each ad/post individually (see Appendix 7.4).

Table 7.12 Factor analysis loadings based on a principal axis factoring with Varimax rotation for Complaining Intention scale

Items		Factor Loadings
		1
Complnt4	Complain to the alcohol retailer/advertiser.	0.90
Complnt6	Ask the alcohol advertiser/social networking site to take down the post.	0.90
Complnt3	Complain to the social networking site (e.g., Facebook).	0.90
Complnt8	Write a letter to the local newspaper about the post.	0.87
Complnt9	Report to ABAC.	0.87
Complnt7	Tell your friends and relatives to not buy from that alcohol retailer.	0.87
Complnt2	Complain about the post to your friends or relatives on the social networking site	0.82
Complnt1	Do nothing.	-0.37
Complnt5	Decide to not patronise the alcohol retailer.	0.33
Eigenvalues		5.875
Variance extracted		65.3%

Having undertaken rigorous initial and corroborative factor analysis, the scales are now refined to a conceptually clearer and empirically applicable 23 items and five-factor solution. Encouragingly, the content of the forwarding intention and consumer complaining intention scale appears to successfully dimensionalise the unique effect experienced by respondents when exposed to an ad/post on social networking sites.

At this point of the assessment, the scale developed thus far must be scrutinised to further refine it, namely for the impacts of error in measurement, specification of the solution and its validity. In recognising this, confirmatory factor analysis must be undertaken to assess the efficacy of the scales (enhancing its generalisability). These essential steps will be conducted after manipulation checks are performed to confirm that the experimental conditions tested are established.

7.5. Manipulation Checks

Manipulation checks were performed to establish that the conditions (i.e., exposure to the Codes) have had an effect on the theoretically relevant causal construct. In other words, manipulation checks are a way of ensuring that an experiment has actually been conducted (Perdue & Summers, 1986). It is important to conduct manipulation checks as respondents are not always as diligent in reading and following instructions as experimenters would like them to be. Some respondents may give flippant answers, skim instructions, miss key elements of the task or manipulation, or respond in a haphazard fashion that defies outlier analysis. When respondents fail to follow instructions, this increases noise and decreases the validity of the data (Oppenheimer, Meyvis, & Davidenko, 2009). The appropriate design, execution, analysis, and reporting of manipulation and confounding checks are essential to achieve a convincing interpretation of the results of experimental studies involving latent independent variables (Perdue & Summers, 1986). For experiments to have the best chance of succeeding (i.e., for the independent variable to have an effect on the dependent variable) it is important to ensure that the manipulation of the independent variable is as strong as possible.

In this study, the four ads/posts used had to be rated against the Codes to ascertain their compliance with it. The experimental group, where respondents were exposed to the Codes, rated each ad/post against sections of the Code. The results are presented in Section 7.5.1.

The use of manipulation checks is only one of several methods for assessing construct validity. One alternative approach involves including multiple dependent variables in the experimental study. Should the pattern of results be completely consistent with the broad theory underlying the study, one might claim that evidence for the construct validity of the manipulation has been provided by demonstrating a degree of nomological validity. As Campbell (1960, p. 547) suggests, nomological validity relates to:

The possibility of validating tests by using the scores from a test as interpretations of a certain term in a formal theoretical network and, through this, to generate predictions which would be validating if confirmed when interpreted as still other operations and scores. (p.547)

Therefore, a MANOVA was conducted to examine the effects of groups and conditions on the dependent variables (i.e., acceptability, arousal, ad liking, purchase intention, forwarding intention, and complaining intention). Section 7.5.2 shows the results.

7.5.1. Perceived Compliance of Ads/Posts with the Codes

As determined by experts and results from quantitative Study 1, breach ads/posts 1 and 2 were classified to be non-compliant with articles 1 and 2 of the Codes, while non-breach ads/posts 1 and 2 were judged to be compliant with these two articles. Since new data was collected for this study, tests were conducted to ensure that respondents agree with previous results.

In this study, respondents exposed to the two conditions in each were asked to assess the ads/posts compliance with the Codes. They assessed the content of the four ads/posts against the articles within the four sections of the Code—i.e., responsible and moderate portrayal of alcohol beverages (Section A), responsibility towards minors (Section B), responsible depiction of the effects of alcohol (Section C), and towards alcohol and safety (Section D). The results are presented in Table 7.13.

For Breach Ad/Post 1, among the total sample, the proportions who felt that it 'yes' or 'maybe' breached Section A were 53.9% ('yes': 37.7%). For each of the other sections (i.e., sections B to D), the corresponding proportions were lower ('yes/maybe' breached: ranged between 35.0% and 44.8%). For Breach Ad/Post 2, among the total sample, the proportion who felt that it 'yes' or 'maybe' breached Section A was 61.6% ('yes': 47.5%). Surprisingly, 56.6% of respondents also felt that it 'yes/maybe' breached Section C ('yes': 38.7%). For all other

sections—i.e., sections B and D, the corresponding proportion was lower ('yes': 20.9% and 24.9%, respectively).

For Non-breach Ad/post 1, among the total sample, the proportions who felt that it 'yes' or 'maybe' breached Section A were 37.7% ('yes': 20.5%). For each of the other sections (i.e., sections B to D), the corresponding proportion was lower ('yes/maybe' breached: ranged between 13.8% and 21.5%). For Non-breach Ad/Post 2, among the total sample, the proportions who felt that it 'yes' or 'maybe' breached Section A were 44.1% ('yes': 25.3%). Surprisingly, 54.2% of respondents felt it 'yes/maybe' breached Section C ('yes' it breached: 35.0%). For all other sections (i.e., sections B and D, the corresponding proportion was lower ('yes': 17.8% and 21.5%, respectively).

For Breach Ad/Post 1, Breach Ad/Post 2 and Non-breach Ad/Post 1, there were no significant differences in the proportions who nominated 'yes/no' breached Section A among the three groups, respectively. However, for Non-breach Ad/Post 2, the UGC group were more likely than MGC and USC to nominate that the ad/post breached Section A (52.0% vs 42.9% vs 37.4%), with the difference reaching significance for the latter ($p = .038$).

These results show that, generally, the vast majority of respondents agree with the experts that breach ads/posts 1 and 2 are non-compliant while non-breach ads/posts 1 and 2 are compliant with Section A of the Codes. However, surprisingly, the results in this sample also show that a large proportion of respondents found that Breach Ad/Post 2 and Non-breach Ad/Post 2 are non-compliant with Section C of the Codes. The result for Non-breach Ad/Post 2 is similar to that of Study 2, where 55.3% of respondents felt that it 'definitely' or 'probably' breached Article 12 (i.e., suggests that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation) but not for Breach Ad/Post 2.

Table 7.13 Manipulation result of ads/posts compliance to the Codes in the experimental condition (1)

		MGC N=98		UGC N=100		USC N=99		Total N=297	
		n	%	n	%	n	%	n	%
Breach Ad/Post 1									
Responsible and moderate portrayal of Alcohol Beverages	Yes	35	35.7	44	44.0	33	33.3	112	37.7
	No	46	46.9	41	41.0	50	50.5	137	46.1
	Maybe	17	17.3	15	15.0	16	16.2	48	16.2
Responsibility towards Minors	Yes	21	21.4	44	44.0	23	23.2	75	25.3
	No	64	65.3	41	41.0	61	61.6	177	59.6
	Maybe	13	13.3	15	15.0	15	15.2	45	15.2
Responsible depiction of the effects of alcohol	Yes	17	17.3	31	31.0	27	27.3	82	27.6
	No	61	62.2	52	52.0	57	57.6	164	55.2
	Maybe	20	20.4	17	17.0	15	15.2	51	17.2
Alcohol & Safety	Yes	20	20.4	38	38.0	18	18.2	19.5	19.5
	No	58	59.2	46	46.0	67	67.7	65.0	65.0
	Maybe	20	20.4	16	16.0	14	14.1	15.5	15.5
Breach Ad/Post 2									
Responsible and moderate portrayal of Alcohol Beverages	Yes	40	40.8	56	56.0	45	45.5	141	47.5
	No	41	41.8	33	33.0	40	40.4	114	38.4
	Maybe	17	17.3	11	11.0	14	14.1	42	14.1
Responsibility towards Minors	Yes	19	19.4	33	33.0	22	22.2	74	24.9
	No	60	61.2	52	52.0	63	63.6	175	58.9
	Maybe	19	19.4	15	15.0	14	14.1	48	16.2
Responsible depiction of the effects of alcohol	Yes	39	39.8	47	47.0	29	29.3	115	38.7
	No	39	39.8	39	39.0	51	51.5	129	43.4
	Maybe	20	20.4	14	14.0	19	19.2	53	17.8
Alcohol & Safety	Yes	20	20.4	26	26.0	16	16.2	62	20.9
	No	60	61.2	60	60.0	70	70.7	190	64.0
	Maybe	18	18.4	14	14.0	13	13.1	45	15.2

Note: Breach Ad/Post 1 = Birthday drinking; Breach Ad/Post 2 = Drinking problem.

Table 7.13 Manipulation result of ads/posts compliance to the Codes in the experimental condition (2)

		MGC N=98		UGC N=100		USC N=99		Total N=297	
		n	%	n	%	n	%	n	%
Non-breach Ad/Post 1									
Responsible and moderate portrayal of Alcohol Beverages	Yes	20	20.4	21	21	20	20.2	61	20.5
	No	57	58.2	64	64	64	64.6	185	62.3
	Maybe	21	21.4	15	15	15	15.2	51	17.2
Responsibility towards Minors	Yes	15	15.3	28	28	17	17.2	60	20.2
	No	68	69.4	57	57	66	66.7	191	64.3
	Maybe	15	15.3	15	15	16	16.2	46	15.5
Responsible depiction of the effects of alcohol	Yes	22	22.4	26	26	16	16.2	64	21.5
	No	57	58.2	59	59	64	64.6	180	60.6
	Maybe	19	19.4	15	15	19	19.2	53	17.8
Alcohol & Safety	Yes	13	13.3	17	17	11	11.1	41	13.8
	No	74	75.5	63	63	73	73.7	210	70.7
	Maybe	11	11.2	20	20	15	15.2	46	15.5
Non-breach Ad/Post 2									
Responsible and moderate portrayal of Alcohol Beverages	Yes	16	16.3	38	38	21	21.2	75	25.3
	No	56	57.1	48	48	62	62.6	166	55.9
	Maybe	26	26.5	14	14	16	16.2	56	18.9
Responsibility towards Minors	Yes	15	15.3	28	28	21	21.2	64	21.5
	No	66	67.3	56	56	61	61.6	183	61.6
	Maybe	17	17.3	16	16	17	17.2	50	16.8
Responsible depiction of the effects of alcohol	Yes	25	25.5	45	45	34	34.3	104	35
	No	49	50	39	39	48	48.5	136	45.8
	Maybe	24	24.5	16	16	17	17.2	57	19.2
Alcohol & Safety	Yes	20	20.4	20	20	13	13.1	53	17.8
	No	58	59.2	67	67	71	71.7	196	66
	Maybe	20	20.4	13	13	15	15.2	48	16.2

Note: Non-breach Ad/Post 1 = Hard to Shop; Non-breach Ad/Post 2 = Celebrate National Anything Day.

7.5.2. Manipulation Check of Groups and Conditions on Dependent

Measures

A 3 (Groups: MGC vs UGC vs USC) x 2 (Conditions: Experimental vs Control) x 2 (Ads/Posts: Breach Ads/Posts vs Non-breach Ads/Posts) repeated measures multivariate analysis of variance was conducted to examine the effects of groups and conditions between independent variables and ads/posts and within independent variables on dependent variables. The dependent variables were acceptability, arousal, ad liking, purchase intention, forwarding

intention and complaining intention. Results revealed statistically significant multivariate effects for ads/posts [$F(6, 575) = 23.80, p < .001, \text{partial } \eta^2 = .199$], groups [$F(12, 1150) = 2.34, p = .006, \text{partial } \eta^2 = .024$] and conditions [$F(6, 575) = 7.45, p < .001, \text{partial } \eta^2 = .072$]. However, the two-way interactions between ads/posts and groups [$F(12, 1150) = 1.43, p = .211, \text{partial } \eta^2 = .015$], ads/posts and conditions [$F(6, 575) = 1.28, p = .326, \text{partial } \eta^2 = .013$] and groups and conditions [$F(12, 1150) = 1.00, p = .444, \text{partial } \eta^2 = .010$] were not statistically significant. In addition, the three-way interaction between ads/posts, groups and conditions [$F(12, 1150) = 1.08, p = .371, \text{partial } \eta^2 = .011$] were not statistically significant.

The univariate main effects for ads/posts revealed statistically significant effects for acceptability, arousal, ad liking and complaining intention. In addition, univariate main effects of groups revealed statistically significant effects for purchase intention, and the main effects of conditions revealed significant effects for acceptability and ad liking only (see Table 7.14).

Table 7.14 Effect sizes and univariate F-tests representing effects of group, conditions and ads/posts on dependent variables

Effect	Acceptability	Arousal	Ad Liking	Purchase Intention	Forwarding Intention	Complaining Intention
<i>F</i> (Groups)	0.16 (0.001)	2.33 (0.008)	1.69 (0.006)	3.79* (0.013)	0.29 (0.001)	2.18 (0.007)
<i>F</i> (Conditions)	7.61* (0.013)	1.67 (0.003)	7.70* (0.013)	1.17 (0.002)	3.56 (0.060)	1.81 (0.003)
<i>F</i> (Ads/Posts)	104.49** (0.153)	32.08** (0.052)	21.61** (0.036)	2.74 (0.005)	0.09 (0.001)	22.94** (0.038)

Note: All parameters with asterisk are statistically significant at $p < .05$ and double asterisk at $p < .001$. Effect sizes (partial η^2) are represented in parenthesis.

Pairwise comparisons of the significant effect of ads/posts indicate that respondents' rate the ads/posts against acceptability, arousal, ad liking and complaining intention differently. When ads/posts were rated for acceptability, respondents reported a higher acceptability for non-reach ads/posts ($M = 4.29$) when compared with breach ads/posts ($M = 4.09, p < .001$). Higher levels of arousal were reported for breach ads/posts ($M = 3.93$) compared with non-breach ads/posts ($M = 3.74, p < .001$). For ad/post liking, respondents reported a higher ad/post liking for non-breach ads/posts ($M = 3.97$) compared with breach ads/posts ($M = 3.49, p < .001$).

Lastly, respondents reported a higher likelihood of complaining against breach ads/posts ($M = 2.39$) compared with non-breach ads/posts ($M = 2.27, p < .001$). Table 7.15 presents these results.

Post-hoc comparisons indicated that groups have an impact on how respondents rate purchase intention between the UGC and USC groups. The USC group ($M = 3.70$) reported a higher likelihood to purchase compared with the UGC group ($M = 3.30, p = .024$). Post-hoc comparisons for effects of conditions indicate that exposure to the Codes impacts acceptability and ad liking. The experimental group ($M = 3.88$) reported greater acceptability compared with the control group ($M = 3.57, p = .006$). For ad liking, the control group ($M = 4.34$) reported greater liking towards the ad/post compared with the experimental group ($M = 4.03, p = .006$).

Table 7.15 Mean scores representing effects of groups, conditions and ads/posts on dependent variables

Effect		Acceptability	Arousal	Ad Liking	Purchase Intention	Forwarding Intention	Complaining Intention
<i>F</i> (Ads/Posts)	Breach Ads/Posts	3.49 ^a	3.93 ^a	4.09 ^a	3.44 ^a	2.92 ^a	2.39 ^a
	Non-breach Ads/Posts	3.97 ^b	3.74 ^b	4.29 ^b	3.50 ^a	2.93 ^a	2.27 ^b

Note: Parameters with different subscripts are statistically significant at $p < .05$. Article means are based on a 7-point scale (Acceptability: 1 = *Strongly Disagree*, 7 = *Strongly Agree*; Remaining variables: 1 = *Extremely Unlikely*, 7 = *Extremely Likely*).

The checks confirmed that a majority of respondents who were exposed to the Codes (i.e., experimental condition) found the breach ads/posts as non-compliant with Section A (i.e., responsible and moderate portrayal of alcohol beverages), while the non-breach ads/posts were deemed to be compliant. The same results were reported for each group (MGC vs UGC vs USC).

The MANOVA analysis to examine the effects of groups, conditions and ads/posts on the outcome variables indicated that there were no significant two-way or three-way interaction effects on the outcome variables. However, there were significant effects of the following: groups on purchase intention, conditions on acceptability and ad liking, and ads/posts (breach

vs non-breach) on the four outcome variables (acceptability, arousal, ad liking and complaining intention).

Based on these findings, it can be concluded that the experiment manipulations (i.e., message sharing groups and conditions) worked and the results are consistent across the three groups. Since the objectives of this study are to compare the experimental and control groups, to test the hypothesised relationships in the preceding analysis, the three groups were combined and structural equation modelling was used. The results are presented in the following sections.

7.6. Structural Equation Modelling

As discussed in the methodology chapter, structural equation modelling (SEM) was used to analyse the data and test the hypothesised relationships in the research model. SEM enabled assessment of the constructs through a confirmatory method and provided scope for modifying the theoretical model with appropriate model fit indices (J. C. Anderson & Gerbing, 1988). A two-step procedure—measurement model and structural model, recommended by J. C. Anderson and Gerbing (1988) was used while analysing the data through SEM. First, analysis of the measurement model was conducted to assess the constructs' uni-dimensionality, reliability and validity. Then the paths among the constructs or causal relationships were examined under the structural model.

7.6.1. The Measurement Model – Assessing the Constructs

Following Anderson and Gerbing's (1988) two-step procedure, the measurement model (relationships between observed items and latent constructs) was analysed before the structural model (relationships between latent constructs) using AMOS 25.0. It is essential to first understand what one is measuring prior to testing relationships (Vandenberg & Lance, 2000). The purpose of this section is to confirm that items for each construct of interest actually load onto the respective construct for which they were intended as determined by prior research. Additionally, this ensures the reliability and validity of the constructs. This analysis

is deemed necessary, as the scale items were drawn from previous research and new items added to suit the contexts of the current study. Furthermore, the wording of the items was modified to adapt to this particular study. Therefore, it was not certain whether the items load onto specific constructs. Such uncertainties warranted detailed assessment of the constructs.

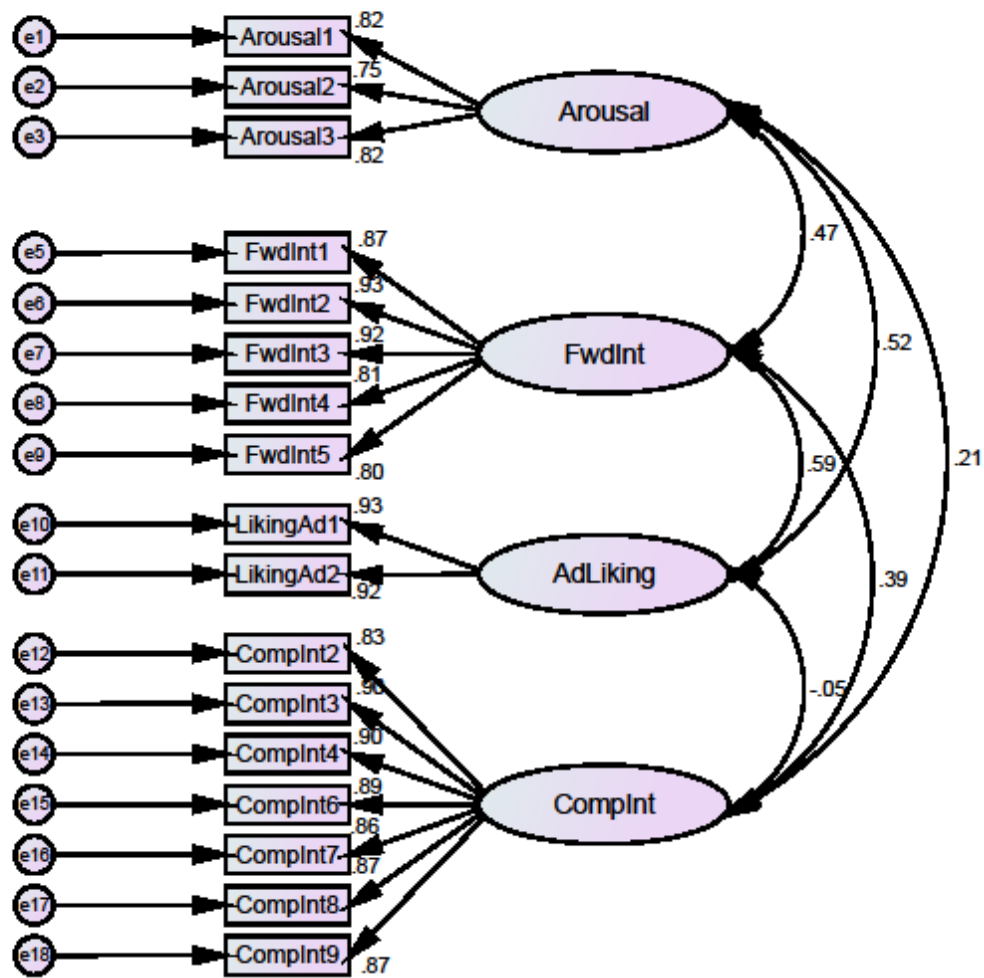
Two main considerations were recommended by Kline (2005) while assessing the constructs through the measurement model. First, each measuring item should have at least .50 standardised loadings on that respective factor (Hair Jr., Anderson, Tatham, & Black, 1995); and second, the estimated correlations between constructs must be below .85 (Kline, 2005) to avoid possible overlap between constructs. The output of the measurement model is shown in Figure 7.1 and the factor loadings of each construct are shown in Table 7.17.

From the model fit indices, the chi-square statistic showed that the model was significant ($p < .001$), indicating that the specification of the factor loadings, factor variances/covariances, and error variances for the model under study is not valid. However, this is not uncommon, as the chi-square statistic is sensitive to departures from multivariate normality and large sample sizes (Diamantopoulos et al., 2000; Hair Jr. et al., 1998). The ratios of the chi-square to the degrees of freedom were above the recommended level of 3.0 (Byrne, 2001; Carmines & McIver, 1981). Again, this result was expected due to the large sample size (greater than 750) and the high degree of model complexity (Hair Jr., Black, Babin, & Anderson, 2010). For these reasons, the chi-square statistic is not used as the sole goodness-of-fit measure. Instead, using three to four fit indices provides adequate evidence of a model fit (Bentler, 1990; Bentler & Bonett, 1980). Examination of these indices showed acceptable model fit (see Table 7.16), hence the model was accepted.

Table 7.16 Summary of model fit

Fit Indices	CFI	GFI	SRMR	RMSEA
Threshold	≥ 0.90	≥ 0.90	<.05	.05 -.08
Reference	Byrne (2001); Hair Jr. et al. (1998)		Byrne (1998); Diamantopoulos et al. (2000)	Browne and Cudeck (1993)
Result	0.95	0.91	0.05	0.08
Outcome	Good fit	Good fit	Good fit	Good fit

Figure 7.1 Measurement model



Model fit: $\chi^2 = 1908.32$, $df = 113$, RMSEA = 0.08,
 GFI = .91, CFI = .95, NFI = .95, SRMR = .05

7.6.2. Assessment of Validity and Reliability

Reliability refers to the extent to which the scale items produce consistent results if repeated measurements are made on the constructs (Malhotra, 2007). It is concerned with the consistency of scale performance, aiming for it to be free of random and systematic errors (Babin & Zikmund, 2015; Cooper & Schindler, 2006). Therefore, the purpose of the reliability analysis was to minimise errors in measuring the constructs of interest (Nunnally & Bernstein, 1994; Yin, 1994). Although reliability is vital, it does not imply that a construct is necessarily valid (Hair Jr. et al., 2010). Validity refers to the ability of the scale items to measure what they

are intended to measure (Zikmund, 2003). There are two important aspects of a valid construct: content validity and construct validity (Nunnally & Bernstein, 1994). Content validity is a subjective but systematic assessment of the content of the scale items of a construct (Malhotra, 2007). Construct validity is concerned with what the scale items are actually measuring (Churchill Jr, 1995). It ensures development and/or deployment of correct and adequate operational measures for the concept being tested (Malhotra, 2007). Construct validity is examined in two ways: by ensuring convergent validity and discriminant validity. Convergent validity examines whether the scale items of a construct are highly correlated, whereas discriminant validity ensures that scale items of a particular construct are not too correlated with the items of another construct (Sekaran & Bougie, 2016). All the constructs used in the study were assessed based on the cut-off points of reliability and the key categories of validity, as outlined below.

High construct reliability demonstrates high internal consistency of the items, signifying that all items consistently represent the same latent construct (Hair Jr. et al., 2010). Construct reliability is calculated using the formula suggested by Fornell and Larcker (1981), with a construct reliability of .70 generally regarded as acceptable (Shook, Ketchen, Hult, & Kacmar, 2004). As shown in Table 7.17, the construct reliability (CR) for the constructs forwarding intention, arousal, ad liking and complaining intention were .94, .84, .92 and .96, respectively. Thus, the CR values strongly suggest adequate internal consistency of the constructs used in this study.

Table 7.17 Assessment of reliability and validity of constructs, correlations and AVE

Constructs	CR	AVE	MSV	FwdInt	Arousal	Ad Liking	Complnt
Forwarding Intention	0.94	0.75	0.35	0.87			
Arousal	0.84	0.64	0.28	0.47	0.80		
Ad Liking	0.92	0.85	0.35	0.59	0.53	0.92	
Complaining Intention	0.96	0.75	0.15	0.39	0.21	-0.05	0.87

Note: AVE = Average Variance Extracted; CR = Composite Reliability; MSV = Maximum Shared Variance; FwdInt = Forwarding Intention; Complnt = Complaining Intention. The square root of the AVE values are marked in bold italics.

With regard to convergent and discriminant validity, the factor loadings and Average Variance Extracted (AVE) for each construct were organised (Hair Jr. et al., 2010). Convergent validity is ensured by checking the substantial factor loading of all items (Hair Jr. et al., 1995) with a significant .01 level loaded onto the expected latent construct. The factor loadings of all items are found to be acceptable and are shown in Table 7.18. On the other hand, AVE measures the amount of variance that is captured by the focal construct in relation to the amount of variance due to measurement error. Researchers usually examine whether AVE of a focal construct is greater than the squared correlation between the focal construct and other constructs used in the study, and the AVE of each construct should be greater than .50 (Fornell & Larcker, 1981). AVE is calculated based on the formula suggested by (Hair Jr. et al., 2010), which reflects the mean variance extracted for the items loading on a construct. As evident from Table 7.14, the AVE values are .88, .82, .62, .76, .75, .87 and .76 for the constructs communication, problem solving, apology, managerial intervention, compensation, special treatment benefit and intention to restore relationship, respectively. As the AVE of each construct is greater than .50, the convergent validity of the constructs of interest are supported (Fornell & Larcker, 1981). Table 7.17 shows that the correlation values between the constructs forwarding intention, arousal, ad liking and complaining intention are within the acceptable limit that supports the discriminant validity of the constructs (Kline, 2005). In addition, Table 7.17 shows that the square root of AVE of a given construct is greater than the absolute value of the standardised correlation of the given construct with any other construct/variable, which is evidence of adequate convergent and discriminant validity (Fornell & Larcker, 1981).

Table 7.18 Item loadings, mean and standard deviations

		Standardised loading	M (SD)
Arousal			
Arousal1	Passive:Active	0.82	3.86 (1.54)
Arousal2	Mellow:Fired-up	0.75	3.76 (1.48)
Arousal3	Low-energy:high-energy	0.82	3.89 (1.41)
Ad Liking			
AdLiking1	Disliked:Liked	0.93	4.19 (1.73)
AdLiking2	Bad:Good	0.92	4.18 (1.66)
Forwarding Intention			
FwdInt1	Worth sharing with others on SNS	0.87	2.81 (1.85)
FwdInt2	Recommend to others on SNS	0.93	2.84 (1.81)
FwdInt3	Forward 'share' to others on SNS	0.92	2.81 (1.83)
FwdInt4	'Like' on SNS	0.80	3.21 (1.99)
FwdInt5	'Comment' on SNS	0.80	2.92 (1.89)
Complaining Intention			
Complnt2	Complain about the post to your friends or relatives on the social networking site.	0.80	2.44 (1.68)
Complnt3	Complain to the social networking site (e.g., Facebook).	0.86	2.35 (1.68)
Complnt4	Complain to the alcohol retailer/advertiser.	0.88	2.32 (1.68)
Complnt6	Ask the alcohol advertiser/social networking site to take down the post.	0.91	2.30 (1.71)
Complnt7	Tell your friends and relatives to not buy from that alcohol retailer.	0.88	2.43 (1.76)
Complnt8	Write a letter to the local newspaper about the post.	0.87	2.25 (1.70)
Complnt9	Report to ABAC.	0.87	2.24 (1.70)

Once the psychometric properties of the constructs of the study were found to be satisfactory, this study examined the impact of exposure to the Codes on ad/post liking, purchase intention, forwarding and complaining intention. The key purpose was to find out the effectiveness of exposure to the Codes in controlling ads/posts on social networking sites. As the manipulation checks showed that across groups results are similar, to investigate the effectiveness of exposure to the Codes, the following analysis is performed on the combined dataset.

7.7. The Structural Model

The hypotheses were examined through developing a structural model. Once all the constructs of interest were assessed in terms of their uni-dimensionality, reliability and validity

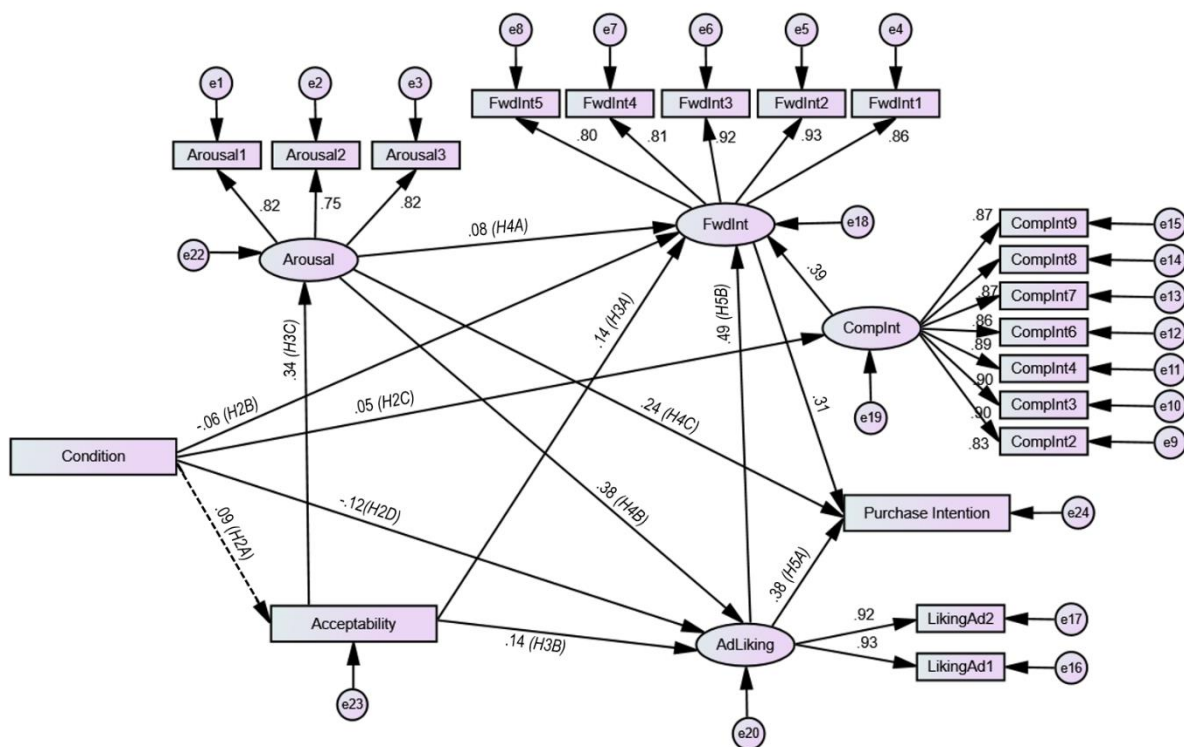
through the measurement model (J. C. Anderson & Gerbing, 1988; Hair Jr. et al., 1995), the structural model can be tested as to the structural path relationships among the constructs. The structural model specifies direct or indirect relationships between or among different exogenous and endogenous constructs of the model (Byrne, 1989).

The pooled sample was examined using a full measurement model with AMOS 25.0. The aim of testing the full measurement model is to ensure that there is no significant misfit and that no further improvement to the model is required (Jöreskog, 1971). This model integrated the outcome variables (forwarding intention, complaining intention, ad liking and purchase intention), mediating variable (acceptability and arousal) and independent variable (conditions). The goodness of fit indices of the full structural model for the pooled sample were within the acceptable limit ($\chi^2 = 2992.25$, $df = 161$, RMSEA = .09, GFI = .88, CFI = .93, NFI = .93 and SRMR = .1442).

However, there are other potential relationships that are possible through theories, but also statistically justified via SEM through modification indices, as such another alternative model is established, as shown in Figure 7.2. This model consists of the twelve original paths and two new paths: complaining intention to forwarding intention and forwarding intention to purchase intention. These new relationships proposed that SNS users who are highly likely to complain are likely to forward or share the ads/posts, and SNS users who are highly likely to forward the ads/posts are more likely to purchase from the alcohol retailer. Social media is giving its users a new outlet to vent their frustrations about retailers (Grégoire, Salle, & Tripp, 2015); therefore, it is justified that respondents who are highly likely to complain would share their frustrations on social media. Furthermore, the speed and global reach of electronic word-of-mouth (eWOM) communications in recent years has been recognised as a promotional technique with strong influences on purchase decisions (Bickart & Schindler, 2001; Chan & Ngai, 2011; D.-H. Park, Lee, & Han, 2007), primarily because eWOM communications seem more trustworthy and reliable (Chu & Choi, 2011; See-To & Ho, 2014; Wallace, Walker, Lopez,

& Jones, 2009). Therefore, the second path is also justified. The goodness of fit indices of the alternative structural model for the pooled sample were within the acceptable limit and it is an improvement to the hypothesised model ($\chi^2 = 2219.86$, $df = 159$, $RMSEA = .07$, $GFI = .91$, $CFI = .95$, $NFI = .94$ and $SRMR = .070$). This enabled testing of the hypotheses to a path analysis of the pooled sample. The structural path and the corresponding coefficients are shown in Table 7.19.

Figure 7.2 Young Adults' Responses to Awareness of Advertising Regulatory Codes on Social Media



Chi-square=2219.863, df=159, p<.0001, c-min/df=13.961, GFI=.906, AGFI=.876, CFI=.948, NFI=.944, SRMR=.0698, RMSEA=0.074, p<.001

7.7.1. Testing Hypotheses 2 to 5

Based on the results of the structural equation modelling, this section discusses the findings of the hypotheses testing analysis as well as their significance in relation to the proposed research objectives. Overall, there was support for all hypotheses except for *H2a*; as well as two additional paths were identified from the model.

Testing of Hypothesis 2a to 2d

Hypothesis 2 entails testing the effects of conditions (exposure to the Codes) on acceptability, forwarding intention, complaining intention and ad/post liking. Specifically, it was hypothesised in *H2a* that SNS users exposed to the Codes (experimental group) found the ads/posts less acceptable compared with those not exposed (control group). As seen in Table 7.19, the conditions had a significant and low positive effect on respondents' perception of acceptability in the pooled sample ($\beta = .092, p < .001$). Thus, the experimental group found the ads/posts to be more acceptable compared with the control group. This contradicts hypothesis 2a. This finding is therefore inconsistent with the tainted fruit theory, which posits that warning labels should decrease the attractiveness of a given product or activity because the product might be seen to harm the consumer (Lewis, 1992).

Subsequently, it was hypothesised in *H2b* and *H2d* that SNS users exposed to the Codes (experimental group) are less likely to forward the ads/posts (by liking, sharing, commenting) and more likely to complain, respectively, compared with those not exposed (control group). The experimental condition had a significant and negative effect on respondents' intention to forward ($\beta = -.056, p < .001$) and their liking of the ads/posts ($\beta = -.122, p < .001$) in the pooled sample, as initially predicted. Therefore, *H2b* and *H2d*, respectively, are supported. This means that the experimental group are less likely to forward and like the ads/posts compared with the control group and accords with the tainted fruit theory and the theory of planned behaviour. The possible explanations are suggested in the discussion chapter (Chapter 8).

Finally, it was hypothesised in *H2c* that SNS users exposed to the Codes (experimental group) are more likely to complain about the ads/posts compared with those not exposed (control group). The results showed that conditions had a significant and low positive effect on respondents' intention to complain about the ads/posts in the pooled sample ($\beta = .053, p = .011$). The experimental group are likely to complain about the ads/posts compared with the control group. Therefore, *H2c* is supported.

Results of Hypothesis 3a to 3c

This study also investigated if the level of acceptability towards the ads/posts impacts forwarding intention, ad/post liking and arousal. It was hypothesised in *H3a* and *H3b* that acceptability (ad/post presents a mature, balanced and responsible approach to alcohol consumption) has a direct positive effect on respondents' intention to forward the ads/posts and liking. As can be seen in Table 7.19, acceptability had a significant and positive effect on respondents' intention to forward the ads/posts ($\beta = .144, p < .001$) and ad/post liking ($\beta = .407, p < .001$) in the pooled sample. Respondents who found the ads/posts highly acceptable are more likely to forward and like the ads/posts. Therefore, *H3a* and *H3b* are supported.

It was hypothesised in *H3c* that acceptability (ad/post presents a mature, balanced and responsible approach to alcohol consumption) has a direct positive effect on arousal. As can be seen in Table 7.19, acceptability had a significant and positive effect on arousal in the pooled sample ($\beta = .337, p < .001$). SNS users who found the ads/posts highly acceptable are more likely to be aroused by the ads/posts. Therefore, *H3c* is supported.

Results of Hypothesis 4a to 4c

Based on the relevant literature, arousal has been determined as a key factor in social transmission (Berger & Milkman, 2010). *H4a* posits that highly arousing ads/posts are more likely to be forwarded. As can be seen in Table 7.19, arousal had a significant and positive effect on forwarding intention in the pooled sample ($\beta = .085, p < .001$). This means that SNS users who found the content of the ads/posts highly arousing are more likely to forward it. Thus, *H4a* is supported.

Additionally, evidence in the literature supports the notion that arousing content influences attitude and behaviour (e.g., Berger & Milkman, 2012; Hitchon & Thorson, 1995; Yoon, Bolls, & Lang, 1998). As such, *H4b* and *H4c* posit that high arousal invoking content produces more favourable liking towards the ad/post and a higher likelihood of intention to purchase from the

alcohol retailer, respectively. As predicted, the findings from SEM revealed that arousal had a significant and positive effect on liking of the ads/posts ($\beta = .385, p < .001$) and on purchase intention ($\beta = .239, p < .001$) in the pooled sample (see Table 7.19). This indicates that SNS users who found the content of the ads/posts highly arousing are more likely to like the ads/posts and purchase from the alcohol retailer. Therefore, *H4b* and *H4c* are supported.

Results of Hypotheses 5a and 5b

H5a and *H5b* posit that SNS users who like the ads/posts are more likely to purchase from the alcohol retailer and forward them. The results in Table 7.19 show that liking of the ads/posts had a significant and positive effect on purchase intention ($\beta = .378, p < .001$) and forwarding intention ($\beta = .488, p < .001$) in the pooled sample. This means that SNS users who like the ads/posts are more likely to purchase from the alcohol retailer and forward the ads/posts on SNSs. Thus, *H5a* and *H5b* are supported. This finding yields similar results to the study by Alhabash, McAlister, Lou, et al. (2015), which found a direct link between attitudes towards the message on forwarding intention (i.e., to like, share, and comment on online persuasive messages) and purchase intention. Thus, developing favourable message evaluations leads to potentially greater intention of online engagement, which could affect message virality and predicted intention to perform the advertised behaviour in an offline setting. The intention to perform the behaviour offline is consistent with classical findings in advertising and marketing literature. However, the ramifications of this in the social media context are important as the finding suggests that, if consumers see persuasive messages on social media sites and develop favourable evaluations of the messages, they move one step closer to performing the behaviour offline.

Here, the two new paths are discussed. The analysis found that complaining intention has a significant and positive effect on forwarding intention ($\beta = .387, p < .001$). It can be reported that SNS users who are highly likely to complain about the ads/posts are more likely to forward them. This is not surprising, as there are various ways to complain. In recent years, people

tend to complain online to vent their frustrations on SNSs (Grégoire et al., 2015). Forwarding intention was found to have a significant and positive effect on purchase intention in the pooled sample ($\beta = .314$, $p < .001$), which means that SNS users who are likely to forward the ads/posts are more likely to purchase from the alcohol retailer. This result is consistent with findings in the literature, which found that eWOM has strong influences on purchase decisions (Bickart & Schindler, 2001; Chan & Ngai, 2011; D.-H. Park et al., 2007).

Table 7.19 Results of the relationships in the structural model

	Structural relationships	Standardised structural coefficient	p-value	Conclusion
<i>H2a</i>	Conditions → Acceptability	.092	<.001	Not Supported
<i>H2b</i>	Conditions → Forwarding Intention	-.056	<.001	Supported
<i>H2c</i>	Conditions → Complaining Intention	.053	.011	Supported
<i>H2d</i>	Conditions → Ad Liking	-.122	<.001	Supported
<i>H3a</i>	Acceptability → Forwarding Intention	.144	<.001	Supported
<i>H3b</i>	Acceptability → Ad Liking	.407	<.001	Supported
<i>H3c</i>	Acceptability → Arousal	.337	<.001	Supported
<i>H4a</i>	Arousal → Forwarding Intention	.085	<.001	Supported
<i>H4b</i>	Arousal → Ad Liking	.385	<.001	Supported
<i>H4c</i>	Arousal → Purchase Intention	.239	<.001	Supported
<i>H5a</i>	Ad Liking → Purchase Intention	.378	<.001	Supported
<i>H5b</i>	Ad Liking → Forwarding Intention	.488	<.001	Supported
<i>New path 1</i>	Complaining Intention → Forwarding Intention	.387	<.001	Supported
<i>New path 2</i>	Forwarding Intention → Purchase Intention	.314	<.001	Supported

7.7.2. Testing the Mediating Effect of Acceptability

In order to assess the mediating role of acceptability and to test hypotheses 3d and 3e, a mediated structural equation model was estimated. The mediating role of acceptability was examined by following the four-step procedure suggested by Baron and Kenny (1986). This procedure has been widely used in marketing and behavioural research area in recent years. In step 1 the dependent constructs, forwarding intention and ad liking, are regressed by the independent variable (conditions). In step 2 the mediating construct, acceptability, is regressed by the independent variable (conditions). In step 3 the dependent constructs are regressed by the mediating construct (acceptability). Finally, all the direct and indirect relationships between the independent construct, the mediating construct, and the dependent

constructs were run simultaneously. The structural relationships and the fit indices for all these four different steps are found to be satisfactory. The results are shown in Table 7.20.

As can be seen in Table 7.20, the direct effects of the conditions (exposure to the Codes) on forwarding intention ($\beta = -.035$; $p = .02$) and ad liking ($\beta = -.077$; $p < .001$) were significant. A closer look into the regression output reveals that the strength of the direct impact of the conditions on forwarding intention and ad liking increases when acceptability is introduced into the model (for acceptability on forwarding intention, the β value increases to $-.056$, $p < .001$; and on ad liking, the β value increases to $-.122$, $p < .001$). Regarding the indirect effect, it was found that the indirect links between conditions with forwarding intention ($\beta = .001$) and ad liking ($\beta = .049$) are significant ($p < .001$). Therefore, it can be concluded that acceptability partially mediates the relationship of acceptability with forwarding intention and ad liking (*H3d* and *H4e* are supported), where SNS users not exposed to the Codes (i.e., control group) are less likely to forward and like the ad/post.

Table 7.20 Standardised coefficients, critical ratio (CR) and fit indices of the models for mediation

Structural relationships	Regression weights	C.R. / t-value	p-value	Model fit indices
Acceptability as a mediator				
Step 1: Dependent variables				
Paths:				
Conditions → Forwarding Intention	-.035	-2.294	.022*	$\chi^2 = 3071.83$ $df = 163$ RMSEA = .087 CFI = .93 GFI = .88 NFI = .92
Conditions → Ad Liking	-.077	-4.017	.001***	
Step 2: DV: Acceptability				
Path:				
Conditions → Acceptability	.092	4.469	.001***	$\chi^2 = 3051.94$ $df = 161$ RMSEA = .087 CFI = .93 GFI = .88 NFI = .92
Step 3: Dependent variables				
Paths:				
Acceptability → Forwarding Intention	.144	7.843	.001***	$\chi^2 = 2239.75$ $df = 160$ RMSEA = .074 CFI = .95 GFI = .91 NFI = .94
Acceptability → Ad Liking	.405	21.663	.001***	
Step 4:				
Direct effect:				
Conditions → Forwarding Intention	-.056	-3.500	.001***	$\chi^2 = 2310.37$ $Df = 176$ RMSEA = .072 CFI = .95 GFI = .91 NFI = .95
Conditions → Ad Liking	-.122	-7.176	.001***	
Indirect effect:				
Conditions → Forwarding Intention	.001	0.067	.905	NFI = .95
Conditions → Ad Liking	.049	4.455	.001***	
Total effect:				
Conditions → Forwarding Intention	-.055	-2.750	.011*	
Conditions → Ad Liking	-.073	-3.650	.001***	

Note: DV = dependent variables; * = Significant at the .05 level; ** = Significant at the .01 level; *** = Significant at the .01 level.

7.7.3. Testing the Mediating Effect of Arousal

The last objective of this study was to test if arousal mediates the impact of acceptability of ads/posts on forwarding intention (liking, sharing and commenting) and complaining intention.

In order to assess the mediating role of arousal, the four-step procedure suggested by Baron

and Kenny (1986) was followed. Similar to the procedure conducted in the previous section, in step 1 the dependent constructs, forwarding intention and ad liking, are regressed with the independent variable (acceptability). In step 2 the mediating construct, arousal, is regressed with the independent variable (acceptability). In step 3, the dependent constructs are regressed by the mediating construct (arousal). In the final step, all the direct and indirect relationships between the independent construct, the mediating construct and the dependent constructs are run simultaneously. The structural relationships and the fit indices for all these four different steps are found to be satisfactory, based on the results shown in Table 7.21.

As reflected in Table 7.21, the conditions of mediation are met for the independent construct, acceptability. Regarding the indirect effect, it was found that the indirect links between acceptability with forwarding intention ($\beta = .290$), ad liking ($\beta = .13$), and purchase intention ($\beta = .420$) are significant ($p < .001$). Furthermore, both the direct links (from acceptability to forwarding intention and ad liking) remain significant. A closer look into the regression output reveals that the strength of the direct links of acceptability on forwarding intention ($\beta = .148$) and ad liking ($\beta = .538$) is reduced when arousal is introduced in the model (for acceptability on forwarding intention, the β value is reduced to .144; and on ad liking, the β value is reduced to .407). Therefore, it can be concluded that arousal partially mediates the relationship of acceptability with forwarding intention and ad/post liking (*H4d* and *H4e* are supported), while arousal fully mediates the relationship between acceptability and purchase intention (*H4f* is supported). This is in accordance with studies by Berger and Milkman (2012) and Yoon et al. (1998), where it was found that highly arousing content is more likely to be spread quickly on the Internet and affects attitude and behaviour.

Table 7.21 Standardised coefficients, critical ratio (CR) and fit indices of the models for mediation

Structural relationships	Regression weights	C.R. / t-value	p-value	Model fit indices
Arousal as a mediator				
Step 1: Dependent variables				
Paths:				
Acceptability → Forwarding Intention	.148	8.034	.001***	$\chi^2 = 3010.01$ $df = 163$ RMSEA = 0.09 CFI = .93 GFI = .89 NFI = .93
Acceptability → Ad Liking	.538	28.355	.001***	
Step 2: DV: Arousal				
Path:				
Acceptability → Arousal	.332	15.116	.001***	$\chi^2 = 2783.38$ $df = 161$ RMSEA = .08 CFI = .93 GFI = .89 NFI = .93
Step 3: Dependent variables				
Paths:				
Arousal → Forwarding Intention	.086	4.383	.001***	$\chi^2 = 2454.47$ $df = 160$ RMSEA = .08 CFI = .94 GFI = .90 NFI = .94
Arousal → Ad Liking	.392	18.774	.001***	
Arousal → Purchase Intention	.241	13.800	.001***	
Step 4:				
Direct effect:				
Acceptability → Forwarding Intention	.144	6.86	.001***	$\chi^2 = 2310.37$ $df = 176$ RMSEA = .07 CFI = .95 GFI = .91 NFI = .95
Acceptability → Ad Liking	.407	18.50	.001***	
Acceptability → Purchase Intention	NA	NA	NA	
Indirect effect:				
Acceptability → Forwarding Intention	.290	19.33	.001***	$\chi^2 = 2310.37$ $df = 176$ RMSEA = .07 CFI = .95 GFI = .91 NFI = .95
Acceptability → Ad Liking	.130	9.29	.001***	
Acceptability → Purchase Intention	.420	28.00	.001***	
Total effect:				
Acceptability → Forwarding Intention	.435	24.17	.001***	$\chi^2 = 2310.37$ $df = 176$ RMSEA = .07 CFI = .95 GFI = .91 NFI = .95
Acceptability → Ad Liking	.537	28.26	.001***	
Acceptability → Purchase Intention	.420	28.00	.001***	

Note: DV = dependent variables; * = Significant at the .05 level; ** = Significant at the .01 level; *** = Significant at the .01 level.

7.8. Chapter Summary

In this chapter, the fourth and fifth research questions were addressed, and the 17 hypotheses were tested, primarily through a quantitative research approach using an online survey to collect data. Under the experimental design, the ads/posts are first assessed for compliance with the Codes. The findings of the results confirmed that the majority of the respondents who were exposed to the Codes (i.e., experimental condition) found the breach ads/posts as non-compliant with Section A (i.e., responsible and moderate portrayal of alcohol beverages), while the non-breach ads/posts were deemed to be compliant. The same results were reported for each of the groups (MGC vs UGC vs USC).

Subsequently, the three types of message sharing scenarios (i.e., groups) and the conditions (experimental vs control) were tested for manipulation using a MANOVA. The results showed that conditions have a significant effect, while the type of group had no effect on SNS users' perceptions of acceptability. This suggests that who creates or shares the ads/posts has no impact on SNS users' evaluation of acceptability and the dependent variables. Therefore, groups were not compared in the subsequent analyses.

To test the 17 hypotheses identified in the research model of the current study, the data collected was then analysed through SEM and the results reported. *H2* examined the relationships between conditions (i.e., experimental vs control group) on acceptability, forwarding intention, complaining intention and ad liking based on the application of tainted fruit theory, theory of planned behaviour and moral norm. Specifically, *H2a* posits that exposure to the Codes negatively influences perception of acceptability. Interestingly, the results produced a significant but positive effect on acceptability (*H2a*) and, thus, the hypothesis was not supported. This result indicates that the experimental group found the ads/posts more acceptable compared with the control group. This opposes the tainted fruit theory, which posits that warning labels should decrease the attractiveness of a given product or activity because the product might be seen to harm the consumer. This perhaps could be

because the Codes is not adequate in assessing acceptability of the ads/posts. The experimental group evaluated the ads/posts against several criteria, which the ads/posts do not breach—i.e., overall, they are judged as being acceptable.

Nevertheless, the results support *H2b*, *H2c* and *H2d*, which suggest that SNS users exposed to the experimental condition (i.e., exposed to the Codes) are less likely to forward and like the ads/posts and are more likely to complain about them compared with the control group. These findings are in support of the underlying theories: the tainted fruit theory and theory of planned behaviour.

Furthermore, this study examines the impact of acceptability (*H3*) and arousal (*H3*) on the outcome variables. As predicted, acceptability produced significant positive effects on forwarding intention (*H3a*), ad liking (*H3b*) and arousal (*H3c*), as predicted. This suggests that highly acceptable ads/posts are more likely to be forwarded or shared. In addition, respondents reported more favourable attitudes towards the ads/posts and also found their content highly arousing.

As discussed previously, arousal has been found to play an important role in social transmission (Berger & Milkman, 2010) and can lead to a change in attitudes and behaviour. Therefore, this study looks at the effects of arousal on forwarding intention (*H4a*), ad liking (*H4b*), and purchase intention (*H4c*). The findings produced significant and positive effects between arousal on forwarding intention (*H4a*), ad liking (*H4b*) and purchase intention (*H4c*). These results highlight that highly arousing content is more likely to be forwarded or shared, SNS users are more likely to develop favourable attitudes towards the ads/posts, and they are also highly likely to purchase from the alcohol retailer.

On the other hand, *H5* examined the relationships of ad liking on forwarding intention (*H5a*) and purchase intention (*H5b*). All the relationships produced significant and positive effects, as predicted.

An analysis of the modification indices suggested additional path relationships: a direct and positive relationship between complaining and forwarding intention and between forwarding intention and purchase intention. These relationships produced significant and positive effects and are supported by prior studies. The relationship between complaining and forwarding intention can be supported by the eWOM literature, where it was found that social media is giving its users a new outlet to vent their frustrations about retailers (Grégoire et al., 2015). A study by Alhabash, McAlister, Lou, et al. (2015) demonstrates that viral behavioural intentions (i.e., liking, commenting, sharing) are linked to performing the offline behaviour; thus, it can help to explain the positive relationship between forwarding intention, and purchasing the product (offline behaviour) intention.

The final analysis tested *H3d* and *H3e*, which examined the mediating effect of acceptability on the relationships between exposure to the Codes, and forwarding intention and ad liking. *H4d*, *H4e*, and *H4f* examined the mediating effects of arousal on the relationships between the acceptability of the alcohol ad/post on forwarding intention, ad liking and purchase intention. These mediation analyses were conducted in accordance with the four-step process designed by Baron and Kenny (1986). The results found that acceptability played a partial mediating role between conditions and forwarding intention (*H3d*), and ad liking (*H3e*). It can be interpreted from these results that the experimental group who found the ad/post as highly arousing is likely to forward and like the ad/post. Arousal was also found to partially mediate the relationship between acceptability on forwarding intention (*H4d*) and ad liking (*H4e*), whereas it fully mediates the relationship with purchase intention (*H4f*).

Overall, 16 out 17 hypotheses were supported in the analyses. Majority of these results are as predicted and show that exposure to the Codes has an effect on behavioural intentions and, as such, has the ability to control ads/posts on social networking sites. In the following discussion and concluding chapter (Chapter 8), the theoretical, managerial and

methodological implications of the findings are discussed. The limitations of the study, as well as areas for future research are also presented.

CHAPTER 8

Discussion of Results

8.1. Introduction

This chapter contains discussions of the findings of the three successive studies. The first section provides a summary of findings from all three studies. This is followed by a discussion of these findings to answer the five research questions of this thesis. Research question one was tackled in Study 1. Subsequently, the next section discusses the findings of Study 2 which addresses research questions 2 and 3, followed by a section that addresses research questions 4 and 5 from the discussion of finding in Study 3. Next, the contribution of the research to theory, methodology and managerial practice is presented and finally, the focus turns to the challenges and limitations of the research along with directions for future research.

8.2. Current Advertising Codes Inadequate to Regulate Marketer- and User-generated Content on Social Media

The findings from Study 1 revealed how inadequate the current advertising codes are for regulating ad/post on social media. First and foremost, despite the existence of advertising codes, plenty of alcohol-related content are circulated on social media as evidenced recounted from participants in the focus group discussion. Consequently, ads/post used in the study were perceived to be unacceptable as well as not in compliance with the Codes. They can be found on the social media page of the advertiser – thus showcasing that advertisers do not practice and review the ABAC Code and ABAC House Rules for user-generated content when creating their marketing communications. This further then brings about the question of how many such unacceptable alcohol-related content has gone undetected in the current advertising self-regulation system?

The most common marketer-generated content respondents were exposed to was presented in the form of sponsored posts by brands (e.g., Jim Beam and Corona) and retailers (e.g., Dan

Murphy's and First Choice Liquor). This is not uncommon as alcohol companies have been investing heavily in social media marketing in recent years to target young adults within their digital worlds. The alcohol industry in Australia spends around \$100 million each year on marketing, and digital marketing increased by 69% from 2015 to 2016 (Gilmore, 2017). For example, a global premium spirits alcohol company—Pernod Ricard—plans to spend at least a quarter of its marketing budget on digital marketing to lure millennials to its brands (Hymowitz, 2015). The strategy is designed to embed alcohol brands as 'friends' into young adults' social networking friendship activities using multiple platforms, real-world tie-ins, and blurring the lines between user and alcohol brand generated content (McCreanor et al., 2013; Moraes et al., 2014; Nicholls, 2012).

Celebrity endorsed posts are also common. Endorsements by celebrities of alcohol brands that gives consumers the feeling that they can partake in the kinds of lifestyles they assume these celebrities are living are being promoted on their social media accounts today (Kell, 2015). Previous studies have shown that celebrity endorsement is believed to generate a greater likelihood of customers choosing the endorsed brand (Cronley, Kardes, Goddard, & Houghton, 1999; Kahle & Homer, 1985; Ohanian, 1990).

Past preliminary research suggests that young people's co-creation of alcohol promotional activities (e.g., liking and sharing activities on branded nightclub pages) may directly influence and encourage consumption (Moraes et al., 2014). In the USA, college students' interactions with social media alcohol marketing (e.g., clicking on alcohol ads, receiving alcohol-related updates, downloading alcohol-related wallpapers, screensavers, widgets) revealed self-reported problem drinking behaviours (Hoffman et al., 2014). Similarly, Alhabash, McAlister, Lou, et al. (2015) found that viral reach—the volume of views and sharing ('shares') and affective evaluations ('likes')—for an alcohol marketing side-bar ad viewed by US college students was associated with higher intentions to consume alcohol. Furthermore, young adults' willingness to use Facebook status updates to like, share and comment were strongly

related to their intention to consume alcohol when these status updates were strongly 'liked' and shared by their peers (Alhabash, McAlister, Lou, et al., 2015).

The relatively unregulated SNS environment means young people are increasingly exposed to alcohol marketing material (Moreno & Whitehill, 2014) and alcohol-related content by other social media users (Griffiths & Casswell, 2010; Ridout et al., 2012). Increased consumer engagement and greater interactivity alter the marketing landscape so young people become active in co-creating and disseminating marketing messages (Dunlop, Freeman, & Jones, 2016). More of this activity is reaching underage people and research highlights that Facebook alcohol marketing content was able to reach 89% of males and 91% of females aged 15–24 in the UK (Winpenny et al., 2013).

The focus group discussions also investigated young adults' assessment of ads/posts found on SNSs to the advertising codes. Surprisingly, the findings revealed that the source (i.e., who created the message) of the alcohol message influences perception of acceptability of the ads/posts. Most participants exposed to MGC found the ads/posts to be unacceptable, whereas none of the participants who were exposed to UGC found the posts to be unacceptable. This illustrates that young people are more critical of MGC on social media and are more accepting of UGC. This is of great concern, as evidence is emerging that UGC on a social media brand community exhibits a more influential role than MGC with regards to driving online behaviour (Goh et al., 2013).

Another key objective of the qualitative study was to explore young adults' intention to forward ads/posts on SNSs. In the context of this study, the act of forwarding on Facebook is classified as liking, sharing, or commenting. From the discussion, several revelations were made about young adults' motivations to share. Their responses revealed that young people are more concerned about how the message fits within their social circle and whether it would be considered to be funny rather than breaching codes/rules. This finding can partly be attributed to the participants' need to control their online self-presentations. Self-presentation is a

performance (Goffman, 1959): “[an] effort to express a specific image and identity to others” (Zywica & Danowski, 2008, p. 6). Consumers commonly use possessions, brands, and other symbols to construct their images in both offline and online contexts (Schau & Gilly, 2003). If the content of a viral message does not meet an individual’s quality threshold (Phelps et al., 2004), that individual may choose not to forward it to a close friend in order to avoid being deemed an online ‘pest’. The examples also show the decision to forward depends on personal relevance. This is in line with Chung and Darke’s (2006) study, which found consumers are more likely to engage with a message/product that is personally significant.

Further, there are several issues young adults highlighted within the current self-regulation model. First and foremost, when interpreting the terms used in the Codes—they are seen to be unclear, highly technical and subjective. Generally, an ad is deemed to be irresponsible if the body handling the complaints determines the ad breaches one or more of the articles in its codes (Harker, 1998) and they rely on voluntarily complaints made by the members of the public to identify irresponsible ads. The difficulty here is that members of the public are struggling to apply the Codes to ads or posts due to the reasons stated above. This has serious implications for those concerned with controlling irresponsible advertising or content not only on SNSs, but all other types of media platforms as well. Further, there were inconsistencies when applying the code articles to assess acceptability and claimed breaches as the Codes and the message communicated in the ads are subjective to interpretation. The low awareness of Australian Alcohol Guidelines amongst participants also made it difficult for young adults to discern if alcohol-related content on SNSs are in breach of the Code. Thus, further supports the notion that the current system is inadequate in regulating alcohol-related content on SNS and that the issues arose in this study needs to be addressed for an effective alcohol advertising regulation system in Australia.

8.3. Perceptions of Compliance and Acceptability Differ Between Message Sharing Scenario

The purpose of Study 2 was to address research question 2 and 3 i.e. whether young adults can use the current regulatory codes to correctly assess if an ad/post is in breach or compliance, and whether their perceptions of compliance and acceptability of the ad/posts differ if the content is generated by the marketer versus the users.

Young Adults Can Apply the Codes to Assess Compliance

The result from the analyses revealed that young adults can correctly apply the advertising codes and assess the SNS content compliance with the Codes. In the assessment of the ads/posts compliance, the two breach ads/posts tested are judged by respondents as to have breached articles 1 and 2 of the Codes, while the other two non-breach ads/posts are in compliance in all message sharing scenarios, which accords with the classification by the expert judges. Interestingly, for Non-breach Ad/Post 2, 55.3% of the total sample found it to have breached Article 12 (i.e., suggests that the consumption of an alcohol beverage offers any therapeutic benefit or is a necessary aid to relaxation), although this was not judged by the experts to be the case. This is not uncommon as it has been documented in the ABAC Community Perceptions Report (2017) that, when comparing the Complaints Panel determinations against community opinions of the 12 ads, the survey results showed that opinions were not always aligned. The difficulty here is that meaning is subjective; it is internal to the receiver, rather than external (Shimp, 1997) which can be seen in Study 1 where young adults apply the Codes to determine the ads/posts compliance to the Codes.

These findings suggest that young people could perform a monitoring role as they are able to judge the breached messages accordingly—breach ads are seen to breach and non-breach ads are judged to be compliant. Therefore, there is an opportunity to empower SNS users to monitor ads/post and to actively complain rather than doing nothing, which is the most

common action taken if they are offended or concerned (ABAC Community Perceptions Report, 2017).

However, this is counterproductive when there is low awareness of the advertising codes amongst young adults. Specifically, more than half (59.6%) knew of the organisation's existence but are not familiar with the Codes. This information is nothing new. In 2014, ABAC developed and broadcast for a period of 12 months a television commercial as a community announcement created to raise awareness of the ABAC standards and their role as an avenue to make complaints (ABAC Annual Report, 2014). One in seven (14%) respondents reported having heard of ABAC, with awareness of ABAC the greatest among those aged 55–64 years (22%) and the lowest among those aged 18–24 years (6%). Subsequently, in the ABAC Community Perceptions Report (2017), it was found that knowledge of how to go about a complaint, and about alcohol advertising regulation in general, was quite low across all groups and the majority had no awareness or understanding of the different regulators and Codes. Hence, more initiatives should be in placed to generate awareness of the advertising codes among the wider community in order for the self-monitoring process to be effective.

Author of the Message Determines Acceptability

Furthermore, the findings of this study indicate that who posts the message matters in determining acceptability, which is similar to the findings from the focus group discussions. Respondents were more critical of SNS users who create irresponsible messages compared with when similar content is posted/created by a marketer and shared by other SNS users. They judged a post generated by the SNS user (UGC) as less acceptable compared with when it is created by a marketer and shared by the SNS user (USC). Research is emerging that has found consumers to be more trusting of UGC over advertising (K. A. MacKinnon, 2012). Therefore, possibly seeing another user posting an irresponsible message could have affected or violated this trust and, thus, they are more critical when evaluating them. This suggests that the articles in the Codes did not account for user sharing differences when

evaluating the messages, especially when it pertains to UGC. However, it does not affect their evaluation of the ads/posts level of acceptability. As predicted, the two breach ads/posts were deemed less acceptable than the two non-breach ads/posts.

UGC is starting to take a strong hold on Internet users in our society. It is defined as published content that is “created outside of professional routines and practices” (Kaplan & Haenlein, 2010) and can take many different forms. It may be individually or collaboratively produced, modified, shared and consumed, and “can be seen as the sum of all ways in which people make use of social media” (Kaplan & Haenlein, 2010, p. 61). For example, it may include Twitter tweets, Facebook status updates, and videos on YouTube, as well as consumer-produced product reviews and ads (c.f. Dhar & Chang, 2009; Muñoz & Schau, 2007). Importantly for marketers, much UGC across various media is brand-related and is affecting consumer purchasing decisions (K. A. MacKinnon, 2012). More specifically, they affirmed that participants trust the word of consumers over advertisers, with 65% of participants revealing that they trust advertisers less. Consumers rely on each other more than ever and they are not even afraid to take the advice of a stranger. This notion is not new. In 1970, Woodside and Delozier (1976) found that consumers trusted word of mouth from their friends over advertisers. This continued trust, regardless of whether its online or offline, emphasises the idea that advertisers are not gaining the trust of consumers. This has important implications for those concerned with controlling unacceptable messages on SNSs, that UGC can be more detrimental than MGC.

Table 8.1 Summary of the results

	Hypotheses	Conclusion
<i>H1a</i>	The type of message sharing scenarios (groups) has an effect on how respondents assess the compliance of the advertisements between groups.	Supported
<i>H1b</i>	The type of message sharing scenarios (groups) has an effect on how respondents assess acceptability of the advertisements.	Partially Supported
<i>H1c</i>	The type of message sharing scenarios (groups) has an effect on how respondents evaluate the Code / House Rules between groups?	Partially Supported
<i>H2a</i>	SNS users exposed to ABAC Code/UGC House Rules (experimental group) found the ads/posts as less acceptable compared to those not exposed (control group).	Not Supported
<i>H2b</i>	SNS users exposed to ABAC Code/UGC House Rules (experimental group) are less likely to forward the ads/posts (by liking, sharing, commenting) compared to those not exposed (control group).	Supported
<i>H2c</i>	SNS users exposed to ABAC Code/UGC House Rules (experimental group) are more likely to complain about the ads/posts as compared to those not exposed to the ABAC Code/UGC House Rules (control group).	Supported
<i>H2d</i>	SNS users exposed to ABAC Code/UGC House Rules (experimental group) are less likely to like the ads/posts as compared to those not exposed to the ABAC Code/UGC House Rules (control group).	Supported
<i>H3a</i>	SNS users who found the ads/posts as less acceptable are less likely to forward the ad/post.	Supported
<i>H3b</i>	SNS users who found the ads/posts as less acceptable are less likely to like the ads/posts.	Supported
<i>H3c</i>	SNS users who found the ads/posts as less acceptable are less aroused by the ads/posts.	Supported
<i>H3d</i>	The level of acceptability mediates the relationship between exposure to the ABAC Code/UGC House Rules and the likelihood to forward the ad/post.	Supported
<i>H3e</i>	The level of acceptability mediates the relationship between exposure to the ABAC Code/UGC House Rules and liking of the ads/posts.	Supported
<i>H4a</i>	Highly arousal ad/post is highly likely to be shared (i.e., forwarding).	Supported
<i>H4b</i>	High arousal invoking content would produce more favourable liking towards the ad/post.	Supported
<i>H4c</i>	High arousal invoking content will produce more favourable intentions to purchase from the alcohol retailer.	Supported
<i>H4d</i>	Arousal mediates the relationship between acceptability and forward intention.	Supported
<i>H4e</i>	Arousal mediates the relationship between acceptability and ad/post liking.	Supported
<i>H4f</i>	Arousal mediates the relationship between acceptability and purchase intention.	Supported
<i>H5a</i>	SNS users who like the ads/posts are more likely to purchase from the retailer.	Supported
<i>H5b</i>	SNS users who like the ads/posts are more likely to forward the ads/posts.	Supported

8.4. Potential for Advertising Codes to Influence Attitude and Behaviour

Study 3 was undertaken to investigate research question 4 and 5, that is studying the effects of exposure to the Codes on perceptions of acceptability, attitudes and behaviour amongst young adults aged between 18 to 24 years. This experimental study specifically tested if exposure to the Codes would reduce sharing of ads/posts placed on SNSs, increase the likelihood of complaining, decrease the liking towards the ads/posts and reduce intent to purchase from a retailer. The mediation effects of arousal between the constructs were also tested. The findings in this study provides sufficient evidence that exposure to advertising codes can influence young adults' attitude and behaviour. This notion can be used to create a more effective alcohol advertising self-regulatory system.

8.4.1. The Impact of Exposure to the ABAC Code/UGC House Rules

One of the key objectives of this study was to determine if exposure to the Codes would discourage forwarding of ads/post on SNSs. The findings showed that there was a reducing effect on forwarding intention and ad liking, and an increase in intention to complain among those who were exposed to the Codes compared to the control group. This suggests that the intervention worked. These results support the tainted fruit theory, where it posits that warning type messages should decrease the attractiveness of a given product or activity because the product might harm. However, the findings of this study also showed that awareness of current advertising regulations and its provisions are low within this age group, further suggesting that educating about the standards and regulation is crucial in order to discourage irresponsible behaviour from the population, which is currently lacking under the current advertising self-regulation regime.

Despite these promising results, exposure had an opposite effect on acceptability—i.e., the experimental group (exposed to the Codes) perceived the ads/posts as more acceptable than the control group. A possible explanation for this result is that respondents were primed with

various articles from the Codes and that affected the ratings of acceptability. Although priming aims at producing judgmental and behavioural effects, subjects may not necessarily consciously compare the ads/posts to the primed category and/or may be unaware that a category has been activated. Respondents may simply use the activated category as a standard of comparison without concomitant awareness and, consequently, are less likely to display resistance to the category's influence. Higgins, Bargh, and Lombardi (1985) noted that priming effects occur only when subjects were unaware of the activated category. The experimental group was primed for the criteria of the Codes and used those to assess acceptability, whereas the control group focuses on their own criteria. The criteria could be factors such as those mentioned in Study 1—for example, a factor for evaluating acceptability of the ad/post is determined by the person who created it. For example, SNS users found that it was unacceptable for a user with a drinking problem to post such messages, whereas it is considered funny and acceptable when it is posted by any other person.

In addition, the expectation that a type of warning message will increase the attractiveness of the product, instead of the intended opposite effect, is also supported by psychological reactance theory (Kuzop, Burton, & Creyer, 2001). This theory (J. W. Brehm, 1972; S. S. Brehm & Brehm, 2013) offers a useful understanding of this occurrence. Reactance refers to the tendency of people not only to disregard warnings but to change behaviour in the direction opposite to that of the intent of the warning or message (Wilde, 1998). This response is also known as the "boomerang effect" (Hyland & Birrell, 1979). Several researchers used reactance theory to explain why anti-smoking warnings and anti-drinking campaigns are often unsuccessful (Engs & Hanson, 1989).

In this study, exposure to the advertising codes was a message designed to inform individuals and it has direct implications on its effectiveness. Past studies have shown that an explicit statement of the consequences associated with a particular action (or inaction) and the probability that a particular action (or inaction) will reduce the potential for harm may be more

important in a message designed to persuade than one designed only to inform (Bettman, Payne, & Staelin, 1986). This further demonstrates the ineffectiveness of the advertising self-regulation regime—the absence of penalties on SNS users has an impact on compliance to the Codes.

8.4.2. Perceived Acceptability Influence on Attitudes, Forwarding Intention and Arousal

The findings in the study found that a perception of acceptability has an influence on ad liking, forwarding intention and arousal. The significant causal path from acceptability to ad liking suggests that the attitude towards the ad (i.e., liking) is affected by the level of acceptability. Respondents who found the ads/posts highly acceptable report higher liking for the ad/post, higher tendencies to forward and are highly aroused by the ad/post. This is in line with the theory of planned behaviour (TPB), which suggests that behavioural intention will in most cases be the best predictor of subsequent behaviour. It is determined by three factors, namely attitude to the behaviour, subjective norm and perceived behavioural control. An individual's behavioural intention in a specific context depends on attitude toward performing the target behaviour and on subjective norm, which refers to "the person's perception that most people who are important to him or her think s/he should or should not perform the behaviour in question" (Fishbein & Ajzen, 1975, p. 302). The question is, where does the person get these beliefs? One possible source, and quite reasonably so, is from their parents, teachers, peers, et cetera. In short, they are the person's significant others. If this is true, the effect of the significant others on attitude formation cannot be ignored. Therefore, the person's environment may greatly affect the behaviour of a person, both through social pressure and formation of attitudes. Therefore, if the aim is to get young adults to behave responsibly (e.g., drink responsibly, or forward/complain alcohol-related content), creating an atmosphere that shames irresponsible messages is of utmost importance.

8.4.3. The Role of Arousal and its Effects on Forwarding Intention, Ad Liking and Purchase Intention

This study aims to directly test the causal impact of arousing content on forwarding. The findings in this study illustrate that content that evokes activating emotions (high arousal) is more likely to be forwarded. This reinforces the findings from the study by Berger and Milkman (2012), where online content that evoked high-arousal emotions was more viral, regardless of whether those emotions were positive (i.e., awe) or negative (i.e., anger or anxiety). Therefore, it is important for regulations to not only ensure that ads/posts comply with the articles in the advertising codes but to understand the types of marketing content that causes virality. This is because, even if the ads/posts are not in compliance but because of its executional technique (i.e., how exciting or calm a message is perceived to be; (Gorn, Tuan Pham, & Yatming Sin, 2001), they still have the ability to go viral and may create the wrong impression to whomever receives them.

Furthermore, this study revealed that liking towards the ad/post and purchase intention were higher for highly arousing ads. These results are similar to Yoon, Bolls, and Lang's (1998) study, where it was found that arousing ads produced significantly more positive attitudes toward the ads/posts and reported higher purchase intention. Arousal has long been identified to influence ad evaluations (Gorn et al., 2001; Yoon et al., 1998). When consumers inspect how they feel about an ad, they may infer from their arousal that they feel strongly about the ad and, therefore, evaluate it more extremely (Gorn et al., 2001). However, this study also suggests that acceptability of the ads/posts impacts the level of arousal—i.e., reduces the impact on arousal. Section 8.4.7 further discusses this point.

8.4.4. Ad/Post Liking Influence on Forwarding Intention and Purchase

Intention

Past research has shown that attitudes towards a persuasive message positively affect behavioural intentions (e.g., Homer, 1990; MacKenzie, Lutz, & Belch, 1986; Shimp, 1981). This study shows that there is a direct link between attitudes towards the alcohol message and forwarding intention (i.e., liking, sharing and commenting). Thus, developing favourable message evaluations leads to potentially greater intentions of online engagement, which affect the virality of messages. This poses a serious issue to society as, through forwarding of possibly irresponsible, unacceptable or non-compliant messages, young adults are further contributing towards the creation of an intoxicogenic digital environment.

The findings showed that favourable attitudes towards the ad/post on SNSs predicted intention to purchase from the alcohol retailer. This is consistent with prior studies that suggested a direct causal link between attitudes toward the ad and purchase intention (Alhabash, McAlister, Lou, et al., 2015). This finding is not entirely novel and is consistent with classical findings in advertising and marketing literature. However, the ramifications of this in the social media marketing context are important. The finding suggests that if consumers see persuasive messages on social media sites and develop favourable evaluations towards them, they move one step closer to performing the behaviour offline. A recent research has shown that intention to like online persuasive messages is the strongest predictor of offline behaviours (Alhabash, McAlister, Quilliam, et al., 2015). This poses a serious issue that needs to be controlled, as exposure to any type of message (irresponsible, unacceptable, compliant or non-compliant to advertising regulations, socially undesirable, et cetera) has the ability to influence purchase intention, which then results in the actual behaviour such as consuming alcohol.

8.4.5. Influence of Forwarding Intention on Purchase Intention

The results from the SEM revealed path relationships beyond what was initially hypothesised. One of the new relationships proposed that SNS users who are highly likely to forward the ads/posts are more likely to purchase from the alcohol retailer. This relationship has not been explicitly examined in past studies, and its understanding is supported by the literature. Social media websites have brought a new aspect to electronic word of mouth (eWOM) communications. People are now able to exchange opinions and experiences about products or services with their friends and acquaintances on social media (Chu & Kim, 2011; Kozinets et al., 2010) and prior studies have found that eWOM on social media websites influences consumers' purchase intention (See-To & Ho, 2014; X. Wang, Yu, & Wei, 2012). This is primarily so because eWOM communications seem more trustworthy and reliable (Chu & Choi, 2011; See-To & Ho, 2014; Wallace et al., 2009), as the information is communicated through trusted fellow consumers who are perceived as credible, personalised, and usually unbiased (J. Brown, Broderick, & Lee, 2007). Furthermore, social networking sites are where users interact with personal social contacts and, thus, they may be perceived as more credible and trustworthy than general consumers.

8.4.6. Complaining Intention Affects Forward Intention

Another path relationship revealed in the analysis is between complaining intention and forward intention. This path relationship reveals that SNS users who are highly likely to complain are likely to forward (or share) the ads/posts. This can be explained by one of the many benefits social media allows its users—i.e., it gives them a new outlet to vent their frustrations about retailers (Grégoire et al., 2015). Therefore, it is justifiable that respondents who are highly likely to complain would share their frustrations on social media.

Before the rise of social media, the vast majority of dissatisfied customers failed to complain after a bad experience because the costs of complaining were perceived as exceeding any

potential benefits (Chebat, Davidow, & Codjovi, 2005). This situation has drastically changed due to social media making complaining much easier and more effective than ever before. Today, customers can compose a complaint online and through social media. The major social media channels, Facebook and Twitter, are now used extensively for customer complaints (Dekay, 2012; Einwiller & Steilen, 2015). When a complaint is made, consumers expect companies to reply to their complaints within 1–3 hours on Twitter and within 3–6 hours on Facebook (Istanbulluoglu, 2017).

There are several ways that one can complain on social media, such as directly contacting the company online through tweets or the company Facebook page, or spreading negative word-of-mouth through one's Facebook network, tweets, blog, or YouTube account—all without ever contacting the firm (Grégoire et al., 2015). Based on the items tested in this study, SNS users may take to complaining on social media platforms about irresponsible messages through either negatively commenting on the ad/post itself, forwarding (sharing) it on their profile to friends or family on social media to complain, complaining to the brand itself, notifying the SNS provider, or complaining to advertising regulatory bodies such as ABAC or AARB.

8.4.7. The Mediating Effects of Acceptability and Arousal on Forwarding Intention, Ad Liking and Purchase Intention

This study also tested the mediating effect of acceptability on relationships between exposure to the Codes on forwarding intention and ad liking. Based on moral norm, it was hypothesised that exposure to the Codes would activate perceptions of moral norm and in turn influence behaviour. The findings from the experimental study showed that exposure to the Codes did not activate moral norm. Specifically, those exposed to the Codes found the ad/post acceptable and reported greater intention to forward and also developed favourable attitudes towards the ad/post.

Secondly, the results of the mediation analysis for arousal underscore the hypothesised mechanism: Arousal mediates the impact of acceptability on forwarding intention, ad liking and purchase attention. Higher perceptions of acceptability and ad/post content that evokes high arousal are more likely to be forwarded, liked by respondents and have higher purchase intent. This is similar to Berger and Milkman's (2012) study, where they found that highly arousing content, whether the message is positive or negative, is more likely to spread quickly on the Internet. Therefore, it can be suggested that even if the ad/post is considered highly unacceptable (i.e., negative) but invokes high arousal, it may still be forwarded.

8.5. Contributions and Implications

Based on the results of the research undertaken in all three studies, several conceptual, methodological and managerial contributions are made. This includes providing support for, and contradictions to previous works, as well as providing new information previously unknown or untested. These specific contributions are as follows.

8.5.1. Theoretical Contributions

First and foremost, the current study extends the social marketing literature on alcohol-related content on social media. Prior studies have explored the pervasiveness of alcohol content on social media and the influence on alcohol use among adolescents and young adults (Boyle, LaBrie, Froidevaux, & Witkovic, 2016; Griffiths & Casswell, 2010; Hoffman et al., 2014; Nicholls, 2012; Winpenny et al., 2012). This study explored the extent of young adults' engagement with alcohol-related messages on social networking sites.

Furthermore, this study extends alcohol advertising impact studies to SNSs. Past studies have shown the effects of exposure to alcohol ads from various media such as outdoor, online, magazine, radio, and television on intentions to use, and specifically among adolescents and young adults (e.g., Fleming et al., 2004; Smith & Foxcroft, 2009; Snyder et al., 2006). However, this study supports and extends the findings that alcohol messages (marketer- and

user-generated content) found on social networking sites have an impact on young adults' alcohol use (Gordon, Harris, Mackintosh, & Moodie, 2011; E. Y. Lin, S. Caswell, R. Q. You, & T. Huckle, 2012; Moreno et al., 2012).

Past studies looked at social transmission of newspaper articles forwarded through email (Berger & Milkman, 2012), and also the forwarding of viral ads on social media (Chu, 2011). This study further extends literature in the area of social transmission or online sharing, specifically with regard to alcohol-related content in a social media context. Second, liking, commenting and sharing on SNS pages represent various levels of forwarding. Thus, liking, commenting and sharing are unique forwarding constructs that need to be measured separately.

The focus group study also uncovered motivations for forwarding content on SNSs—i.e., content that contains humour, relevance to one self or enhances self-presentation, and social acceptance. Past studies have uncovered motivations for sharing online (Berger & Schwartz, 2011; Gil de Zúñiga, Jung, & Valenzuela, 2012) but not specifically motivations for sharing alcohol messages. This finding is important as it showcases that there are different motivations for sharing different types of content online, whether it is marketer- or user-generated.

This study extends literature on the effects and importance of arousal on sharing ads on social media. Past studies have looked at the effects of arousal on advertising response (LaTour, 1990; LaTour, Pitts, & Snook-Luther, 1990; S. N. Singh & Churchill Jr, 1987) and recently on virality in an email context (Berger, 2011; Berger & Milkman, 2010, 2012). This study underscores both the effects of arousal on advertising response (i.e., ad liking) and on virality. The results in this study further validate the impact arousal has on sharing—high arousal invoking content is more likely to be forwarded than low arousal content regardless of whether it is deemed to breach or comply with the Codes. This has several implications on controlling the posting and forwarding of irresponsible messages on social media.

In addition, several unique outcome variables were tested in this study. Firstly, this study applied consumer complaining behaviour to the social media and the alcohol advertising context. Past studies have tested consumer complaining behaviour on service failures (J. Singh, 1988; Tax, Brown, & Chandrashekar, 1998) and on online platforms. This study shows that complaining can occur online and on social media. Although complaining on social media about product- and service-related issues has been documented (Dekay, 2012; Einwiller & Steilen, 2015; Edward C Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013), past studies have not examined consumer intentions to complain about advertising messages.

The experimental study (Study 3) also revealed two novel path relationships between complaint intention on forwarding intention and forwarding intention on purchase intention. The first relationship extends literature on complaint behaviour on social media and negative eWOM. eWOM is defined as situations where consumers refer products or services to other consumers on the internet and is closely related to UGC (Y. Wang & Rodgers, 2010). This study demonstrates the strong connection between complaining and sharing negative eWOM on social media. There is evidence of consumers use a company's social media channel for customer service (J.D. Power, 2013) and simultaneously to share the negative experience with the brand, product and service with their peers, friends and family on the site.

On the other hand, literature on eWOM and purchase intention lends support to the second relationship. While past studies have shown extensive evidence of eWOM communications and their influence on purchase intention, literature distinguishing marketer- and user-generated content influence on purchase intentions is limited (Bahtar & Muda, 2016; Hutter, Hautz, Dennhardt, & Füller, 2013; Kim & Ko, 2010; Venkataraman & Raman, 2016).

8.5.2. Methodological Contributions

The current study has made several contributions to research methodology. Firstly, it extends past studies that only focused on materials posted by marketers (e.g., European RAND study)

or users (e.g., Griffiths & Casswell, 2010). This study looks at both marketer- and user-generated content, specifically in terms of alcohol-related messages.

This study takes a novel approach in controlling unacceptable (alcohol) messages on social media. The experimental study (Study 3) found a significant positive effect of exposure to the Codes on online sharing behaviour (i.e., forwarding intentions) and complaint intentions. This suggests that the exposure to the advertising codes has a positive effect on controlling messages on social media. This present research developed a modelling concept that can be used to not only control alcohol messages on social media but also any other offensive content that might negatively affect vulnerable members of society. Future studies may replicate this model when researching other areas.

Furthermore, this study adapted several scales and applied them to the social media context. Firstly, the forwarding intention scale was adapted from Chiu et al. (2007), Eckler and Bolls (2011) and Harrison-Walker (2001), all of whom measured intentions to forward emails and WOM communications. This study built in different forms of interactions on social media: liking, commenting, and sharing. In addition, the complaint intentions scale adapted from J. Singh (1988) used for service failures was also adapted and applied to advertising in the social media context. Finally, this study bridges the theoretical gap between the viral/social media marketing, advertising regulation and alcohol messages in the SNS literature.

8.5.3. Managerial Contributions

Considerable evidence has emerged that shows the ineffectiveness of current Australian advertising regulations such as on alcohol related marketing communications (Australian National Preventative Health Agency, 2014; Dobson, 2012; The Alcohol Policy Coalition, 2011) and studies have applied the ABAC Code to traditional media (K. Donovan et al., 2007; Fielder et al., 2009). Little attention has been paid to how the public interpret advertising codes to assess the breach, especially on digital media such as SNSs. This study is the first to apply

the advertising codes to content on SNSs and also to investigate the application of the recently formed UGC House Rules.

Restrict Elements of Advertising Messages on SNS

First, this study suggests the need to restrict elements of advertising. Past studies have uncovered motivations for sharing online (Gil de Zúñiga et al., 2012; Munar & Jacobsen, 2014a) but not specifically motivations for sharing alcohol messages. There are specific types of advertising execution techniques, such as content that contains humour, how the message is relevant to one's self or how it enhances self-presentation, and acceptance by people in their social circle affects forwarding of messages on SNSs more than breaching advertising codes or rules. Understanding these motivations would help advertising regulators and social marketers create codes of conduct specific to social networking sites.

Revision of Current Advertising Regulations

Furthermore, the role of arousal also influenced this behaviour. Highly arousing SNS content was more likely to be forwarded regardless of whether it was considered to be unacceptable or to have breached the Codes. Thus, there is a need to revise current regulations to account for this. A suggestion would be to restrict unacceptable advertising on SNSs. For example, France's legislated policies on alcohol marketing, Loi Évin, restrict content (i.e., ads must only contain information about the product, such as its strength and place of production) and placement of alcohol advertising only on several mediums (Casswell, 2012).

Several shortcomings and challenges for individuals who are motivated to control unacceptable messages are highlighted in this study. It is clear that the current forms of advertising regulations are not adequate for regulating social media messages on brands' websites. The criteria used by SNS users to assess compliance of the ads/posts are considered to be subjective. The criteria also appear to be more relevant to assessing messages posted by the marketer. It is a concern that the same level of scrutiny in terms of these criteria is not applied to messages posted by users. Different criteria, more to do with

social acceptability than how responsible the message is, were used to assess whether a message is acceptable and likely to be forwarded. The findings from this study show that advertising regulation directed at users must be specifically tailored to social media users. It is ineffective to restate the articles that were developed to regulate advertisers in user terms.

Young Adults to Perform Monitoring Role on SNS

In addition, this current research presents a unique consumer driven self-regulation model of alcohol advertising that is suitable for social media. It addresses the key shortcomings of current advertising regulations on social networking from the perspective of young adults and is the first to assess the effectiveness of the newly formed UGC House Rules by ABAC. The application of the Codes in determining compliance of the messages on SNSs revealed that this age group was able to determine which ads/posts are judged to be more or less compliant. This means that young people could perform a monitoring role as they are able to judge compliance of SNS messages to advertising codes correctly.

Awareness of Advertising Codes Crucial for Policing SNS content

This study also revealed young adults lack awareness of advertising codes. This is a concern, because SNS providers (e.g., Facebook) at best only stipulate in general terms that users must adhere to the advertising regulations in their country—i.e., do not present the advertising code. It is therefore unlikely that young adults will take them into account when they are viewing, sharing and posting the messages of a brand on the SNS. Furthermore, the articles listed under the ABAC Code and UGC House Rules are almost identical and this study found that young adults judged messages posted by marketers and SNS users differently. Therefore, it is ineffective to apply the same articles to messages to both marketers and SNS users. There is a need to develop different codes and different approaches to regulate both.

Most importantly, this study provides a practical strategy for policing unacceptable messages on SNSs: exposure to the Codes impacts SNS users' behaviour on social media. Therefore, awareness of the Codes is crucial for controlling sharing of unacceptable messages on SNSs.

However, this study reports low awareness about ABAC and its provisions amongst 18- to 24-year old. This demonstrates that educating young people about advertising regulations and promoting responsible communication of SNS messages is advantageous in helping to control unacceptable messages on social media. Furthermore, the finding shows that exposure and awareness to the Codes empowers social media users to complain about the unacceptable messages. By educating social media users on the standards applied to SNS content and by empowering them to make a complaint, consumers/users are made more accountable for their actions and thus can help effectively monitor SNS content online.

In addition, exposure to the Codes effectively reduces SNS users' intentions to forward unacceptable content. Past studies have shown that exposure to alcohol ads influence young people's drinking (Snyder et al., 2006) and, by reducing intentions to forward, it reduces this exposure on social networks. This is important, especially since there were reports of underage youths being exposed to alcohol content on SNSs (Griffiths & Casswell, 2010; McCreanor et al., 2013). Even though social networks have a minimum age requirement to open an account, advertising policies for marketers of alcohol content and codes of conduct that users have to abide to are present, evidence have shown that there are still possibilities for any user despite of age restrictions to view them. Reports have shown that there is a large and growing number of children aged 12 and under using social media networks, often with their parent's knowledge and consent. These children provide false birthdays and use their parents' iTunes accounts to download the social media sites to their own devices (Graber, 2013). The Internet cannot discern between Internet users despite age restrictions to sites and age targeting mechanisms, indicating that there are still loopholes in regulating the online system. Therefore, by implementing this mechanism, we can reduce the possibility of vulnerable members of society (not only the underage) being exposed to any unacceptable content (e.g. alcohol-related), subsequently reducing the intention to engage in risky behaviour (e.g. drinking). The repercussions from accidental exposure to vulnerable members of society through social media can be far more damaging than through traditional advertising.

Alcohol advertising contributes to the widespread social acceptability of drinking and thereby fosters both initial and continued use (American Medical Association (AMA), 2002; American Public Health Association Governing, 1993; Ellickson, Collins, Hambarsoomians, & McCaffrey, 2005; Federal Trade Commission, 1999; Leyshon, 2011). Furthermore, this finding shows that this mechanism negatively impacts attitudes towards unacceptable ads/posts. This behaviour can then undo the normalisation of drinking in today's society, similar to the way responses towards cigarette smoking do today.

Despite respondents' ability to determine whether an ad/post is compliant or in breach of the Codes, there were several issues they faced when interpreting and applying it—i.e., the articles were found to be ambiguous, vague and subjective. Findings from evaluations of the Codes found that they were more relevant for advertisers than for social media users. Currently, SNS users have to abide by community standards set by the provider in order to maintain a profile. For example, on their site Facebook has a comprehensive list of the type of content that is not allowed to be shared. There is a section relating to regulated goods and it states that posting about non-medical drugs other than alcohol or tobacco is not allowed. However, their site also states that something that may be disagreeable or disturbing to the users' may not violate their Community Standards ("Facebook community standards," 2018). This suggests that if content posted may be deemed unacceptable to some, it does not necessarily mean that, if reported, it would be removed. Therefore, it becomes increasingly important for users to monitor one another.

This act of monitoring others' behaviour online is not new in today's context. Social media has enhanced community empowerment and civic vigilantism (Skoric, Chua, Liew, Wong, & Yeo, 2010). The Internet presents itself as a new avenue for norm enforcement: the public is now empowered to act upon such deeds by publishing them online. This brings about a change in terms of how new technologies can be used for societal self-regulation via the deterrence of deviant behaviours. Across the globe, the impact of online shaming websites has been

palpable (Saranow, 2007), often targeting socially undesirable behaviours such as unsafe driving and bad parking, and signalling a revival of shame as a form of social control. The Internet's power to shame first caught the attention of the press in 2005, when a seemingly minor social transgression, namely a South Korean woman refusing to clean up after her dog on a public train, caused a furore over the Internet (Krim, 2005). Upset by her lack of social consciousness, other train commuters took pictures of the incident using camera-enabled mobile phones and posted them up on a popular blog. Within days, the woman's personal particulars were disseminated widely over the Internet as netizens from around the world criticised her actions (Krim, 2005).

Finally, this study looked at alcohol retailers specifically, while most studies have focused on alcohol brands (e.g., Brodmerkel & Carah, 2013; Carah, 2014; Gordon, 2011; Lin et al., 2012). This is significant as most Australians purchase from liquor retailers. Specifically, Australians spent a total of \$14.5 billion on alcohol from a liquor retailer as opposed to a bar or other licensed venue (Roy Morgan, 2017). They also have a broader reach as they sell several alcohol brands and customers join in on their loyalty cards/programs. Additionally, there is also a need to determine whether the model is also applicable to other alcohol-related content (e.g., alcohol brands). In summary, future research should test the assessment of compliance to the Codes and investigate the effect of exposure to alcohol advertising regulations to ads/posts made by different alcohol brands and products on their social media.

Given the results of this whole study, there is a need for the regulatory body to make changes to the current self-regulation model. The following recommendations in relation to self-regulation of advertising on SNSs are suggested:

- Revise the ABAC Code and UGC House Rules such that the provision covers novel types of alcohol messages present on SNSs as outlined in this study.
- Revise the UGC House Rules specifically for SNS users and such that it accounts for user differences when evaluating compliance.

- ABAC to actively monitor, conduct research and regularly review alcohol advertising/messages, particularly on digital media, such that novel ways to advertise alcohol on platforms such as SNSs are accounted for in its provisions.
- Impose substantial penalties upon advertisers and SNS users who breach the advertising codes, such as banning activity on the SNS for a significant amount of time or issuing monetary fines.
- Review policies to offer better protection to minors on social media, specifically issues with placement. Regulation should ensure that activities are not in places where children and young people are present, in addition to ensuring that the advertising/message created does not appeal to them.
- Increase efforts to educate young adults about the advertising codes, unacceptable message exposure and its related harm, and to hold them accountable for the messages they create on SNSs. They could partner with tertiary education providers to help educate young adults about these efforts.
- Empower and motivate SNS users to monitor SNS messages and actively complain about unacceptable messages on SNSs. At the same time, SNS providers need to make it easier for SNS users to baulk unacceptable messages on their sites.

8.5.4. Limitations and Future Research Directions

The results of the three studies contribute substantially to the pursuit of controlling unacceptable messages on social networking sites. However, the study has certain limitations. Firstly, this research has been conducted with young adults between the ages of 18 to 24. Although this group constitutes the majority of social media users today and binge drinking is a problem with this age group, they may not precisely reflect the whole population. Future researchers should replicate this study with samples that are more representative of the broader population. Another limitation is that this research focused on one social networking site, Facebook. As shown in Smith, Fischer, and Yongjian's (2012) study, social media

communication differs across social media channels and, in recent years, visual platforms—YouTube, Instagram and Snapchat—are becoming popular (Murnane, 2018). Instagram, Snapchat, Twitter and YouTube appeal to 70% or more of people under the age of 30 (Sensis social media report, 2017).

Furthermore, there are several limitations regarding the scope of this study. Firstly, this study explored photo posts only; however, there are different types of posts such as video, link and status posts on Facebook. In recent years, posts with videos appear to be the most engaging type of content with eight billion video views per day on Facebook alone (Carvalho, 2017; Mawhinney, 2017). Future studies can look at the assessment of the compliance of different type of posts with the Codes and explore intentions to forward and complain. Secondly, this study tested marketer-generated messages that were manipulated into different SNS sharing formats. Future studies could examine real-life examples of user-generated messages. Thirdly, this study examined messages that did not comply with an article in the Codes (i.e., present a mature, balanced and responsible approach to the consumption of alcohol beverages) since the majority of complaints about advertising were in relation to this standard (The ABAC Scheme Limited, 2014, 2016, 2017). Future studies can explore messages that do not comply with other articles. Lastly, this study explored alcohol retailers' marketing communications on social networking sites. The AARB reported that beer-related marketing communications were the most complained about in 2015–16, followed by spirits and liquor retailers (Alcohol Advertising Review Board, 2016). Future studies can look at exploring the different types of alcohol products. The limitations listed above were due to the very nature of exploratory studies. Thus, the generalisability of these findings to a diverse population, various social media platforms, types of social media posts, marketer- or user-generated content, types of alcohol products and brands should be made with care.

With regard to the research methodology, the sample of participants for the focus group discussion in Study 1 was relatively small, between three to five persons per group. The

recommended number of people per group is usually six to ten (MacIntosh, 1993), or as few as three (Barbour & Kitzinger, 1998). Studies 2 and 3 utilised an online panel for data collection and an online survey to collect responses. There is a possibility of survey satisficing, although steps were taken to remove response behaviours associated with satisficing (i.e., straight lining and speeding). Future data collection can explore other methods for data collection.

With regard to the focus group study (i.e., Study 1), although the findings have been useful in explaining motivations to forward messages on SNSs, further research is required to validate these results.

Findings from both studies 2 and 3 found that the articles in the Codes are ambiguous and interpretation is subjective. The code provisions have been criticised for being narrowly worded and not being comprehensive in their coverage of new marketing strategies (Pierce, Stafford, & Daube, 2017), such as using humour in advertising and celebrity endorsements. Therefore, there is an urgent need for further research to explore 'community standards in relation to acceptable advertising and content on SNSs to create a more comprehensive advertising code. Furthermore, evaluations of articles in the Codes in Study 2 found that the articles were more relevant for advertisers than for social media users. Therefore, this warrants further investigation of specific articles that would be useful for monitoring user-generated content on social networking sites.

Based on the findings from the experimental study (i.e., Study 3), which demonstrate the exposure effect of the advertising codes on SNS intentions and behaviours, further studies could investigate its effects on alcohol consumption. Recent studies have shown that exposure to alcohol ads increases intentions to consume alcohol (Alhabash et al., 2016); therefore, it would be beneficial to test if exposure to the Codes reduces the intention of performing this behaviour. Furthermore, this study primarily measured behavioural intentions rather than actual behaviours. Future researchers could conduct longitudinal studies to examine actual behaviours instead of behavioural intentions.

Although the focus group discussion and the experimental study have been useful in highlighting motivations (e.g., self-presentation, personal relevance, humour, and arousal) that affect forwarding of ads/posts, there may be other factors that influence these behaviours. For example, emotional aspects of content (i.e., valence) may also affect whether it is forwarded (Heath et al., 2001). This implies that emotionally evocative content may be particularly viral (Berger & Milkman, 2012), and there is a belief that people are more likely to pass along negative content (Godes et al., 2005). People may share emotionally charged content to make sense of their experiences, reduce dissonance, or deepen social connections (Peters & Kashima, 2007; Rime, Mesquita, Boca, & Philippot, 1991). Two emotions of the same valence may have different effects on sharing if they induce different levels of activation (i.e., arousal; Berger & Milkman, 2012)—e.g., something that makes people sad versus something that makes people angry. Both emotions are negative and it can be argued that either emotion should be less viral because people want to make their friends feel good rather than bad. However, people may still forward such negative-charged messages to shock or get a response from others. Therefore, it is worthwhile to further investigate if different types of emotional content affect forwarding.

It is known that individuals who complain about advertising have particular characteristics (e.g., more highly educated and more articulate; Jones & Van Putten, 2008). Some have a higher propensity to complain about advertising compared with others (Volkov, Harker, & Harker, 2002). There are different factors that affect complaining, such as personal or situational factors (Stephens & Gwinner, 1998), or even the third person effect (Davison, 1983; Jensen & Collins, 2008). It is therefore important to understand the willingness to complain about unacceptable messages posted on SNSs. Future research can explore the differences in attitudes, opinions, behaviours and lifestyles of these individuals.

In this study, exposure to the Codes was a message designed to inform individuals and it has direct implications on its effectiveness, as seen from the findings of this study. Past studies

have shown that an explicit statement of the consequences associated with a particular action (or inaction) and the probability that a particular action (or inaction) will reduce the potential for harm may be more important in a message designed to persuade than one designed only to inform (Bettman et al., 1986). Future studies could investigate messages that communicate the harm (e.g., penalties for non-compliance such as being banned from the SNS) as this is crucial in deterring sharing of unacceptable messages on social media sites.

This research conceptualised acceptability of ads/posts using criteria from the ABAC Code. However, there are other ways people may assess acceptability. Both the academic literature and the advertising self-regulatory bodies in many countries view the issue of 'acceptability' of advertising in a simplistic manner—i.e., if advertising either breaks the law or the established complaint handling body upholds a complaint about an ad, then that ad is deemed to be unacceptable. However, it is more complex and is subjective to the person who interprets it. Little is known about how acceptable advertising can be defined and monitored.

Finally, the basic human tendency is to present oneself in the best possible light and, as such, an individual is often unwilling to report accurately on sensitive topics. This can result in data that are biased towards respondents' perceptions of what is "correct" or socially acceptable (Fisher, 1993). Respondents may have indicated that the ad/post is unacceptable in their responses but may not necessarily actually feel that way or may indicate that they would complain about irresponsible messages but, in reality, are unlikely to do so. Future research should apply different measures of psychological information processing to rule out social desirability response bias, such as implementing the social desirability bias scale, by not revealing the purpose or assuring respondents that there are no wrong or right answers.

8.6. Recommendations and Conclusion

Advertising agencies have been faced with the ever daunting task of creating new and innovative ways of getting their message noticed in an attempt to cut through the clutter the

Internet presents today (Windels et al., 2018). The apparent result is the increasing amount of irresponsible or unacceptable ads emerging in the media, and more prominently on the Internet.

The existing advertising self-regulatory regime clearly struggles to keep up with the rapid expansion of social media marketing and focus needs to be directed towards regulating marketing communication and content online. Social media campaigns and ads once placed online establish lives of their own. Therefore, it is crucial that regulations understand the complexity. There should be tighter control of ads and more specific regulation in place to address problematic areas found within current regulations. The lack of restriction on marketing messages has been shown to impact behaviours. The social networking site Facebook, which is the subject of the present study, illustrates the way in which new marketing venues and alcohol brands are part of the paradigmatic shift that has been labelled 'convergence culture' (Jenkins, 2006).

Another upstream regulatory challenge is controlling messages posted by users on unsponsored social media pages or personal social media accounts. For example, ABAC has added UGC House Rules for UGC, it only covers marketer- and user-generated content found on official alcohol brand pages and does not extend to UGC by social media users on their personal accounts. Although some social media platforms have some limited user guidelines, there is little evidence that they are monitoring their sites and acting on offending materials being posted. This is concerning, as exposure to social media content has been reported to influence offline behaviours (Alhabash et al., 2016; Boyle et al., 2016), and prevention efforts as a means of mitigating the influence of peers' social media content is crucial.

Considering the dynamic nature of social media, it is hard to conceptualise and control unique approaches to advertising regulation. For example, the only sanction available within the ABAC Scheme is the withdrawal of an ad or marketing. The adjudication process takes an average of 20 business days (four weeks) to be completed and, in some cases, the marketing

will have run its course (Australian National Preventative Health Agency, 2014). There is no system for escalation of sanctions, no method of ensuring compliance, and no significant adverse publicity strategy to back up the Code. A possibility is to hold social media platform providers (e.g., Facebook) and users accountable for controlling unacceptable advertising and UGC.

This mixed method study further reaffirms the need for advertising regulatory body to make changes to the current advertising self-regulation model. Studies 2 and 3 showed evidence that awareness of the Codes are low amongst young adults, which has been an issue that has been documented previously (e.g. ABAC Community Perceptions Report, 2017; The ABAC Scheme Limited, 2014). It is pertinent that the regulatory body makes the industry and the general public aware of the codes, as it is evident in the experimental study (i.e., Study 3) that exposure to them has an effect on social media users' behaviour. For example, it is worth noting that in studies that test the effect of exposure to a warning type message, it was found that there exists a significant divergence over time in drinkers reporting limiting their alcohol consumption, and that they are more likely to deliberately not drive after drinking (Greenfield, Graves, & Kaskutas, 1999; Wilkinson & Room, 2009). Therefore, it is worth pursuing efforts to increase awareness and exposure to advertising codes as strategies for interventions.

The findings of this research also suggest that young people could perform a monitoring role, as they are able to judge the compliance of SNS messages accordingly. Therefore, there is a need to empower them to act as police or complain rather than doing nothing, which is the most common action taken if they are offended or concerned about an ad (e.g. ABAC Community Perceptions Report, 2017). Interpretation of the articles in the advertising codes has been an issue that has been highlighted in many recommendations to adjudication committees (e.g. Australian National Preventative Health Agency, 2014). However, this study also found that the advertising codes were judged by young adults to be ambiguous and subjective. Furthermore, although SNS messages may comply with the articles in the codes,

the public may consider the content unacceptable for other reasons. Therefore, there is a need for further explore 'community standards' in relation to acceptable advertising and content on SNSs.

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Appendices

Appendix 1.1 – An Overview: Regulations on Alcohol Advertising in Australia

Regulations surrounding alcohol advertising in Australia operate on a voluntary system of self-regulation. Following the demise of the Advertising Standards Council in 1996, the Australian Association of National Advertisers (AANA), a major industry body, developed the Advertiser Code of Ethics (which applies to all forms of advertising), and established the Advertising Standards Board (ASB) and the Advertising Claims Board (ACB) to deal with complaints and breaches of the Code. The alcohol industry also developed its own code (ABAC), which has been negotiated with the government, as well as its own complaints management system, the Alcoholic Beverages Advertising Code Complaints Adjudication Panel. This panel reports to the Alcoholic Beverages Advertising Code Management Committee, which is also responsible for overseeing the ABAC. The management committee comprises representatives from each of the following organisations:

- Brewers Association of Australia and New Zealand Inc.,
- Distilled Spirits Industry Council of Australia Inc.,
- Winemakers Federation of Australia Ltd, and
- The Communications Council Ltd.

In addition, there are other various regulatory codes in Australia that include specific provisions on the promotion of alcohol in advertising that advertisers must comply with, such as:

- Federal competition and consumer legislation and state fair trading legislation,
- the Australian Association of National Advertisers (AANA) Code of Ethics,
- the Commercial Television Industry Code of Practice,
- the Commercial Radio Codes of Practice,
- the Outdoor Media Association Code of Ethics,

- Advertising Standards Bureau's generic Code of Practice,
- the Australian Subscription Television and Radio Association (ASTRA) Code of Practice, and
- the Publishers' Advertising Bureau's Guiding Principle for Alcohol Beverage Advertising.

All complaints regarding the content of alcohol advertisements breaching these regulations need to be formally lodged with ASB and the ACB, where they will be assessed against the AANA Advertiser Code of Ethics and the Advertising Code for Children. Concurrently, a copy of the complaint is passed to the ABAC Complaints Adjudication Panel for determination of the potential breach. If the panel upholds the complaint, the advertiser will have to comply with a decision to either modify or withdraw the advertisement in question. The ASB are also notified of the decision made by the ABAC Complaints Panel. Both regulatory bodies, ASB and ABAC, assess all alcohol complaints sent to the ASB under the Code's regulatory body administers.

In response to concerns regarding the current voluntary alcohol advertising regulation system, the Alcohol Advertising Review Board (AARB) was formed in 2012. It is independent of the alcohol and advertising industries and thus provides independent reviews of alcohol advertising. In its first year of operations (2012), it received 200 complaints, compared with a total of 98 complaints received by ABAC in the same year. Moreover, online alcohol advertisements, including social media (e.g., Facebook and YouTube), email content and iPhone applications received the highest number of complaints (21.7%) out of the total complaints reported by AARB, suggesting a burgeoning problem with marketing communication in new media (Alcohol Advertising Review Board, 2013). For example, a complaint was made to the AARB about Thirsty Camel Vic Facebook pages, which contained ad images with irresponsible statements such as 'I wish I could trade in my heart for another liver. Then I could drink more and care less' and 'Alcohol doesn't answer any problems, it just

helps you forget the question'. More recently, in 2015, ABAC received 133 complaints resulting in 29 determinations (i.e., outcomes of the complaints), while AARB received 194 complaints resulting in 110 determinations (Alcohol Advertising Review Board, 2016). The difference in the number of complaints received and determinations between the two regulatory bodies is a cause for concern, suggesting there are issues with the current complaints system and inconsistencies when determining alcohol advertising compliance with the advertising codes. In addition, numerous other deficiencies with the current system have been noted and are addressed in the following section.

Appendix 2.1 – Alcohol Beverages Advertising (and Packaging) Code

A. Responsible and moderate portrayal of alcohol beverages

Marketing communication must not:

- i. show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an alcohol beverage, nor misuse or abuse alcohol or consumption inconsistent with the Australian Alcohol Guidelines;
- ii. show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage;
- iii. challenge or dare people to consume an alcohol beverage; or
- iv. encourage the choice of a particular alcohol beverage by emphasising its alcohol strength (unless emphasis is placed on the alcohol beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.

B. Responsibility towards minors

Marketing communication must not:

- i. have strong or evident appeal to minors;
- ii. depict a person who is or appears to be a minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol;
- iii. depict an adult who is under 25 years of age and appears to be an adult unless
 - they are not visually prominent,
 - they are not a paid model or actor and are shown in a marketing communication that has been placed within an age restricted environment; or
- iv. be directed at minors through a breach of any of the placement rules.

C. Responsible depiction of the effects of alcohol

Marketing communication must not:

- i. suggest that the consumption or presence of an alcohol beverage may create or contribute to a significant change in mood or environment;
- ii. show (visibly, audibly or by direct implication) the consumption or presence of an alcohol beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;
- iii. if an alcohol beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the alcohol beverage was a cause of or contributed to success or achievement; or
- iv. suggest that the consumption of an alcohol beverage offers any therapeutic benefit or is a necessary aid to relaxation.

D. Alcohol and safety

A marketing communication must NOT show (visibly, audibly or by direct implication) the consumption of an alcohol beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery, or swimming.

(The ABAC Scheme Limited, 2017)

Appendix 3.1 – Description of Articles in the ABAC Code/UGC House Rules used in Study 1

Appendix 3.1 Full description of articles in the ABAC Code and UGC House Rules

ABAC CODE	UGC HOUSE RULES
Advertisements for alcohol beverages must –	All content posted must NOT
A) present a mature, balanced and responsible approach to the consumption of alcohol beverages and, accordingly –	
i) must not encourage excessive consumption or abuse of alcohol	encourage the excessive or rapid consumption of an alcohol beverage, misuse or abuse of an alcohol beverage or consumption inconsistent with the Australian Alcohol Guidelines
ii) must not encourage underage drinking	
iii) must not promote offensive behaviour, or the excessive consumption, misuse or abuse of alcohol beverages;	encourage irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage
iv) must only depict the responsible and moderate consumption of alcohol beverages	
B) not have a strong or evident appeal to children or adolescents and, accordingly –	have strong or evident appeal to minors
i) adults appearing in advertisements must be over 25 years of age and be clearly depicted as adults	show visually prominent 18–24 year olds
ii) children and adolescents may only appear in advertisements in natural situations (e.g., family barbecue, licensed family restaurant) and where there is no implication that the depicted children and adolescents will consume or serve alcohol beverages	minors unless they are shown incidentally in a natural situation where there is no implication they will consume or serve alcohol
iii) adults under the age of 25 years may only appear as part of a natural crowd or background scene	
C) not suggest that the consumption or presence of alcohol beverages may create or contribute to a significant change in mood or environment and, accordingly	suggest that the consumption or presence of alcohol beverages can change a mood or environment
i) must not depict the consumption or presence of alcohol beverages as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success	show the consumption or presence of alcohol beverages as leading to personal, business, social, sporting, sexual or other success
ii) if alcohol beverages are depicted as part of a celebration, must not imply or suggest that the beverage was a cause of or contributed to success or achievement;	imply or suggest that an alcohol beverage shown as part of a celebration was a cause of the success or achievement
iii) must not suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation;	suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation

- | | | |
|----|--|--|
| D) | not depict any direct association between the consumption of alcohol beverages, other than low alcohol beverages, and the operation of a motor vehicle, boat or aircraft or the engagement in any sport (including swimming and water sports) or potentially hazardous activity and, accordingly | show the consumption of alcohol beverages before or during any activity that for safety reasons requires you to be alert or physically co-ordinated, such as the control of a motor vehicle, boat or machinery or swimming |
| | i) | |
| | any depiction of the consumption of alcohol beverages in connection with the above activities must not be represented as having taken place before or during engagement of the activity in question and must in all cases portray safe practices | |
| | ii) | |
| | any claim concerning safe consumption of low alcohol beverages must be demonstrably accurate; | |
| E) | not challenge or dare people to drink or sample a particular alcohol beverage, other than low alcohol beverages, and must not contain any inducement to prefer an alcohol beverage because of its higher alcohol content; | challenge or dare people to consume an alcohol beverage

encourage the choice of a particular alcohol beverage by emphasising its alcohol strength or intoxicating effect |
| F) | comply with the Advertiser Code of Ethics adopted by the Australian Association of National Advertisers | |
| G) | not encourage consumption that is in excess of, or inconsistent with the Australian Alcohol Guidelines issued by the NHMRC. | |
| H) | not refer to The ABAC Scheme, in whole or in part, in a manner which may bring the scheme into disrepute. | |
-

Appendix 3.2 – Focus Group Speech Guide and Questions

Good afternoon and welcome to our session.

Thanks for taking the time to join me to talk about perceptions of alcohol message content and regulatory codes on social media.

My name is Aziemah Othman and I am a PhD student at Curtin. I am conducting this focus group as part of a requirement of my doctoral thesis.

We need your input and want you to share your honest and open thoughts with us.

GROUND RULES

1. I want you to do the talking.
 - a. We would like everyone to participate.
 - b. I may call on you if I haven't heard from you in a while.
2. There are no right or wrong answers.
 - a. Every person's experiences and opinions are important.
 - b. Speak up whether you agree or disagree.
 - c. We want to hear a wide range of opinions.
3. What is said in this room stays here.
 - a. We want you to feel comfortable sharing when sensitive issues come up.
4. You've probably noticed the camera. We are video recording the group.
 - a. We want to capture everything you have to say. We don't identify anyone by name in our report. You will remain anonymous.

We will be on a first name basis today and I've placed name cards on the table in front of you to help us remember each other's names.

Also, I ask that you turn off your phones or put them on silent. If you cannot and if you must respond to a call, please leave the room and do so as quietly as possible and re-join us as quickly as you can.

Now, let's begin.

Appendix 3.3 – Topic Outlines

Opening Questions

1. Thinking about the social media you visit (spend time on), what sort of advertising messages or content surfaces often? For example, those that get many 'likes', most shared and/or forwarded?
2. How often do alcohol ads or messages or images come up? What sort of messages come up?
3. Which ones are most memorable and why?
4. In general, how do you feel about posting/forwarding/passing on alcohol messages/images on social media?
5. Are there any messages/images that worried you? If so, why?
6. Should there be restrictions on these types of alcohol images/messages?

Participants shown stimuli

7. What message is communicated in this alcohol message/image?
8. Do you think it's acceptable to post that alcohol message/image on social media?
9. Would you post/forward (i.e., like, share or comment) this alcohol message/image and why/why not?

Participants shown either the ABAC Code or the UGC House Rules depending on the message sharing scenario assigned

10. After reading the ABAC Code/UGC House Rules, do you think it breaches the articles in the Code? is it appropriate for the alcohol company/user to post this message? If so, how?
11. Taking into account the ABAC Code/UGC House Rules, would you forward (i.e., like, share or comment) this alcohol message/image and why?

12. How useful are the ABAC Code/UGC House Rules in helping you to determine if an alcohol brand message is irresponsible and whether it is appropriate for you to forward? How easy are they to understand and apply?

Appendix 3.4 – Informed Consent Form

Informed Consent Form

A study as part of the fulfilment requirements for the degree of Doctor of Philosophy (Marketing).

This study explores young adults' understanding and perception of alcohol message content and alcohol regulatory codes for alcohol advertising (i.e. ABAC codes and/or user-generated house rules). Participants will be shown and asked to discuss alcohol messages/images found on social media and the relevant regulatory codes. For screening and grouping purposes, participants will be asked provide some basic demographics, social media usage and alcohol drinking frequency data.

The focus group for the above research will be face-to-face, in groups of 6-8 participants; digitally audio recorded and scheduled to suit participants. It is anticipated that it will take approximately 90 minutes. Confidentiality is paramount. Following completion of the transcription of the interviews, all identities shall be converted to code numbers. Some interview extracts will be used in the study's final thesis; but no information in the report or any subsequent publication will be able to be traced to an individual or organisation. All audio files and transcripts will be managed in accordance with Curtin University's ethical research requirements. Participation is voluntary and you are free to withdraw at any time.

If you would like further information about the study, please feel free to contact me on +61 405 570 777 or by email: n.othman1@postgrad.curtin.edu.au

Alternatively, you can contact one of my supervisors

Dr Robyn Ouschan
Robyn.Ouschan@cbs.curtin.edu.au

or

Professor Robert Donovan
Robert.Donovan@cbs.curtin.edu.au

Thank you for your co-operation.

I _____ (participant's name) have been informed of, read and understand the purposes of this study and have been given opportunity to ask questions. I agree to my interview being audio recorded and understand that all content remains confidential - that my name will not be associated with any report, subsequent publication or presentation arising from this focus group. I know where to direct my queries and have a copy of the consent form. I understand I can withdraw at any time.

Signature: _____

Participant: _____

Date: _____

Researcher: _____

Date: _____

Revocation of Consent

I hereby WITHDRAW my consent to participate in the research project described above and understand that such withdrawal will be without prejudice or negative consequences to my employment.

Signature: _____

Participant: _____

Date: _____

This Revocation of Consent should be forwarded to the Supervisors: Curtin Business School, School of Marketing, Curtin University, Kent Street Bentley WA 6102.

Appendix 3.5 – Focus Group Screening Questionnaire

Curtin University School of Marketing Participant Information Sheet

Exploring Young Adults' Perceptions of Alcohol Message Content and Regulatory Codes on Social Media.
Chief Investigator: Aziemah Othman

Thank you for your expression of interest. This study is being conducted by Aziemah Othman as part of a requirement for her Doctoral thesis at Curtin University. This document provides you with details relevant to the study in which you are participating. Please read all the information in this letter carefully, and feel welcome to contact the chief investigator if you have any questions or concerns you wish to raise.

Purpose of Research

This study aims to explore young adults' understanding and perceptions of alcohol message content and alcohol regulatory codes for alcohol advertising (i.e., ABAC codes and/or user-generated house rules). The focus group for this research will be face-to-face, in groups of 6–8 participants, digitally audio recorded (with prior permission), and scheduled to suit participants. It is anticipated that it will take approximately 90 minutes.

Your Role

Participants will be shown and asked to discuss alcohol messages/images found on social media and the relevant regulatory codes. For screening and grouping purposes, participants will be asked to provide some basic demographics, social media usage and alcohol consumption data in the following page. If chosen, participants will be informed of details for the focus group at a later date and time.

Consent to Participate

Your involvement in the research is entirely voluntary. You will be required to fill out an informed consent form if chosen to participate in this study. You have the right to withdraw at any stage without it affecting your rights or my responsibilities. In the event you wish to withdraw, please fill in the Revocation of Consent form and forward it to the Chief Investigator or Supervisors. In this instance, your data will be deleted.

Confidentiality

Please be assured that any information you provide will remain confidential as the following will apply:

1. All data collected will only be used for the purpose of research.
2. At no point will your name be associated with any responses you have provided.
3. The results of this study and any written reports will not be identifiable.

Further Information

This research has been reviewed and given approval by Curtin University Human Research Ethics Committee (Approval number SOM2014071). If you would like further information about the study, please feel free to contact me at +61 405 570 777 or n.othman1@postgrad.curtin.edu.au.

Alternatively, you can contact one of the following supervisors:

Dr Robyn Ouschan
Robyn.ouschan@cbs.curtin.edu.au

Professor Robert Donovan
Robert.donovan@cbs.curtin.edu.au

or







Human Research Ethics Committee (HREC)

Contact Information: The Secretary, HREC, Office of Research and Development, PO Box U1987, Perth, WA 6845 | Ph: +61 8 9266 9223 | hrec@curtin.edu.au

Thank you very much for your interest in this research, your participation is greatly appreciated.

1

In this section, the following questions aims to measure your alcohol consumption. Your answers will remain confidential, so please be as accurate as possible. Try to answer the questions in terms of 'standard drinks'. Please use the definition below as a guide. Ask for clarification if required.

Light Beer 425ml 2.9% Alcohol	Full Strength Beer 285ml 4.9% Alcohol	Wine 100ml 12% Alcohol	Fortified Wine 80ml 20% Alcohol	Spirits 30ml 40% Alcohol	Full Strength Can or Stubbie 375ml 4.9% Alcohol
					

The guide above contains examples of **one standard drink**.

A full strength can or stubbie contains **one and a half standard drinks**.

A

On how many days did you drink any alcoholic beverage in the past 4 weeks?

B

When you drank alcohol, how many drinks, glasses, bottles, or cans did you have per day, on average?

C

What was the maximum number of alcoholic drinks, glasses, bottles, or cans you had on one occasion?

2

The following questions aim to measure your social media usage.

A

How many hours do you spend on social media per week?

B

Which social networks do you use? (You can circle more than one).

[1] Facebook

[4]

LinkedIn

[7]

Foursquare

[2] Twitter

[5]

Pinterest

[8]

Google Plus

[3] Instagram

[6]

Tumblr

[9]

Others
Please specify

C

In the past 4 weeks, have you received any alcohol messages via social media? If yes, please provide a brief description in the space below.

Yes

No

IF NO: Have you received any in the past year?

Yes

No

D

In the past 4 weeks, have you posted any alcohol messages on social media? If yes, please provide a brief description in the space below.

Yes

No

IF NO: Have you received any in the past year?

Yes

No

E	Are you familiar with any social media pages of alcohol brands? If yes, please provide details in the space below.	Yes	No

3 To analyse the information we get from this survey, we need to be able to classify information. The information about yourself will not be used for identification, but used only for establishing broad categories.

A What is your age? (Years).

[1]	18 – 20	[4]	31 – 35	[7]	46 +
[2]	21 – 25	[5]	36 – 40		
[3]	26 – 30	[6]	41 – 45		

B What is your gender?

[1]	Male	[2]	Female
-----	------	-----	--------

C Are you an international student?

[1]	Yes	[2]	No
-----	-----	-----	----

D What type of student are you?

[1]	Year 12 Diploma	[3]	Advanced Diploma / Diploma	[5]	Postgraduate Degree
[2]	Certificate I / II	[4]	Bachelor Degree		
[3]	Certificate III / IV	[5]	Graduate Diploma / Graduate Certificate		

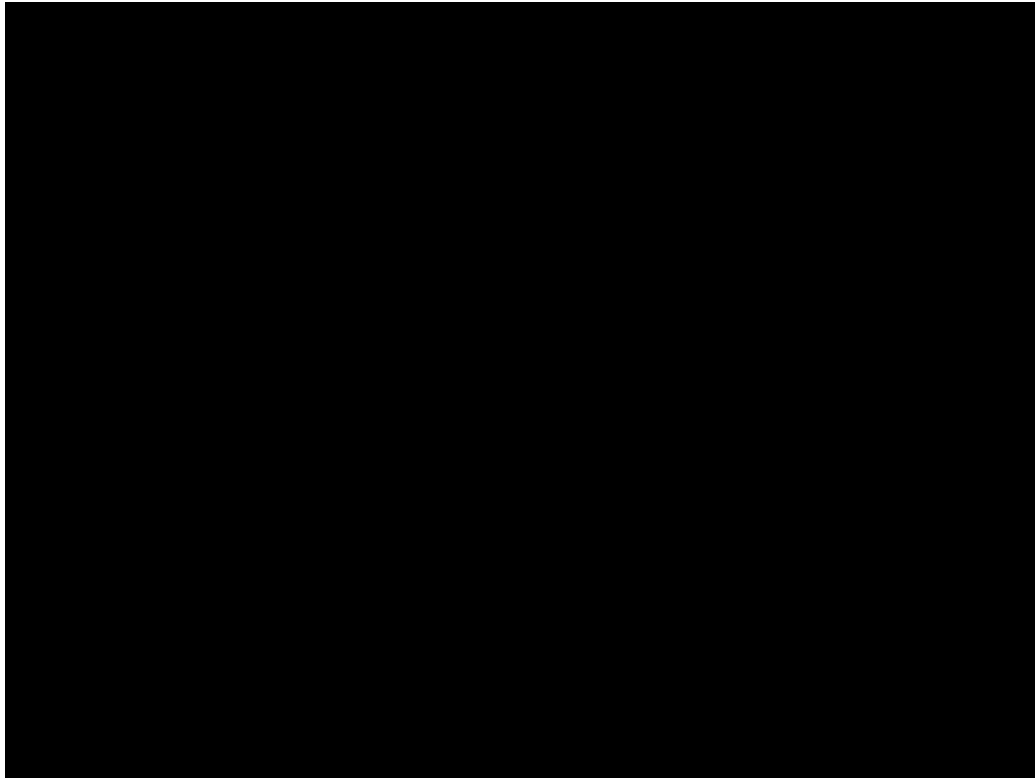
E Which faculty do you belong to?

[1]	Business School	[3]	Humanities	[5]	Others Please specify
[2]	Health Sciences	[4]	Science and Engineering		_____

Thank you for your interest in this research. We will contact you with more details of the focus group if you qualify.

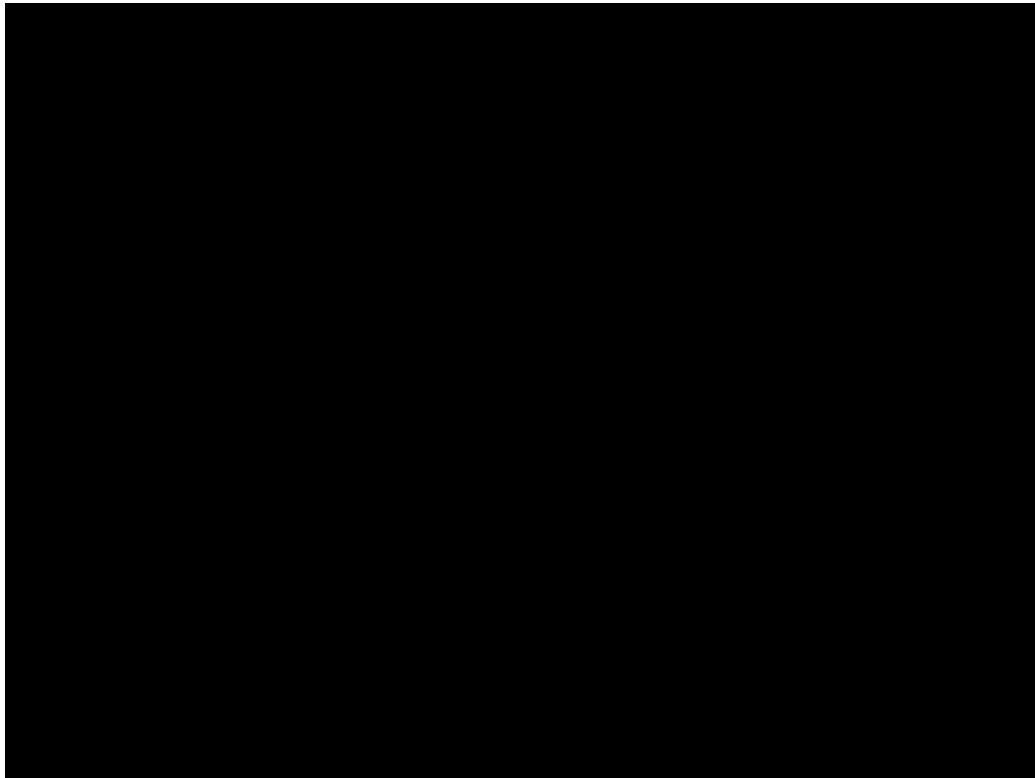
Appendix 3.6 – Stimulus Used in the Focus Groups

Ad/Post 1



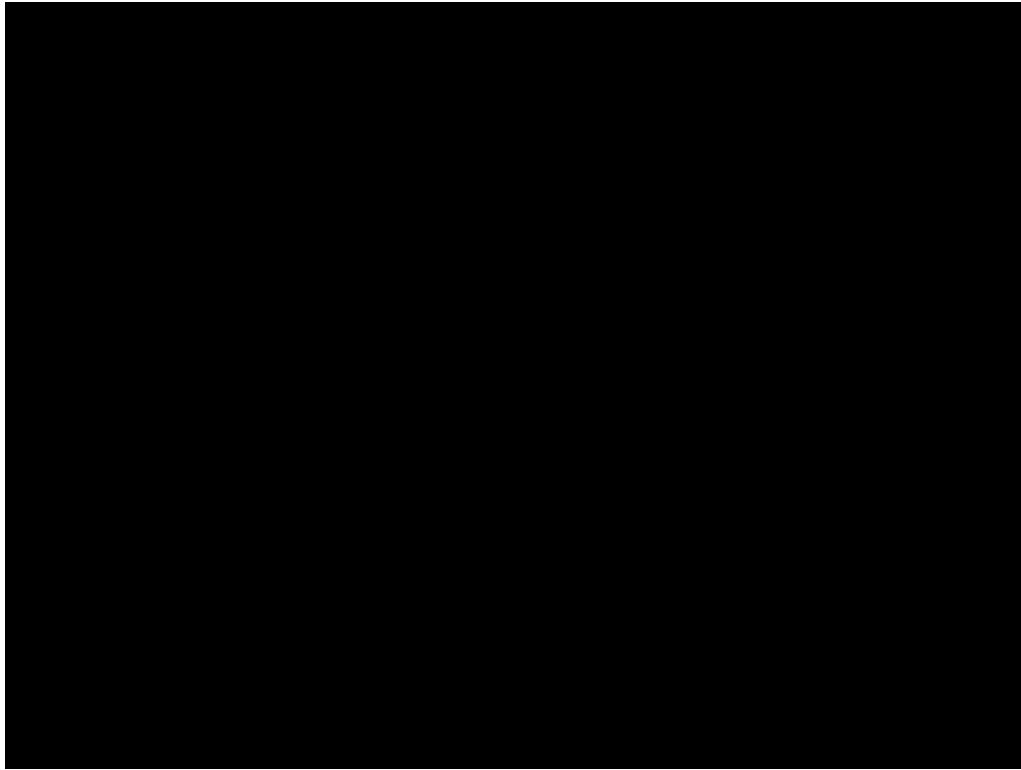
(Thirsty Camel Victoria, 2012b)

Ad/Post 2



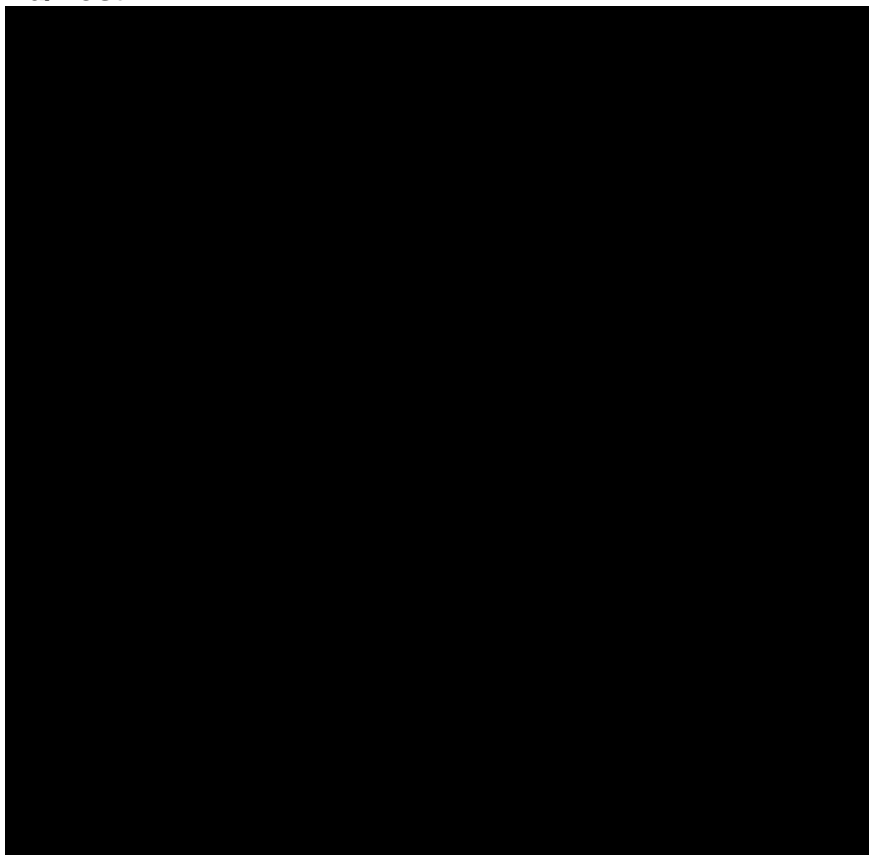
(Thirsty Camel Victoria, 2012c)

Ad/Post 3



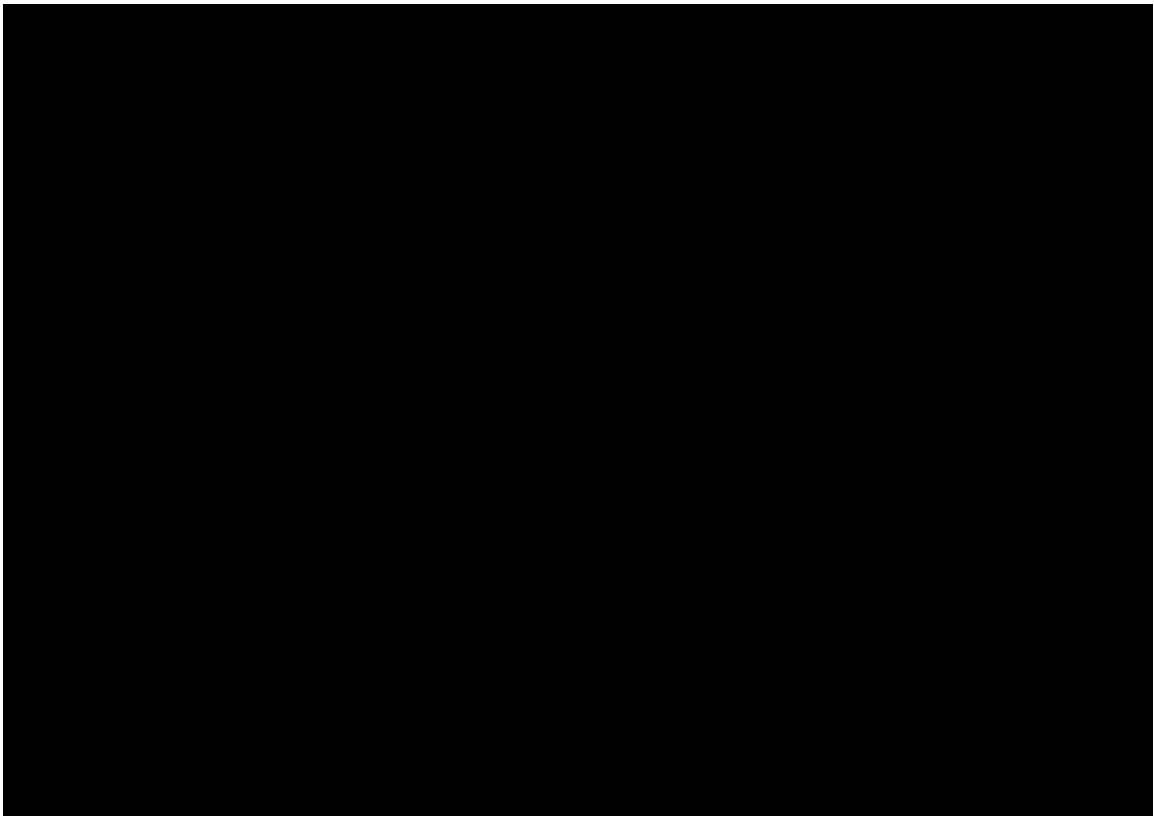
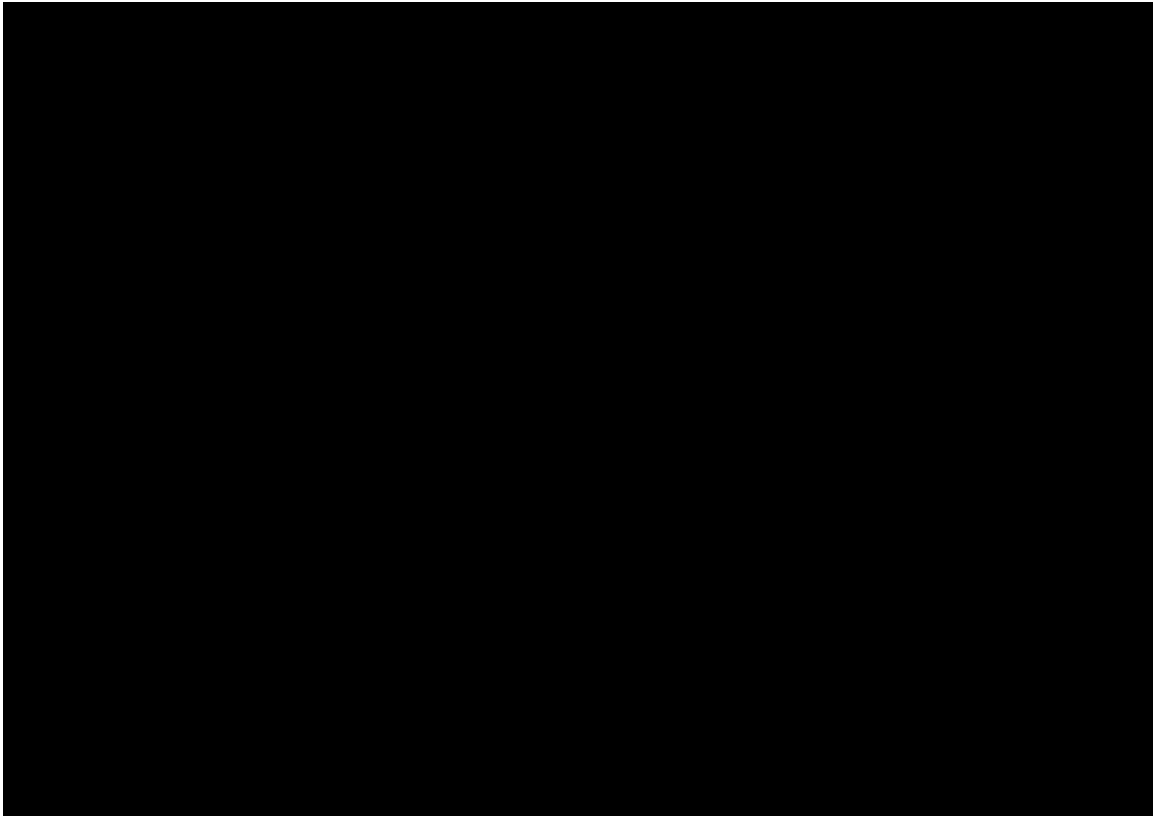
(Thirsty Camel Victoria, 2012a)

Ad/Post 4



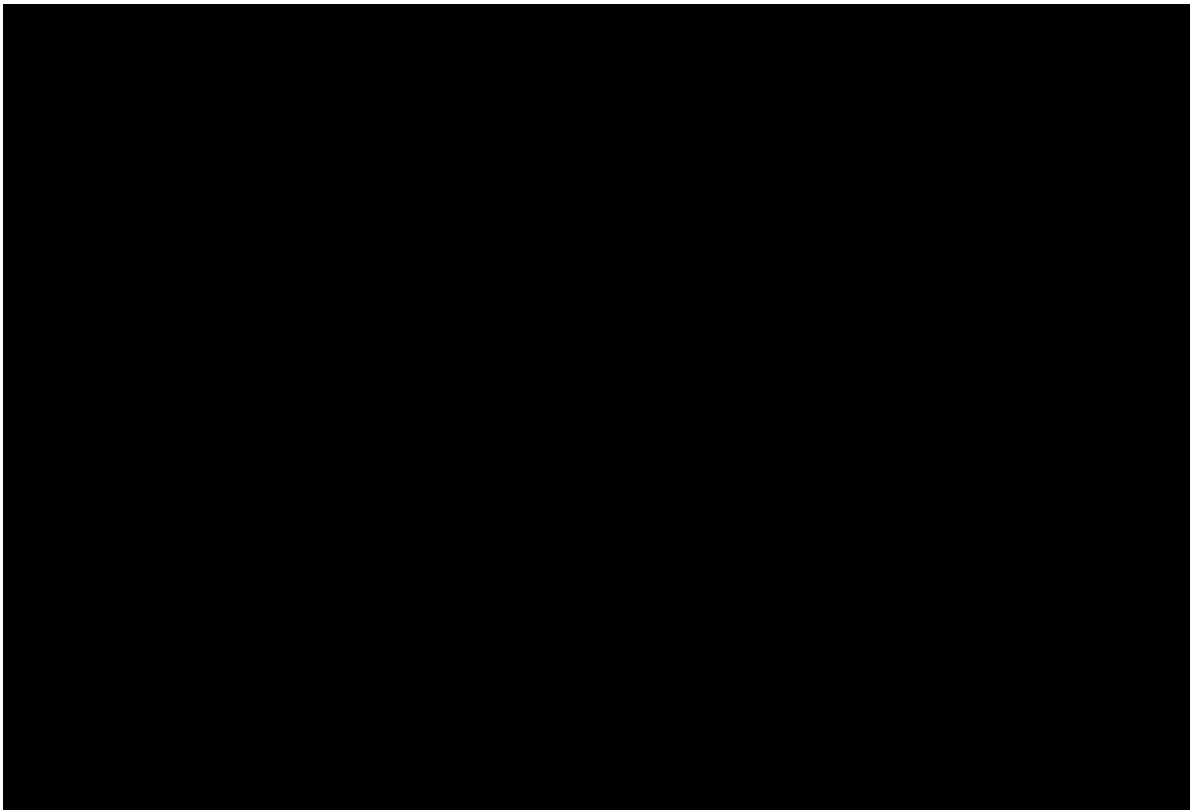
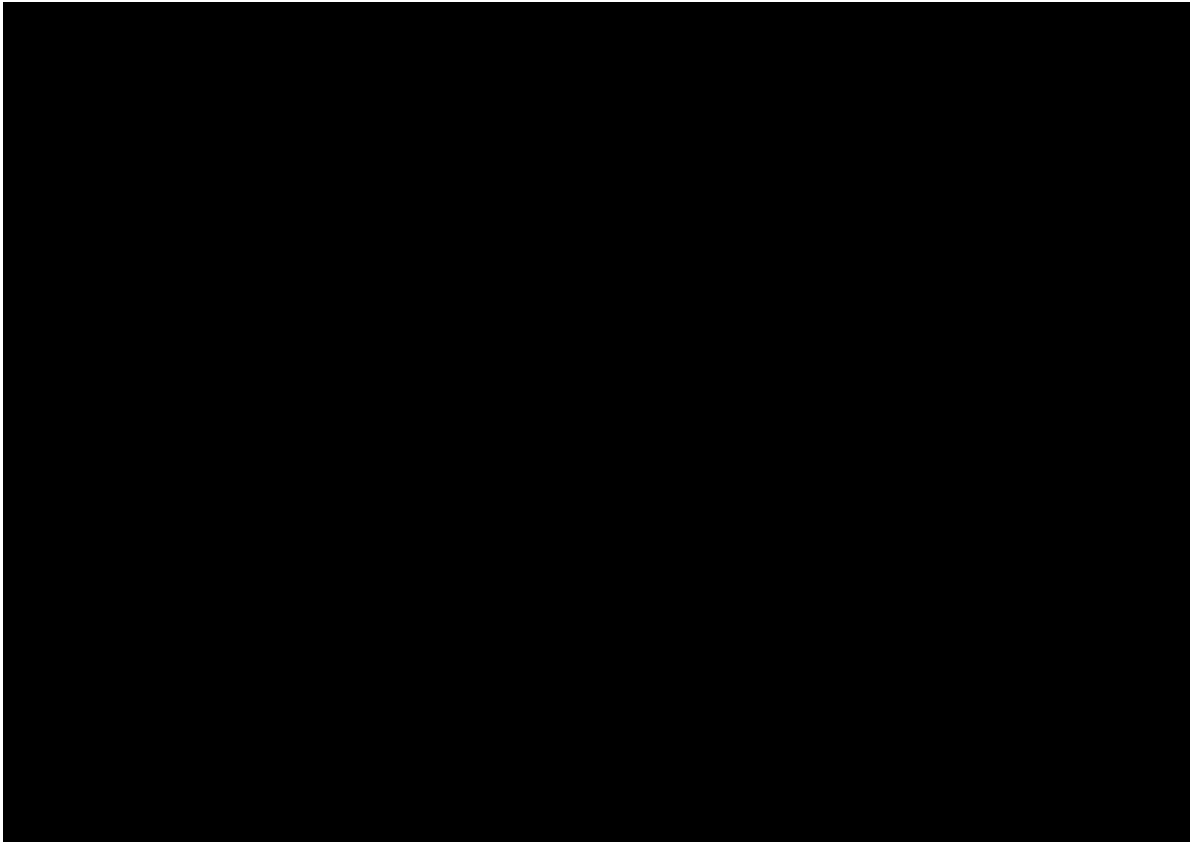
(Thirsty Camel Victoria, 2014)

**Appendix 3.7 – Alcohol and Your Health Information Sheet from the
WA Drug & Alcohol Office**



(Government of Western Australia Drug & Alcohol Office, n.d.)

**Appendix 3.8 – Guidelines for Alcohol Consumption from the
Department of Health and Ageing**



(Department of Health and Ageing, n.d.)

Appendix 4.1 – Description of Articles in the ABAC Code/UGC House Rules used in Study 2

Appendix 6.1 Full description of articles in the ABAC Code / House Rules

	ABAC CODE	ABAC UGC HOUSE RULES
Article 1	A marketing communication must NOT: show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an alcohol beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;	Any content posted must NOT encourage the excessive or rapid consumption of an alcohol beverage, misuse or abuse of an alcohol beverage or consumption inconsistent with the Australian Alcohol Guidelines;
Article 2	show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage;	encourage irresponsible or offensive behaviour that is related to the consumption or presence of an alcohol beverage;
Article 3	challenge or dare people to consume an alcohol beverage;	challenge or dare people to consume an alcohol beverage;
Article 4	encourage the choice of a particular alcohol beverage by emphasising its alcohol strength (unless emphasis is placed on the alcohol beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.	encourage the choice of a particular alcohol beverage by emphasising its alcohol strength or intoxicating effect;
Article 5	have strong or evident appeal to minors;	have strong or evident appeal to minors;
Article 6	depict a person who is or appears to be a minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol;	show minors unless they are shown incidentally in a natural situation where there is no implication they will consume or serve alcohol;
Article 7	depict an adult who is under 25 years of age and appears to be an adult unless they are not visually prominent	show visually prominent 18–24 year olds [Note: if these house rules are within an age restricted environment as defined in the Code this rule can be removed]
Article 8	depict an adult who is under 25 years of age and appears to be an adult unless they are not a paid model or actor and are shown in a marketing communication that has been placed within an age restricted environment.	NA
Article 9	suggest that the consumption or presence of an alcohol beverage may create or contribute to a significant change in mood or environment;	suggest that the consumption or presence of alcohol beverages can change a mood or environment;
Article 10	show (visibly, audibly or by direct implication) the consumption or presence of an alcohol beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;	show the consumption or presence of alcohol beverages as leading to personal, business, social, sporting, sexual or other success;
Article 11	if an alcohol beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the alcohol beverage was a cause of or contributed to success or achievement;	imply or suggest that an alcohol beverage shown as part of a celebration was a cause of the success or achievement;

Article 12 suggest that the consumption of an alcohol beverage offers any therapeutic benefit or is a necessary aid to relaxation.

suggest that the consumption of alcohol beverages offers any therapeutic benefit or is a necessary aid to relaxation;

Article 13 show (visibly, audibly or by direct implication) the consumption of an alcohol beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

show the consumption of alcohol beverages before or during any activity that for safety reasons requires a you to be alert or physically co-ordinated, such as the control of a motor vehicle, boat or machinery or swimming;

Appendix 4.2 – Survey Used in Study 2



Curtin University
School of Marketing
Participant Information Sheet

Exploring Young Adults' Perceptions of Alcohol Message Content and Regulatory Codes on Social Media.
Chief Investigator: Dr Robyn Ouschan

Thank you for your expression of interest. This study is being conducted by Aziemah Othman as part of a requirement for her Doctoral thesis at Curtin University. This document provides you with details relevant to the study in which you are participating. Please read all the information in this letter carefully, and feel welcome to contact the chief investigator if you have any questions or concerns you wish to raise.

Purpose of Research

This study aims to assess audience perceptions of alcohol messages found on a social networking site against the Alcohol Beverages (and Packaging) Advertising Code (ABAC) to determine whether the audience perceives these messages to breach the Code, and if so, which parts of the Code they are seen to breach.

Your Role

You will be given the relevant advertising regulatory codes and shown four alcohol messages and asked to state whether or not you think the messages do or do not breach the codes. I would very much appreciate it if you could take 20 minutes of your valuable time to answer all the survey questions.

Confidentiality

Please be assured that any information you provide will remain confidential as the following will apply:

1. All data collected will only be used for the purpose of research.
2. At no point will your name be associated with any responses you have provided.
3. The results of this study and any written reports will not be identifiable.

Further Information

If you would like further information about the study, please feel free to contact Dr Robyn Ouschan at 9266 4233 or robyn.ouschan@curtin.edu.au.

Alternatively, you can contact:

PhD student
Aziemah Othman
n.othman1@postgrad.curtin.edu.au

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number 5096). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Consent to Participate

Your involvement in the research is entirely voluntary. You have the right to withdraw at any stage without it affecting your rights or my responsibilities. In this instance, your data will be deleted.

I have received information regarding this research and had an opportunity to ask questions. I believe I understand the purpose, extent and possible risks of my involvement in this project and I voluntarily consent to take part.

1	Before we begin, we require some information about you. The information you provided will not be used for identification, but only for establishing broad categories. Please answer the following:
A	What is your year of birth? (YYYY) _____
B	What is your Gender?
	[1] Male [2] Female
C	Are you currently studying at a University?
	[1] Yes [2] No
D	Are you an International Student?
	[1] Yes [2] No
E	What type of student are you?
	[1] Undergraduate Degree [3] Masters Degree Others [2] Graduate Certificate / [4] Doctoral Degree [5] Please specify Graduate Diploma _____
F	Which Faculty do you belong to?
	[1] Business School [3] Humanities [5] Centre for Aboriginal Studies [2] Health Sciences [4] Science and Engineering [6] Other Please specify _____

Instructions

As this study explores your interpretation of the alcohol advertising regulatory codes, this section provides a brief overview of the Code.

Alcohol advertising on mass media in Australia operates under a quasi-regulatory regime which administers the Alcohol Beverages (and Packaging) Advertising Code (ABAC). ABAC sets standards for the content of alcohol marketing and includes the content of alcohol advertising in digital marketing including social media. The Code has been negotiated with government and is administered by a Management Committee which includes industry, advertising and government representatives.

2	Familiarity with ABAC Organisation
A	Prior to this survey, did you know there was an organisation that was responsible for administering the Alcohol Beverages (and Packaging) Advertising Code?
	[1] Yes [2] No
B	If Yes: How familiar would you say you are with that organisation?
	[1] Very Familiar [2] Quite Familiar [3] A Little Familiar [4] Not At All Familiar [1] Very Familiar

3	Familiarity with ABAC Code
A	Prior to this survey, did you know there was an Alcohol Beverages (and Packaging) Advertising Code?
	[1] Yes [2] No
B	If Yes: How familiar would you say you are with the contents of that Code?
	[1] Not at all - only know they exists [2] A Little Familiar [3] Quite Familiar [4] Very Familiar

ABAC Code

A) Responsible and moderate portrayal of Alcohol Beverages

A Marketing Communication must NOT:

- (i) show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;
- (ii) show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage;
- (iii) challenge or dare people to consume an Alcohol Beverage;
- (iv) encourage the choice of a particular Alcohol Beverage by emphasising its alcohol strength (unless emphasis is placed on the Alcohol Beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.

B) Responsibility toward Minors

A Marketing Communication must NOT:

- (i) have Strong or Evident Appeal to Minors;
- (ii) depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol; or
- (iii) depict an Adult who is under 25 years of Age and appears to be an Adult unless: A they are not visually prominent; or B they are not a paid model or actor and are shown in a Marketing Communication that has been placed within an Age-Restricted Environment.

C) Responsible depiction of the effects of alcohol

A Marketing Communication must NOT:

- (i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment;
- (ii) show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;
- (iii) if an Alcohol Beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the Alcohol Beverage was a cause of or contributed to success or achievement; or
- (iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

D) Alcohol and Safety

A Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

4 For each specific code, please provide your answer by ticking the appropriate box.				
To what extent do you think this ad breaches each of the following specific articles?				
A. Responsible and moderate portrayal of Alcohol Beverages	Definitely breaches	Probably breaches	Probably does not breach	Definitely does not breach
A Marketing Communication must NOT –				
i) show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines; ☐				
ii) show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage				
iii) challenge or dare people to consume an Alcohol Beverage				
iv) encourage the choice of a particular Alcohol Beverage by emphasising its alcohol strength (unless emphasis is placed on the Alcohol Beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.				
B. Responsibility toward Minors ☐	Definitely breaches	Probably breaches	Probably does not breach	Definitely does not breach
A Marketing Communication must NOT–				
i) have a strong or evident appeal to Minors				
ii) depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol				
iii) depict an Adult who is under 25 years of Age and appears to be an Adult unless they are not visually prominent				
iv) depict an Adult who is under 25 years of Age and appears to be an Adult unless they are not a paid model or actor and are shown in a Marketing Communication that has been placed within an Age Restricted Environment. ☐				

C. Responsible depiction of the effects of alcohol	Definitely breaches	Probably breaches	Probably does not breach	Definitely does not breach
A Marketing Communication must NOT –				
i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment				
ii) show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success				
iii) if an Alcohol Beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the Alcohol Beverage was a cause of or contributed to success or achievement				
iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.				
D. Alcohol and Safety	Definitely breaches	Probably breaches	Probably does not breach	Definitely does not breach
A Marketing Communication must NOT –				
i) show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.				

5	To what extent do you agree or disagree that, overall, this alcohol ad presents a mature, balanced and responsible approach to the consumption of alcohol beverages (circle one number below).
Strongly agree Strongly disagree 1 2 3 4 5 6 7	

6	We would like to know your overall perceptions of the ABAC Responsible Alcohol Marketing Code. Please indicate to what extent you agree or disagree with the following statements by circling one number on the provided scale.
a)	The ABAC Code is comprehensive.
	Strongly agree Strongly disagree
	1 2 3 4 5 6 7
b)	The ABAC Code makes it easy for viewers to determine if an ad breaches the Code.
	Strongly agree Strongly disagree
	1 2 3 4 5 6 7
c)	The ABAC Code is too restrictive for advertisers..
	Strongly agree Strongly disagree
	1 2 3 4 5 6 7
d)	The ABAC Code is a useful guide to alcohol advertisers about what they can and cannot depict in their advertising
	Strongly agree Strongly disagree
	1 2 3 4 5 6 7
e)	Some of the articles in the ABAC Code are ambiguous.
	Strongly agree Strongly disagree
	1 2 3 4 5 6 7
f)	The articles of the ABAC Code are relevant to assessing the content of alcohol ads found on social media.
	Strongly agree Strongly disagree
	1 2 3 4 5 6 7
e)	Do you have any other comments on the ABAC Code, alcohol ads or this study?

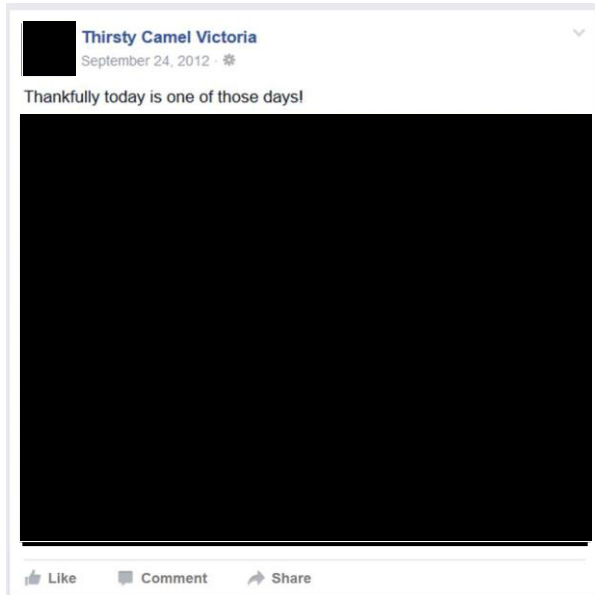
Participants will be provided with a drug and alcohol health message from the WA Drug & Alcohol Office.

That is the end of the exercise, thank you for your participation.

Appendix 4.3 – Ads/Posts Used in Study 2 and Study 3

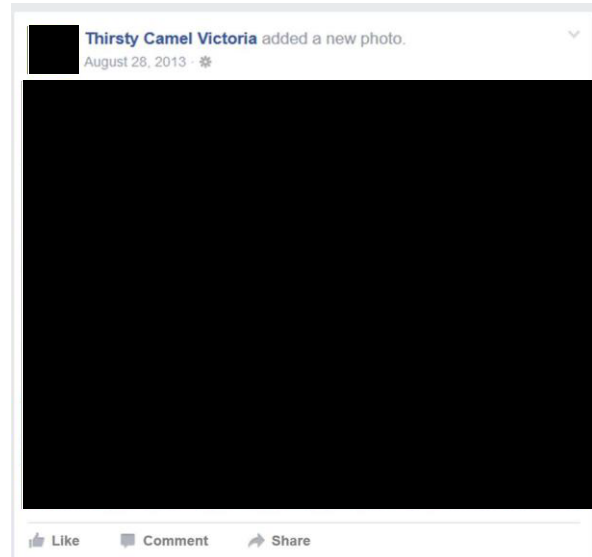
Ads/Posts used in the MGC group

Breach Ad/Post 1



(Thirsty Camel Victoria, 2012c)

Breach Ad/Post 2



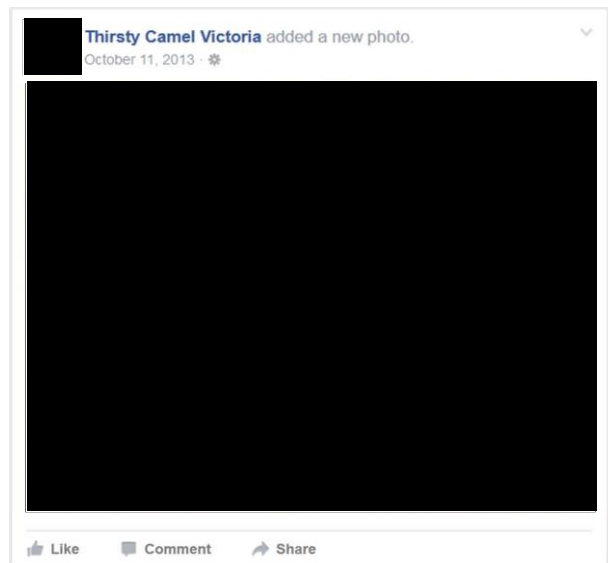
(Thirsty Camel Victoria, 2013a)

Non-breach Ad/Post 1



(Thirsty Camel Victoria, 2013c)

Non-breach Ad/Post 2



(Thirsty Camel Victoria, 2013b)

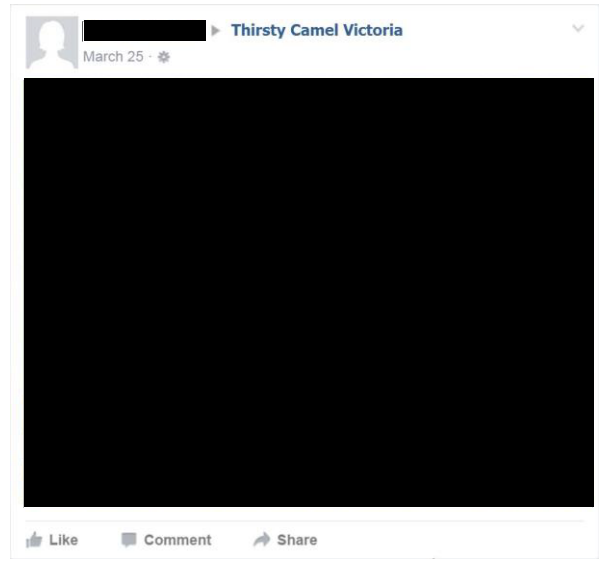
Ads/Posts used in the UGC group

Breach Ad/Post 1



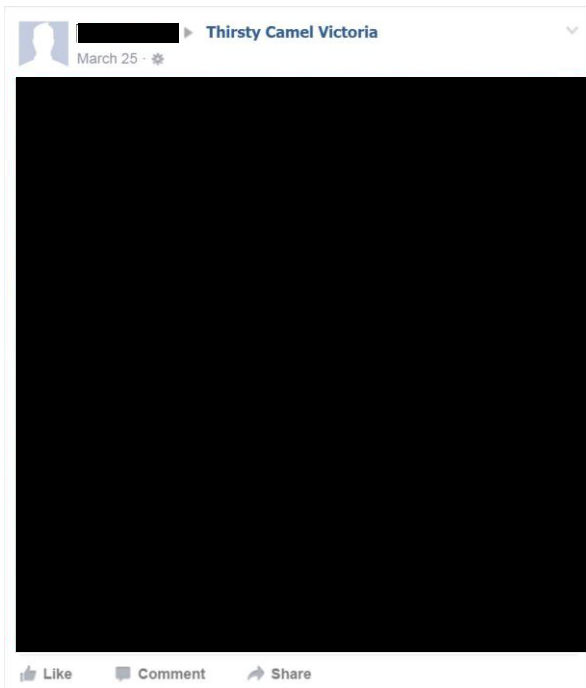
(Thirsty Camel Victoria, 2012c)

Breach Ad/Post 2



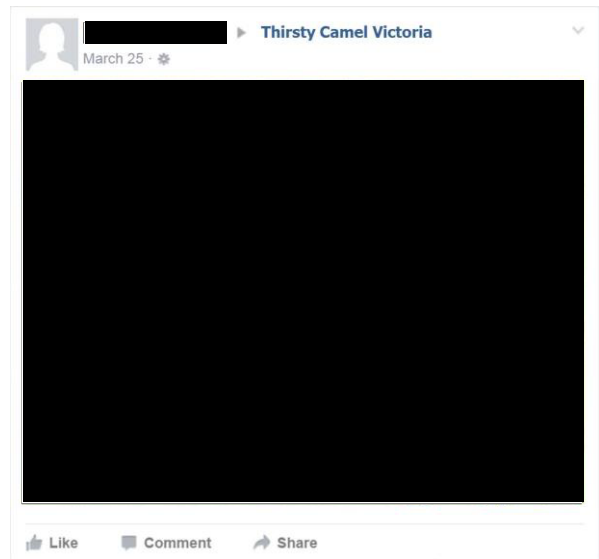
(Thirsty Camel Victoria, 2013a)

Non-breach Ad/Post 1



(Thirsty Camel Victoria, 2013c)

Non-breach Ad/Post 2



(Thirsty Camel Victoria, 2013b)

Ads/Posts used in the USC group

Breach Ad/Post 1



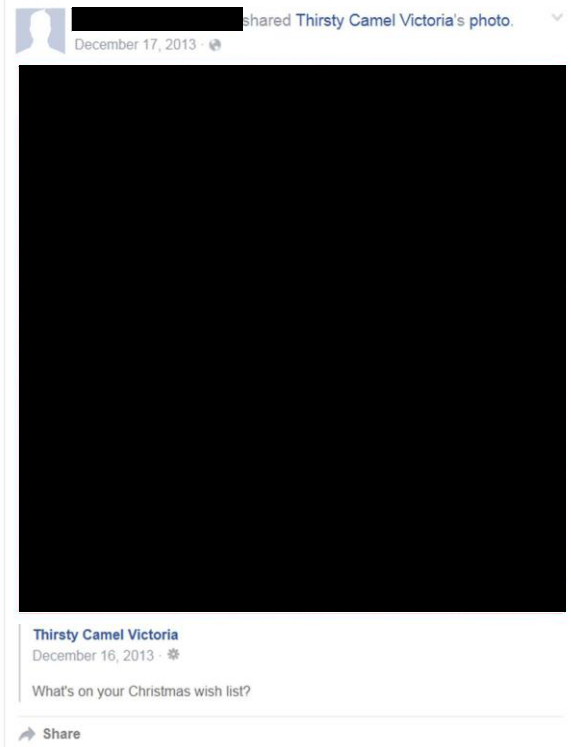
(Thirsty Camel Victoria, 2012c)

Breach Ad/Post 2



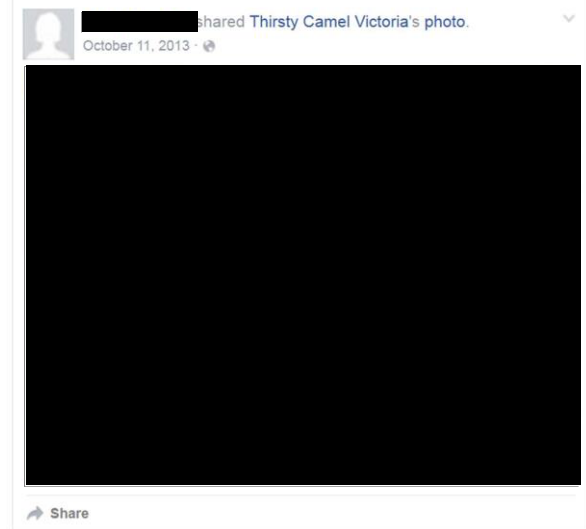
(Thirsty Camel Victoria, 2013a)

Non-breach Ad/Post 1



(Thirsty Camel Victoria, 2013c)

Non-breach Ad/Post 2



(Thirsty Camel Victoria, 2013b)

Appendix 4.4 – Survey Used in Study 3



Curtin University
School of Marketing
Participant Information Sheet

Exploring the effectiveness of user codes of conduct to control young adults' engagement with alcohol advertisements on social networking sites

Chief Investigator: Dr Robyn Ouschan

Thank you for your expression of interest. This study is being conducted by Aziemah Othman as part of a requirement for her Doctoral thesis at Curtin University. This document provides you with details relevant to the study in which you are participating. Please read all the information on this page carefully, and feel welcome to contact the chief investigator if you have any questions or concerns you wish to raise.

Purpose of Research

This study aims to expose audience to the relevant advertising regulatory code and assess audience perceptions of alcohol messages found on a social networking site as well as measure if it affects their intentions to engage with the ad/post, likelihood to complain and liking of the alcohol advertiser.

Your Role

You will be given the relevant advertising regulatory codes and shown four alcohol messages, and asked to answer several questions. I would very much appreciate it if you could take 20 minutes of your valuable time to answer all the survey questions.

Confidentiality

Please be assured that any information you provide will remain confidential as the following will apply:

1. All data collected will only be used for the purpose of research.
2. At no point will your name be associated with any responses you have provided.
3. The results of this study and any written reports will not contain any identifiable information.

Further Information

If you would like further information about the study, please feel free to contact Dr Robyn Ouschan at 92664233 or robyn.ouschan@curtin.edu.au.

Alternatively, you can contact:

PhD student
Aziemah Othman
n.othman1@postgrad.curtin.edu.au

Co-Investigator
Associate Professor Geoffrey Jalleh
G.Jalleh@curtin.edu.au

Curtin University Human Research Ethics Committee (HREC) has approved this study (HREC number XXXX). Should you wish to discuss the study with someone not directly involved, in particular, any matters concerning the conduct of the study or your rights as a participant, or you wish to make a confidential complaint, you may contact the Ethics Officer on (08) 9266 9223 or the Manager, Research Integrity on (08) 9266 7093 or email hrec@curtin.edu.au.

Consent to Participate

Your involvement in the research is entirely voluntary. You have the right to withdraw at any stage without it affecting your rights or my responsibilities. In this instance, your data will be deleted.

I have received information regarding this research and had an opportunity to ask questions. I believe I understand the purpose, extent and possible risks of my involvement in this project and I voluntarily consent to take part.

Part A

1	What is your age?
	<p>[1] 17 years or under</p> <p>[2] 18 – 24 years</p> <p>[3] 25 – 49 years</p> <p>[4] 50+ years</p>

Note: If '18-24 years' continue. Otherwise, survey ends.

2	The following questions aims to measure your social networking usage (e.g. on Facebook, Twitter, Instagram, YouTube etc.).	
A	How many <u>hours</u> do you spend on social networking sites per week?	_____
B	Which social networking sites do you use? (You can circle more than one).	
	[1] Facebook	[5] Pinterest
	[2] Instagram	[6] Snapchat
	[3] Google Plus	[7] Tumblr
	[4] LinkedIn	[8] Twitter
	[9] YouTube	[10] Others Please specify _____

Note: If answer for 2A is '0', then survey ends.

3	Please rate the extent to which you agree or disagree with the following statements. (Please circle one number for each statement).	Strongly Disagree						Strongly Agree
A	Using social networking sites is part of my everyday activity.	1	2	3	4	5	6	7
B	I am proud to tell people I'm on social networking sites.	1	2	3	4	5	6	7
C	Using social networking sites has become part of my daily routine	1	2	3	4	5	6	7
D	I feel out of touch when I haven't logged onto a social networking site SNS for a while	1	2	3	4	5	6	7
E	I feel I am part of the social networking site community	1	2	3	4	5	6	7
F	I would be sorry if the SNS shut down	1	2	3	4	5	6	7

4	What is your Gender?
[1] Male	[2] Female

5	What is your highest formal qualification?	
[1] Year 12 or equivalent	[4] Diploma / Advanced Diploma	[7] Postgraduate Degree
[2] Certificate I / II	[5] Bachelor degree	[8] Others Please specify _____
[3] Certificate III / IV	[6] Graduate Diploma / Graduate Certificate	

Instructions

First, you'll be shown the ABAC Code. Please read through the Code carefully to get an overall idea of the content it covers.

ABAC Code

A) Responsible and moderate portrayal of Alcohol Beverages

A Marketing Communication must NOT:

- (i) show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;
- (ii) show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage;
- (iii) challenge or dare people to consume an Alcohol Beverage;
- (iv) encourage the choice of a particular Alcohol Beverage by emphasising its alcohol strength (unless emphasis is placed on the Alcohol Beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol.

B) Responsibility toward Minors

A Marketing Communication must NOT:

- (i) have Strong or Evident Appeal to Minors;
- (ii) depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol; or
- (iii) depict an Adult who is under 25 years of Age and appears to be an Adult unless: A they are not visually prominent; or B they are not a paid model or actor and are shown in a Marketing Communication that has been placed within an Age-Restricted Environment.

C) Responsible depiction of the effects of alcohol

A Marketing Communication must NOT:

- (i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment;
- (ii) show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;
- (iii) if an Alcohol Beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the Alcohol Beverage was a cause of or contributed to success or achievement; or
- (iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.

D) Alcohol and Safety

A Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.

6	In this section, we aim to measure your familiarity with the alcohol retailer, Thirsty Camel.
A	Have you heard of Thirsty Camel? (Please circle one from the following options).
	[1] Yes [2] No
B	How familiar are you with Thirsty Camel? (Please circle one from the following options).
	[1] Very Familiar [2] Quite Familiar [3] A Little Familiar [4] Not At All Familiar

Part B

Instructions

In this section, you will view a total of four alcohol advertisements. For each ad, you will be asked whether you have seen the ad before and your reactions to the ad. You will then be asked questions on whether each ad breaches any of the sections in the ABAC Code.

All four ads can be found on social media, Facebook.

There are no right or wrong answers. All that is required is your honest opinion.

Alcohol ad posted by an alcohol retailer (Example 1)

Respondents will be shown four images (which will be rotated) and will have to answer question 4 to 15 for each.



7 Prior to this survey, have you seen this ad before?

(Please tick one from the following options).

- [1] Yes
- [2] No

This section aims to measure how you felt after viewing the alcohol ad.

8 Below you will find four pairs of adjectives. Rate how well one or the other adjectives in each pair describes how you felt after viewing the ad. The middle being neutral while the words at each end represent the extent to which you agree it accurately describes your feelings towards the ad. (Please circle one number for each pair of adjectives).

Very passive	1	2	3	4	5	6	7	Very active
Very mellow	1	2	3	4	5	6	7	Very fired-up
Very low energy	1	2	3	4	5	6	7	Very high energy

9 How do you feel about the ad? (Please circle one number for each pair).

I disliked the ad 1 2 3 4 5 6 7 I liked the ad
 Bad 1 2 3 4 5 6 7 Good

10 Having seen this ad, how likely is it that you will go to Thirsty Camel to buy alcohol?
 (Please circle one number).

Very unlikely 1 2 3 4 5 6 7 Very likely

11 Having seen this ad, how do you feel about the brand Thirsty Camel?
 (Please circle one number).

Bad 1 2 3 4 5 6 7 Good

12 How likely is it that you would do the following?

		Very Unlikely					Very Likely	
A	This ad is worth sharing with others on SNS.	1	2	3	4	5	6	7
B	I would recommend this ad to others on SNS.	1	2	3	4	5	6	7
C	I would forward (share) this ad to others on SNS.	1	2	3	4	5	6	7
D	I would 'like' this ad on SNS.	1	2	3	4	5	6	7
E	I would comment on this ad on SNS.	1	2	3	4	5	6	7

13	Given the content of the ad, how likely is it you would: <i>(Please circle one number for each statement).</i>	Very Unlikely							Very Likely
		1	2	3	4	5	6	7	
A	Do nothing.	1	2	3	4	5	6	7	
B	Complain about the ad to your friends or relatives on SNS.	1	2	3	4	5	6	7	
C	Complain to the SNS (e.g. Facebook).	1	2	3	4	5	6	7	
D	Complain to the retailer/advertiser.	1	2	3	4	5	6	7	
E	Decide to not patronise the alcohol retailer.	1	2	3	4	5	6	7	
F	Ask the alcohol advertiser/social media provider to take down the ad.	1	2	3	4	5	6	7	
G	Tell your friends and relatives to not buy from that alcohol retailer.	1	2	3	4	5	6	7	
H	Write a letter to the local newspaper about the ad.	1	2	3	4	5	6	7	
I	Report the ad to Australia's self-regulatory Alcohol Beverages (and Packaging) Advertising Code (ABAC).	1	2	3	4	5	6	7	

14	For each Code section, please provide your answer by ticking the appropriate box.		
A) Responsible and moderate portrayal of Alcohol Beverages			
A Marketing Communication must NOT:			
<ul style="list-style-type: none"> i) show (visibly, audibly or by direct implication) or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines; ii) show (visibly, audibly or by direct implication) or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage; iii) challenge or dare people to consume an Alcohol Beverage; iv) encourage the choice of a particular Alcohol Beverage by emphasising its alcohol strength (unless emphasis is placed on the Alcohol Beverage's low alcohol strength relative to the typical strength for similar beverages) or the intoxicating effect of alcohol. 			
	Yes	No	Do not know / Not Sure
Do you think this ad breaches this section of the code?			
B) Responsibility toward Minors			
A Marketing Communication must NOT:			
<ul style="list-style-type: none"> i) have Strong or Evident Appeal to Minors; ii) depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation (for example, a family socialising responsibly) and where there is no implication they will consume or serve alcohol; or iii) depict an Adult who is under 25 years of Age and appears to be an Adult unless: A they are not visually prominent; or B they are not a paid model or actor and are shown in a Marketing Communication that has been placed within an Age-Restricted Environment. 			
	Yes	No	Do not know / Not Sure
Do you think this ad breaches this section of the code?			
C) Responsible depiction of the effects of alcohol:			
A Marketing Communication must NOT:			
<ul style="list-style-type: none"> i) suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment; ii) show (visibly, audibly or by direct implication) the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success; iii) if an Alcohol Beverage is shown (visibly, audibly or by direct implication) as part of a celebration, imply or suggest that the Alcohol Beverage was a cause of or contributed to success or 			

achievement; or iv) suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation.			
	Yes	No	Do not know / Not Sure
Do you think this ad breaches this section of the code?			
D) Alcohol and Safety			
A Marketing Communication must NOT show (visibly, audibly or by direct implication) the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical coordination, such as the control of a motor vehicle, boat or machinery or swimming.			
	Yes	No	Do not know / Not Sure
Do you think this ad breaches this section of the code?			





15	To what extent do you agree or disagree that, overall, this alcohol ad presents a mature, balanced and responsible approach to the consumption of alcohol beverages (circle one number below).						
	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7

16	Which statement best describe your feelings about this alcohol advertisement? (Please circle one from the following options).				
	[1]	[2]	[3]	[4]	[5]
	The ad should be less restricted than it seems to be at present.	The ad is quite acceptable as it is.	The ad should be restricted more than it is but not entirely banned	The ad should be banned entirely.	Don't know.

Part C

17

In this section, the following questions aim to measure your alcohol consumption. Your answers will remain confidential, so please be as accurate as possible. Please answer the questions in terms of 'standard drinks' using the definition below as a guide.

Light Beer 12.5 cl 2.4% Alcohol	Full Strength Beer 33 cl 4.8% Alcohol	Wine 12.5 cl 12% Alcohol	Fortified Wine 30 cl 20% Alcohol	Spirits 30 cl 40% Alcohol	Full Strength Cider or Bubble 27.5 cl 4.8% Alcohol
					

The guide above contains examples of *one standard drink*.

A full strength can or bubble contains *one and a half standard drinks*.

A	On how many days did you drink any alcoholic beverage in the past 4 weeks?	_____
B	When you drank alcohol, how many standard drinks (via glasses, bottles, or cans) did you have per day, on average?	_____
C	What was the maximum number of alcoholic standard drinks (via glasses, bottles, or cans) you had on one occasion?	_____

Participants will be provided with a drug and alcohol health message from the WA Drug & Alcohol Office.

Thank you for your time and effort in completing this questionnaire. Have a nice day!

Appendix 6.1 – Frequency of ads/posts compliance with articles in the Codes

Table 6.7 Frequency of ads/posts compliance with articles in the Codes (1)

		Breach Ad/Post 1				Breach Ad/Post 2				Non-breach Ad/Post 1				Non-breach Ad/Post 2			
		MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161
		n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Article 1	Definitely breaches	11 (20.4)	15 (28.3)	12 (22.2)	38 (23.6)	10 (18.5)	22 (41.5)	18 (33.3)	50 (31.1)	2 (3.7)	3 (5.7)	3 (5.6)	8 (5.0)	4 (7.4)	6 (11.3)	4 (7.4)	14 (8.7)
	Probably breaches	25 (46.3)	25 (47.2)	23 (42.6)	73 (45.3)	37 (68.5)	26 (49.1)	27 (50.0)	90 (55.9)	10 (18.5)	13 (24.5)	8 (14.8)	31 (19.3)	15 (27.8)	19 (35.8)	17 (31.5)	51 (31.7)
	Probably does not breach	16 (29.6)	8 (15.1)	13 (24.1)	37 (23.0)	4 (7.4)	4 (7.5)	8 (14.8)	16 (9.9)	20 (37.0)	23 (43.4)	23 (42.6)	66 (41.0)	19 (35.2)	15 (28.3)	17 (31.5)	51 (31.7)
	Definitely does not breach	2 (3.7)	5 (9.4)	6 (11.1)	13 (8.1)	3 (5.6)	1 (1.9)	1 (1.9)	5 (3.1)	22 (40.7)	14 (26.4)	20 (37.0)	56 (34.8)	16 (29.6)	13 (24.5)	16 (29.6)	45 (28.0)
Article 2	Definitely breaches	3 (5.6)	9 (17.0)	3 (5.6)	15 (9.3)	7 (13.0)	11 (20.8)	14 (25.9)	32 (19.9)	2 (3.7)	2 (3.8)	3 (5.6)	7 (4.3)	2 (3.7)	5 (9.4)	3 (5.6)	10 (6.2)
	Probably breaches	15 (27.8)	21 (39.6)	23 (42.6)	59 (36.6)	28 (51.9)	24 (45.3)	18 (33.3)	70 (43.5)	7 (13.0)	11 (20.8)	6 (11.1)	24 (14.9)	15 (27.8)	17 (32.1)	19 (35.2)	51 (31.7)
	Probably does not breach	22 (40.7)	12 (22.6)	15 (27.8)	49 (30.4)	15 (27.8)	14 (26.4)	15 (27.8)	44 (27.3)	18 (33.3)	24 (45.3)	20 (37.0)	62 (38.5)	20 (37.0)	19 (35.8)	14 (25.9)	53 (32.9)
	Definitely does not breach	14 (25.9)	11 (20.8)	13 (24.1)	38 (23.6)	4 (7.4)	4 (7.5)	7 (13.0)	15 (9.3)	27 (50.0)	16 (30.2)	25 (46.3)	68 (42.2)	17 (31.5)	12 (22.6)	18 (33.3)	47 (29.2)
Article 3	Definitely breaches	5 (9.3)	5 (9.4)	5 (9.3)	15 (9.3)	8 (14.8)	14 (26.4)	8 (14.8)	30 (18.6)	0 (0.0)	6 (11.3)	2 (3.7)	8 (5.0)	2 (3.7)	2 (3.8)	1 (1.9)	5 (3.1)
	Probably breaches	13 (24.1)	19 (35.8)	16 (29.6)	48 (29.8)	20 (37.0)	20 (37.7)	22 (40.7)	62 (38.5)	10 (18.5)	13 (24.5)	15 (27.8)	38 (23.6)	9 (16.7)	12 (22.6)	12 (22.2)	33 (20.5)
	Probably does not breach	28 (51.9)	17 (32.1)	17 (31.5)	62 (38.5)	19 (35.2)	12 (22.6)	16 (29.6)	47 (29.2)	30 (55.6)	17 (32.1)	13 (24.1)	60 (37.3)	14 (25.9)	13 (24.5)	11 (20.4)	38 (23.6)
	Definitely does not breach	8 (14.8)	12 (22.6)	16 (29.6)	36 (22.4)	7 (13.0)	7 (13.2)	8 (14.8)	22 (13.7)	14 (25.9)	17 (32.1)	24 (44.4)	55 (34.2)	29 (53.7)	26 (49.1)	30 (55.6)	85 (52.8)

Table 6.7 Frequency of ads/posts compliance with articles in the Codes (2)

		Breach Ad/Post 1				Breach Ad/Post 2				Non-breach Ad/Post 1				Non-breach Ad/Post 2			
		MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161
		n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Article 4	Definitely breaches	2 (3.7)	1 (1.9)	1 (1.9)	4 (2.5)	1 (1.9)	3 (5.7)	6 (11.1)	10 (6.2)	1 (1.9)	4 (7.5)	3 (5.6)	8 (5.0)	4 (7.4)	3 (5.7)	2 (3.7)	9 (5.6)
	Probably breaches	12 (22.2)	13 (24.5)	12 (22.2)	37 (23.0)	13 (24.1)	13 (24.5)	9 (16.7)	35 (21.7)	5 (9.3)	10 (18.9)	10 (18.5)	25 (15.5)	10 (18.5)	14 (26.4)	14 (25.9)	38 (23.6)
	Probably does not breach	15 (27.8)	14 (26.4)	14 (25.9)	43 (26.7)	18 (33.3)	16 (30.2)	14 (25.9)	48 (29.8)	18 (33.3)	18 (34.0)	14 (25.9)	50 (31.1)	21 (38.9)	16 (30.2)	21 (38.9)	58 (36.0)
	Definitely does not breach	25 (46.3)	25 (47.2)	27 (50.0)	77 (47.8)	22 (40.7)	21 (39.6)	25 (46.3)	68 (42.2)	30 (55.6)	21 (39.6)	27 (50.0)	78 (48.4)	19 (35.2)	20 (37.7)	17 (31.5)	56 (34.8)
Article 5	Definitely breaches	4 (7.4)	0 (0.0)	3 (5.6)	7 (4.3)	3 (5.6)	2 (3.8)	4 (7.4)	9 (5.6)	0 (0.0)	1 (1.9)	2 (3.7)	3 (1.9)	3 (5.6)	0 (0.0)	1 (1.9)	4 (2.5)
	Probably breaches	10 (18.5)	20 (37.7)	12 (22.2)	42 (26.1)	12 (22.2)	16 (30.2)	12 (22.2)	40 (24.8)	8 (14.8)	17 (32.1)	8 (14.8)	33 (20.5)	5 (9.3)	11 (20.8)	12 (22.2)	28 (17.4)
	Probably does not breach	22 (40.7)	21 (39.6)	21 (38.9)	64 (39.8)	22 (40.7)	16 (30.2)	20 (37.0)	58 (36.0)	24 (44.4)	18 (34.0)	26 (48.1)	68 (42.2)	13 (24.1)	9 (17.0)	11 (20.4)	33 (20.5)
	Definitely does not breach	18 (33.3)	12 (22.6)	18 (33.3)	48 (29.8)	17 (31.5)	19 (35.8)	18 (33.3)	54 (33.5)	22 (40.7)	17 (32.1)	18 (33.3)	57 (35.4)	33 (61.1)	33 (62.3)	30 (55.6)	96 (59.6)
Article 6	Definitely breaches	2 (3.7)	1 (1.9)	1 (1.9)	4 (2.5)	0 (0.0)	3 (5.7)	5 (9.3)	8 (5.0)	1 (1.9)	1 (1.9)	4 (7.4)	6 (3.7)	3 (5.6)	1 (1.9)	2 (3.7)	6 (3.7)
	Probably breaches	6 (11.1)	11 (20.8)	10 (18.5)	27 (16.8)	8 (14.8)	10 (18.9)	4 (7.4)	22 (13.7)	8 (14.8)	8 (15.1)	10 (18.5)	26 (16.1)	5 (9.3)	9 (17.0)	11 (20.4)	25 (15.5)
	Probably does not breach	15 (27.8)	9 (17.0)	10 (18.5)	34 (21.1)	18 (33.3)	13 (24.5)	13 (24.1)	44 (27.3)	12 (22.2)	11 (20.8)	12 (22.2)	35 (21.7)	11 (20.4)	6 (11.3)	7 (13.0)	24 (14.9)
	Definitely does not breach	31 (57.4)	32 (60.4)	33 (61.1)	96 (59.6)	28 (51.9)	27 (50.9)	32 (59.3)	87 (54.0)	33 (61.1)	33 (62.3)	28 (51.9)	94 (58.4)	35 (64.8)	37 (69.8)	34 (63.0)	106 (65.8)
Article 7	Definitely breaches	2 (3.7)	2 (3.8)	0 (0.0)	4 (2.5)	2 (3.7)	2 (3.8)	2 (3.7)	6 (3.7)	0 (0.0)	2 (3.8)	1 (1.9)	3 (1.9)	6 (11.1)	11 (20.8)	3 (5.6)	20 (12.4)
	Probably breaches	9 (16.7)	6 (11.3)	13 (24.1)	28 (17.4)	9 (16.7)	10 (18.9)	9 (16.7)	28 (17.4)	5 (9.3)	6 (11.3)	7 (13.0)	18 (11.2)	16 (29.6)	17 (32.1)	24 (44.4)	57 (35.4)
	Probably does not breach	11 (20.4)	9 (17.0)	7 (13.0)	27 (16.8)	13 (24.1)	9 (17.0)	10 (18.5)	32 (19.9)	13 (24.1)	9 (17.0)	13 (24.1)	35 (21.7)	24 (44.4)	14 (26.4)	16 (29.6)	54 (33.5)
	Definitely does not breach	32 (59.3)	36 (67.9)	34 (63.0)	102 (63.4)	30 (55.6)	32 (60.4)	33 (61.1)	95 (59.0)	36 (66.7)	36 (67.9)	33 (61.1)	105 (65.2)	8 (14.8)	11 (20.8)	11 (20.4)	30 (18.6)

Table 6.7 Frequency of ads/posts compliance with articles in the Codes (3)

		Breach Ad/Post 1				Breach Ad/Post 2				Non-breach Ad/Post 1				Non-breach Ad/Post 2			
		MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161
		n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Article 7	Definitely breaches	2 (3.7)	2 (3.8)	0 (0.0)	4 (2.5)	2 (3.7)	2 (3.8)	2 (3.7)	6 (3.7)	0 (0.0)	2 (3.8)	1 (1.9)	3 (1.9)	6 (11.1)	11 (20.8)	3 (5.6)	20 (12.4)
	Probably breaches	9 (16.7)	6 (11.3)	13 (24.1)	28 (17.4)	9 (16.7)	10 (18.9)	9 (16.7)	28 (17.4)	5 (9.3)	6 (11.3)	7 (13.0)	18 (11.2)	16 (29.6)	17 (32.1)	24 (44.4)	57 (35.4)
	Probably does not breach	11 (20.4)	9 (17.0)	7 (13.0)	27 (16.8)	13 (24.1)	9 (17.0)	10 (18.5)	32 (19.9)	13 (24.1)	9 (17.0)	13 (24.1)	35 (21.7)	24 (44.4)	14 (26.4)	16 (29.6)	54 (33.5)
	Definitely does not breach	32 (59.3)	36 (67.9)	34 (63.0)	102 (63.4)	30 (55.6)	32 (60.4)	33 (61.1)	95 (59.0)	36 (66.7)	36 (67.9)	33 (61.1)	105 (65.2)	8 (14.8)	11 (20.8)	11 (20.4)	30 (18.6)
Article 8	Definitely breaches	2 (3.7)	NA	NA	2 (3.7)	1 (1.9)	NA	NA	1 (1.9)	1 (1.9)	NA	NA	1 (0.6)	2 (3.7)	NA	NA	2 (3.7)
	Probably breaches	8 (14.8)	NA	NA	8 (14.8)	13 (24.1)	NA	NA	13 (24.1)	4 (7.4)	NA	NA	4 (2.5)	6 (11.1)	NA	NA	6 (11.1)
	Probably does not breach	12 (22.2)	NA	NA	12 (22.2)	10 (18.5)	NA	NA	10 (18.5)	14 (25.9)	NA	NA	14 (8.7)	12 (22.2)	NA	NA	12 (22.2)
	Definitely does not breach	32 (59.3)	NA	NA	32 (59.3)	30 (55.6)	NA	NA	30 (55.6)	35 (64.8)	NA	NA	35 (21.7)	34 (63.0)	NA	NA	34 (63.0)
Article 9	Definitely breaches	7 (13.0)	6 (11.3)	2 (3.7)	15 (9.3)	8 (14.8)	8 (15.1)	6 (11.1)	22 (13.7)	2 (3.7)	5 (9.4)	4 (7.4)	11 (6.8)	4 (7.4)	1 (1.9)	4 (7.4)	9 (5.6)
	Probably breaches	14 (25.9)	16 (30.2)	17 (31.5)	47 (29.2)	21 (38.9)	19 (35.8)	16 (29.6)	56 (34.8)	9 (16.7)	16 (30.2)	10 (18.5)	35 (21.7)	13 (24.1)	10 (18.9)	11 (20.4)	34 (21.1)
	Probably does not breach	19 (35.2)	15 (28.3)	15 (27.8)	49 (30.4)	19 (35.2)	16 (30.2)	21 (38.9)	56 (34.8)	28 (51.9)	17 (32.1)	17 (31.5)	62 (38.5)	20 (37.0)	19 (35.8)	16 (29.6)	55 (34.2)
	Definitely does not breach	14 (25.9)	16 (30.2)	20 (37.0)	50 (31.1)	6 (11.1)	10 (18.9)	11 (20.4)	27 (16.8)	15 (27.8)	15 (28.3)	23 (42.6)	53 (32.9)	17 (31.5)	23 (43.4)	23 (42.6)	63 (39.1)
Article 10	Definitely breaches	5 (9.3)	1 (1.9)	2 (3.7)	8 (5.0)	2 (3.7)	6 (11.3)	3 (5.6)	11 (6.8)	1 (1.9)	3 (5.7)	1 (1.9)	5 (3.1)	4 (7.4)	4 (7.5)	6 (11.1)	14 (8.7)
	Probably breaches	9 (16.7)	11 (20.8)	12 (22.2)	32 (19.9)	18 (33.3)	11 (20.8)	14 (25.9)	43 (26.7)	10 (18.5)	9 (17.0)	7 (13.0)	26 (16.1)	17 (31.5)	19 (35.8)	19 (35.2)	55 (34.2)
	Probably does not breach	24 (44.4)	16 (30.2)	10 (18.5)	50 (31.1)	21 (38.9)	17 (32.1)	15 (27.8)	53 (32.9)	22 (40.7)	20 (37.7)	19 (35.2)	61 (37.9)	22 (40.7)	16 (30.2)	18 (33.3)	56 (34.8)
	Definitely does not breach	16 (29.6)	25 (47.2)	30 (55.6)	71 (44.1)	13 (24.1)	19 (35.8)	22 (40.7)	54 (33.5)	21 (38.9)	21 (39.6)	27 (50.0)	69 (42.9)	11 (20.4)	14 (26.4)	11 (20.4)	36 (22.4)

Table 6.7 Frequency of ads/posts compliance with articles in the Codes (4)

		Breach Ad/Post 1				Breach Ad/Post 2				Non-breach Ad/Post 1				Non-breach Ad/Post 2			
		MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161	MGC N=54	UGC N=53	USC N=54	Total N=161
		n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)	n (%)
Article 11	Definitely breaches	7 (13.0)	8 (15.1)	5 (9.3)	20 (12.4)	1 (1.9)	8 (15.1)	8 (14.8)	17 (10.6)	3 (5.6)	4 (7.5)	1 (1.9)	8 (5.0)	3 (5.6)	7 (13.2)	3 (5.6)	13 (8.1)
	Probably breaches	8 (14.8)	16 (30.2)	14 (25.9)	38 (23.6)	19 (35.2)	14 (26.4)	14 (25.9)	47 (29.2)	12 (22.2)	15 (28.3)	15 (27.8)	42 (26.1)	19 (35.2)	15 (28.3)	21 (38.9)	55 (34.2)
	Probably does not breach	22 (40.7)	18 (34.0)	18 (33.3)	58 (36.0)	17 (31.5)	13 (24.5)	19 (35.2)	49 (30.4)	20 (37.0)	17 (32.1)	16 (29.6)	53 (32.9)	17 (31.5)	17 (32.1)	14 (25.9)	48 (29.8)
	Definitely does not breach	17 (31.5)	11 (20.8)	17 (31.5)	35 (21.7)	17 (31.5)	18 (34.0)	13 (24.1)	48 (29.8)	19 (35.2)	17 (32.1)	22 (40.7)	58 (36.0)	15 (27.8)	14 (26.4)	16 (29.6)	45 (28.0)
Article 12	Definitely breaches	3 (5.6)	1 (1.9)	4 (7.4)	8 (5.0)	0 (0.0)	2 (3.8)	3 (5.6)	5 (3.1)	1 (1.9)	4 (7.5)	0 (0.0)	5 (3.1)	8 (14.8)	15 (28.3)	6 (11.1)	29 (18.0)
	Probably breaches	15 (27.8)	14 (26.4)	19 (35.2)	48 (29.8)	25 (46.3)	16 (30.2)	14 (25.9)	55 (34.2)	9 (16.7)	9 (17.0)	10 (18.5)	28 (17.4)	13 (24.1)	21 (39.6)	26 (48.1)	60 (37.3)
	Probably does not breach	24 (44.4)	25 (47.2)	12 (22.2)	61 (37.9)	15 (27.8)	15 (28.3)	15 (27.8)	45 (28.0)	24 (44.4)	20 (37.7)	20 (37.0)	64 (39.8)	22 (40.7)	12 (22.6)	9 (16.7)	43 (26.7)
	Definitely does not breach	12 (22.2)	13 (24.5)	19 (35.2)	44 (27.3)	14 (25.9)	20 (37.7)	22 (40.7)	56 (34.8)	20 (37.0)	20 (37.7)	24 (44.4)	64 (39.8)	11 (20.4)	5 (9.4)	13 (24.1)	29 (18.0)
Article 13	Definitely breaches	2 (3.7)	0 (0.0)	1 (1.9)	3 (1.9)	1 (1.9)	1 (1.9)	2 (3.7)	4 (2.5)	1 (1.9)	3 (5.7)	2 (3.7)	6 (3.7)	0 (0.0)	1 (1.9)	0 (0.0)	1 (0.6)
	Probably breaches	10 (18.5)	12 (22.6)	12 (22.2)	34 (21.1)	11 (20.4)	8 (15.1)	10 (18.5)	29 (18.0)	7 (13.0)	8 (15.1)	5 (9.3)	20 (12.4)	8 (14.8)	11 (20.8)	10 (18.5)	29 (18.0)
	Probably does not breach	15 (27.8)	13 (24.5)	14 (25.9)	42 (26.1)	16 (29.6)	17 (32.1)	14 (25.9)	47 (29.2)	21 (38.9)	15 (28.3)	12 (22.2)	48 (29.8)	16 (29.6)	14 (26.4)	15 (27.8)	45 (28.0)
	Definitely does not breach	27 (50.0)	28 (52.8)	27 (50.0)	82 (50.9)	26 (48.1)	27 (50.9)	28 (51.9)	81 (50.3)	25 (46.3)	27 (50.9)	35 (64.8)	87 (54.0)	30 (55.6)	27 (50.9)	29 (53.7)	86 (53.4)

Appendix 7.1 – Factor Analysis of Arousal for Each Ad/Post

The underlying structure of a four-item questionnaire assessing arousal was investigated for the four ads/posts. Data collected from 586 respondents of each ad/post were subjected to principal axis factoring with Varimax rotation. Before performing factor analysis, the suitability of the data was checked for each ad/post and all reported a KMO measure of sampling adequacy of above the recommended value of .60 and a significant Bartlett's test of sphericity: the KMO measure of sampling adequacy was .73 and Bartlett's test of sphericity was significant [$\chi^2(3) = 734.15, p < .001$] for Breach Ad/Post 1; the KMO measure of sampling adequacy was .72 and Bartlett's test of sphericity was significant [$\chi^2(3) = 655.706, p < .001$] for Breach Ad/Post 2; the KMO measure of sampling adequacy was 0.73 and Bartlett's test of sphericity was significant [$\chi^2(3) = 707.51, p < .001$] for Non-breach Ad/Post 1; and finally, the KMO measure of sampling adequacy was 0.77 and Bartlett's test of sphericity was significant [$\chi^2(3) = 696.03, p < .001$] for Non-breach Ad/Post 2. The factor analysis yielded a one-factor solution explaining 76.4% of the total variance (with an eigenvalue of 2.293), 74.5% of the total variance (with an eigenvalue of 2.236), 75.9% of the total variance (with an eigenvalue of 2.277) and 75.6% of the total variance (with an eigenvalue of 2.268) for Breach Ad/Post 1, Breach Ad/Post 2, Non-breach Ad/Post 1 and Non-breach Ad/Post 2, respectively. All the items were retained and measured one construct as predicted. The obtained pattern matrix is displayed in Table 7.1. The reliability coefficient reported for breach ads/posts 1 and 2 were .85 and .83, respectively, while the non-breach ads/posts 1 and 2 were .84 each—above the minimum threshold of .70, which suggests internal consistency. These values suggest that the scale is reliable and can be used for further analysis.

Table 7.1 Factor loadings based on a principal axis factoring with Varimax rotation for the Arousal scale.

Item		Factor Loadings			
		Breach Ad/Post 1	Breach Ad/Post 2	Non-breach Ad/Post 1	Non-breach Ad/Post 2
Arousal1	Passive:Active	0.84	0.79	0.82	0.86
Arousal3	Low-energy:high-energy	0.81	0.81	0.79	0.80
Arousal2	Mellow:Fired-up	0.77	0.76	0.79	0.73
Eigenvalues		2.293	2.236	2.277	2.268
Variance extracted		76.4%	74.5%	75.9%	75.6%

Notes: Breach Ad/Post 1 = Birthday drinking; Breach Ad/Post 2 = Drinking problem; Non-breach Ad/Post 1 = Hard to Shop; Non-breach Ad/Post 2 = Celebrate National Anything Day.

Appendix 7.2 – Factor Analysis of Forwarding Intention for Each Ad/Post

To investigate the underlying structure of a five-item questionnaire assessing forwarding intention for each ad/post, data collected from 586 respondents were subjected to principal axis factoring with Varimax rotation. Before performing factor analysis, the suitability of the data was checked for each ad/post and all reported a KMO of above the recommended value of .60, and the Bartlett's test of sphericity was significant: the KMO measure of sampling adequacy was .89 and Bartlett's test of sphericity was significant [$\chi^2(10) = 2699.12, p < .001$] for Breach Ad/Post 1; the KMO measure of sampling adequacy was .88 and Bartlett's test of sphericity was significant [$\chi^2(10) = 2628.381, p < .001$] for Breach Ad/Post 2; the KMO measure of sampling adequacy was 0.89 and Bartlett's test of sphericity was significant [$\chi^2(10) = 2630.57, p < .001$] for Non-breach Ad/Post 1; and finally, the KMO measure of sampling adequacy was 0.89 and Bartlett's test of sphericity was significant [$\chi^2(10) = 2629.28, p < .001$] for Non-breach Ad/Post 2. The factor analysis yielded a one-factor solution explaining a total of 81.2% variance (with an eigenvalue of 4.061) for Breach Ad/Post 1, 79.6% variance (with an eigenvalue of 3.982) for Breach Ad/Post 2, 80.1% variance (with an eigenvalue of 4.007) for Non-breach Ad/Post 1, and 80.1% variance (with an eigenvalue of 4.003) for Non-breach Ad/Post 2. All the items were retained and measured one construct as predicted. The obtained pattern matrix is displayed in Table 7.2. The reliability coefficient reported for all ads/posts were .94 each—above the minimum threshold of .70, which suggests internal consistency. These values suggest that the scale is reliable and can be used for further analysis.

Table 7.2 Factor loadings based on a principal axis factoring with Varimax rotation for the Forwarding Intention scale

Item		Factor Loadings			
		Breach Ad/Post 1	Breach Ad/Post 2	Non-breach Ad/Post 1	Non-breach Ad/Post 2
FwdInt2	Recommend to others on SNS	0.92	0.93	0.92	0.93
FwdInt3	Forward 'share' to others on SNS	0.91	0.92	0.92	0.92
FwdInt1	Worth sharing with others on SNS	0.86	0.85	0.87	0.85
FwdInt4	'Like' on SNS	0.85	0.83	0.82	0.80
FwdInt5	'Comment' on SNS	0.83	0.78	0.81	0.83
Eigenvalues		4.061	3.982	4.007	4.003
Variance extracted		81.2%	79.6%	80.1%	80.1%

Notes: Breach Ad/Post 1 = Birthday drinking; Breach Ad/Post 2 = Drinking problem; Non-breach Ad/Post 1 = Hard to Shop; Non-breach Ad/Post 2 = Celebrate National Anything Day.

Appendix 7.3 – Factor Analysis of Ad Liking for Each Ad/Post

To investigate the underlying structure of a two-item questionnaire assessing ad/post liking, data collected from 586 respondents were subjected to principal component analysis with Varimax rotation. Before performing factor analysis, the suitability of the data was checked for each ad/post. Bartlett’s test of sphericity was significant: $\chi^2(1) = 746.51, p < .001$, $\chi^2(1) = 907.43, p < .001$, $\chi^2(1) = 714.04, p < .001$ and $\chi^2(1) = 619.29, p < .001$ for Breach Ad/Post 1, Breach Ad/Post 2, Non-breach Ad/Post 1 and Non-breach Ad/Post 2, respectively. The KMO measure of sampling adequacy was .50 for all ads/posts. recommends a bare minimum of .50, and therefore the KMO sample here is adequate (Field, 2009) and supports the use of factor analysis. The factor analysis of each ad/post yielded a one-factor solution explaining a total of 92.5% variance (with an eigenvalue of 1.850) and 94.4% variance (with an eigenvalue of 1.888) for Breach Ad/Post 1 and Breach Ad/Post 2, respectively, while 92.0% variance (with an eigenvalue of 1.840) and 90.4% variance (with an eigenvalue of 1.809) for Non-breach Ad/Post 1 and Non-breach Ad/Post 2, respectively. The two items were retained and measured one construct as predicted. The obtained pattern matrix is displayed in Table 7.3. The reliability coefficient is above the minimum threshold of .70, which suggests internal consistency: .92 and .94 for Breach Ad/Post 1 and Breach Ad/Post 2, respectively, and .91 and .89 for Non-breach Ad/Post 1 and Non-breach Ad/Post 2, respectively. These values suggest that the scale is reliable and can be used for further analysis.

Table 7.3 Factor loadings based on principal axis factoring with Varimax rotation for ad liking scale

Items		Factor Loadings			
		Breach Ad/Post 1	Breach Ad/Post 2	Non-breach Ad/Post 1	Non-breach Ad/Post 2
Ad Liking1	Disliked:Liked	0.92	0.94	0.92	0.90
Ad Liking2	Bad:Good	0.92	0.94	0.92	0.90
Eigenvalues		1.850	1.888	1.840	1.809
Variance extracted		92.5%	94.4%	92.0%	90.4%

Notes: Breach Ad/Post 1 = Birthday drinking; Breach Ad/Post 2 = Drinking problem; Non-breach Ad/Post 1 = Hard to Shop; Non-breach Ad/Post 2 = Celebrate National Anything Day.

Appendix 7.4 – Factor Analysis of Complaining Intention for Each Ad/Post

To investigate the underlying structure of a nine-item questionnaire assessing consumer complaining intention on SNSs for each ad/post, data collected from 586 respondents were subjected to principal component analysis with Varimax rotation. Before performing factor analysis, the suitability of the data was checked for each ad/post and all reported a KMO of above the recommended value of .60 and a significant Bartlett's test of sphericity: the KMO measure of sampling adequacy was .94 and Bartlett's test of sphericity was significant [$\chi^2(36) = 4468.65, p < .001$] for Breach Ad/Post 1; the KMO measure of sampling adequacy was .92 and Bartlett's test of sphericity was significant [$\chi^2(36) = 4187.12, p < .001$] for Breach Ad/Post 2; the KMO measure of sampling adequacy was .94 and Bartlett's test of sphericity was significant [$\chi^2(36) = 4884.42, p < .001$] for Non-Breach Ad/Post 1; and finally, the KMO measure of sampling adequacy was .94 and Bartlett's test of sphericity was significant [$\chi^2(36) = 4667.28, p < .001$] for Non-Breach Ad/Post 2. The factor analysis yielded a one-factor solution explaining a total of 65.3% variance (with an eigenvalue of 5.877) for Breach Ad/Post 1, 62.7% variance (with an eigenvalue of 5.642) for Breach Ad/Post 2, 67.2% variance (with an eigenvalue of 6.048) for Non-breach Ad/Post 1, and 66.3% variance (with an eigenvalue of 5.970) for Non-breach Ad/Post 2. However, it can be concluded that all the items in the complaining intention construct for all ads/posts did not load onto the initial three factors as proposed by J. Singh (1988). The results showed high cross loadings between complaining intention 1 and 5 and the remaining items appear to have loaded into one factor instead (see Table 7.4). The initial scale was initially tested in an offline context and was adapted to suit the current online context, which could have caused it to load onto one factor. After re-examining the items tested, it can be deduced that the first seven items represent a type of behaviour (i.e., complaining intention 2, 3, 4, 6, 7, 8 and 9) denote a form of action to be taken, while complaining intention 1 and 5 showed a form of inaction. Based on these results, it was decided to form one factor. Therefore, complaining intention 1 and 5 were eliminated and the

revised results presented. The reliability coefficient reported for Breach Ad/Post 1 and Breach Ad/Post 2 were .96 and .95, respectively, while Non-breach Ad/Post 1 and Non-breach Ad/Post 2 were .96 each, respectively—above the minimum threshold of .70, which suggests internal consistency. These values suggest that the scale is reliable and can be used for further analysis.

Table 7.4 Factor analysis loadings based on a principal axis factoring with Varimax rotation for Complaining Intention scale

		Factor Loadings			
		Breach Ad/Post 1	Breach Ad/Post 2	Non-breach Ad/Post 1	Non-breach Ad/Post 2
Complnt3	Complain to the social networking site (e.g., Facebook).	0.91	0.89	0.89	0.90
Complnt4	Complain to the alcohol retailer/advertiser.	0.91	0.89	0.93	0.90
Complnt6	Ask the alcohol advertiser/social networking site to take down the post.	0.90	0.89	0.91	0.89
Complnt9	Report to ABAC.	0.87	0.85	0.90	0.86
Complnt8	Write a letter to the local newspaper about the post.	0.87	0.83	0.90	0.89
Complnt7	Tell your friends and relatives to not buy from that alcohol retailer.	0.85	0.84	0.89	0.89
Complnt2	Complain about the post to your friends or relatives on the social networking site	0.82	0.82	0.82	0.84
Complnt1	Do nothing.	-0.36	-0.33	-0.37	-0.42
Complnt5	Decide to not patronise the alcohol retailer.	0.35	0.32	0.34	0.90
Eigenvalues		5.877	5.642	6.048	5.970
Variance extracted		65.3%	62.7%	67.2%	66.3%

Notes: Breach Ad/Post 1 = Birthday drinking; Breach Ad/Post 2 = Drinking problem; Non-breach Ad/Post 1 = Hard to Shop; Non-breach Ad/Post 2 = Celebrate National Anything Day.