



How alcohol brands balance the creation of hedonic experiences with the transmission of responsible consumption messages.

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Dissertation written under the supervision of professor João Niza Braga

Dissertation submitted in partial fulfilment of requirements for the MSc in Management with Specialization in Strategic Marketing, at the Universidade Católica Portuguesa, May 2024.

Abstract

Title: How alcohol brands balance the creation of hedonic experiences with the transmission of responsible consumption messages.

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What is the importance of responsible alcohol consumption? How can a brand achieve maximum sales while balancing the creation of pleasurable experiences with the transmission of responsible drinking messages? How can our emotions affect consumption behaviors and habits? These are some of the questions analyzed in this thesis, as it is crucial to understand how emotions and responsible consumption habits relate to the hedonic experience and marketing of alcoholic beverage brands.

An experimental study placed participants in a social context of a dinner with friends and confronted them with positive, negative, and neutral responsible drinking messages. It was found that the message conveyed by the brand does not have a significant impact on the consumer's intention to reduce their alcohol consumption. However, the emotions elicited by marketing campaigns are key to changing consumers' purchasing and consumption habits. Differences in participant behavior were also noted depending on the scenario they were confronted with. These campaigns were linked to the Carlsberg brand, resulting in an analysis that revealed the importance of the level of familiarity with the brand in the perception and experience of the consumer.

Keywords: Hedonic Experience; Alcoholic Drinks; Responsible Consumption; Emotional Response; Balance; Responsible Drinking Messages; Pleasure; Social Responsibility; Connection.

Sumário

Título: Como as marcas de bebidas alcoólicas conseguem equilibrar a criação de experiências hedônicas com a transmissão de mensagens de consumo responsável.

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Qual a importância do consumo de álcool responsável? Como pode uma marca atingir o máximo de vendas e equilibrar a criação de experiências de prazer com a transmissão de mensagens de consumo responsável? Como podem as nossas emoções afetar os comportamentos e hábitos de consumo? Estas são algumas perguntas analisadas nesta tese, uma vez ser crucial entender de que forma as emoções e os hábitos de consumo responsável se relacionam com a experiência hedônica e o marketing das marcas de bebidas alcoólicas.

Um estudo experimental colocou os participantes num contexto social de um jantar com amigos e confrontou-os com mensagens de consumo responsável positivas, negativas e neutras. Descobriu-se que a mensagem transmitida pela marca não tem um grande impacto na intenção do consumidor em reduzir o seu consumo de álcool. No entanto, as emoções despertadas pelas campanhas de marketing são a chave para a mudança de hábitos de compra e consumo do consumidor. São também apresentadas diferenças no comportamento do participante ao nível do cenário com que foram confrontados. Estas campanhas estavam ligadas à marca Carlsberg, resultando numa análise que revelou a importância do nível de familiaridade com a marca na percepção e experiência do consumidor.

Palavras-chave: Experiência Hedônica; Bebidas Alcoólicas; Consumo responsável; Resposta Emocional; Equilíbrio; Mensagens de consumo responsável; Prazer; Responsabilidade Social; Conexão.

Acknowledgments

Firstly, I would like to express my appreciation to my advisor João Niza Braga, whose knowledge and support were fundamental to completing this thesis, never giving up on helping me throughout these months and providing the best advice.

This was one of the most challenging stages of my life and represents the start of my career, which would not have been possible without the unconditional support of my family. To my parents, Ana Cristina Baeta and Duarte Rebelo de Sousa, I thank you for all the investment you made in me and in my future, for the trust you placed in me, and for never letting me give up, even in the most difficult times. The example they have set me over the years has made me a motivated and ambitious person, determined to achieve my personal, academic and professional goals. To my brother Gonçalo, who has always been by my side and, in the last year, even though he was far away, has always supported me. To my grandparents, Helena and João, I thank you for all the love you have given me throughout my life, celebrating each of my achievements. Finally, a special thank you to my aunt Paula, for her constant concern and joy.

Last but not least, I will always be grateful to my friends. The positive energy, unparalleled friendship and motivation they give me every day make each step more remarkable and achievable. To those who have followed my achievements since day one, to those who have shared every day of this chapter with me, and to those who have given me moments of deep happiness, my sincere gratitude for the unique way in which you have loved me.

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1. Introduction

The alcoholic drinks industry has long been noted for its efforts to provide customers with hedonistic experiences (International Center for Alcohol Policies, 2006). Brands in this industry, which range from fine wines to craft brews and premium spirits, generally work to give their customers moments of sensory enjoyment, celebration, and relaxation (Van Doorn et al., 2019). However, brands present a big problem as people become more aware of the negative effects that excessive alcohol consumption has on society as a whole (Burton & Sheron, 2018; WHO, 2005).

Alcohol-related issues affect people's personal, familial, professional, and social lives in a variety of ways and constitute a significant public health concern (Piqueras-Fiszman & Spence, 2015). The European Union is the region in the world with the highest proportion of alcohol consumers and the highest levels of consumption per capita (Rehn N, Room Robin & Edwards G., 2001; OMS, 2019). Alcohol ranks above excessive cholesterol levels and excess weight as the third greatest risk factor for disease and early death (WHO, 2020).

Taking these aspects into account, how can brands balance the pursuit of creating hedonic experiences with the responsibility to promote responsible consumption and public health? To what extent are these factors influenced by emotions? Which responsible consumption messages are most accepted by consumers?

This is the central dilemma that this thesis aims to address. As consumer expectations evolve, and society demands greater responsibility from companies (Schulte et al., 2001; Dry et al., 2012), alcoholic beverage brands are increasingly pressured to find a way to reconcile the quest for taste satisfaction (Gardner et al., 2014) and sensory experience with the promotion of responsible consumption habits (Piqueras-Fiszman & Spence, 2015; Skaczkowski et al., 2016). The challenge is complex, but crucial, involving not only the reputation of the brands but also the safety and well-being of the communities in which they operate (Okamoto and Dan, 2013).

To address the research question, we will delve deeper into the problem this thesis tackles. We will analyze the growing awareness of the effects of alcohol on public health and the regulatory pressure that brands face. We will also examine the expectations of modern consumers, who

seek not only high-quality products but also brands that share their values of social responsibility.

To answer the research questions, relevant literature on the explored concepts will be presented, along with the disclosure of the study's hypotheses. In order to obtain a significant sample of data for analysis, a study was conducted with the objective to understand to what extent consumers, when confronted with messages of responsible consumption, are willing to change their behaviors. Additionally, the goal was to understand how emotions influence consumer behavior and to what extent they are influenced by these messages.

How do alcoholic beverage brands incorporate these strategies to balance seemingly contradictory objectives? As we progress in this research, we hope not only to identify the best practical strategies but also to contribute to a broader discussion on the role of companies in promoting responsible consumption in a world where the pursuit of pleasure still plays a significant role in consumer culture. The study's methodology will be defined, followed by a detailed analysis of the results of all conducted studies. Finally, this thesis will present its discussions, implications, limitations, future research, and key findings.

2. Literature Review

2.1. What emotions are behind the hedonic experience and how do they influence the consumer's decision-making process?

Over the last three decades, researchers interested in emotions and human cognition have tried to understand the relationship that affect and emotions have with different cognitive outcomes, such as judgment and decision-making (JDM; Johnson & Tversky, 1983; Loewenstein & Lerner, 2003). Many early studies focused on analyzing the impact of general positive and negative affective states on decision-making processes, treating affect and emotions as unidimensional (e.g., positive/negative or happy/sad) (Clore, Schwarz, & Conway, 1994; Forgas, 1995; Raghunathan & Corfman, 2004; Schwarz, 1990). However, recent research has revealed the importance of examining how distinct emotions influence human cognition, showing that emotions with the same valence (for example, anger and fear) impact decision-

making in different ways (DeSteno, Petty, Wegener, & Rucker, 2000; Garg, Inman, & Mittal, 2005; Lerner & Keltner, 2000; Raghunathan & Trope, 2002).

Arousal and valence combine to form an experience known as an emotion (Plutchik, 1991; Russell, 1980; Watson & Tellegen, 1985). Customers have the ability to express their moral convictions when making daily decisions about what to buy, and they can choose products that will benefit both themselves and other people (Benezra 1996; Murphy 1997; Strahilevitz and Myers 1998).

Advertisements that encourage responsible drinking can arouse a range of feelings in consumers (Stankevich, A. 2017.), which can affect their hedonic experience (Stonerock, G.L. & Blumenthal, J.A. 2017). Negative emotions include worry (Stead, M., Hastings, G. & McDermott, L. 2007), if the message emphasizes health risks or the dangers of excessive alcohol consumption, or guilt, if the message emphasizes moderation and responsibility and makes the consumer feel bad if they are overdoing it (Te, V., Ford, P. & Schubert, L. 2019). These more unfavorable emotions have the potential to damage consumers' hedonic experience (Thackeray, R. & Neiger, B.L. 2000), diminishing the pleasure of the moment of consumption (Todd, C.L. 2019).

However, several messages convey positive emotions (Ferrarini et al., 2010) and make the hedonic experience a pleasant and happy moment (Further, Ashton, Bellis, Davies, Hughes, and Winstock, 2017): pride, when the message celebrates responsible consumption by instilling a sense of pride in the choices made (Bastian, 2016); safety, when the message fosters the idea that, although customers are consuming alcoholic beverages, they are doing so safely and feel more at ease in this moment of pleasure (Den Uijl et al., 2014, Kim et al., 2017).; empathy, if the messages emphasize the value of taking other people's feelings and safety into consideration and show concern for customers' well-being (Silva et al., 2016); awareness and happiness, if the messages emphasize the significance of being aware of one's own limits (Dresler-Hawke and Veer, 2006).

Individuals' personalities, past experiences, and attitudes toward alcohol intake, among other factors, will always determine how emotions affect these pleasurable experiences (Brennan and Binney, 2010). Numerous studies have been conducted on the impact of the discomfort caused

by the guilt or shame that is transmitted to young people through the marketing of alcoholic beverages and how it can lead to more responsible consumption—reduction or even cessation of consumption (Agrawal N., Duhachek A., 2010).

The feeling of guilt can be used as an effective persuasive tool to discourage unwanted behavior, such as excessive alcohol consumption. This emotion plays a fundamental role in consumer behavior in order to influence their purchasing decisions (Bozinoff and Ghingold, 1983; Darlington and Macker, 1966; Freedman et al., 1967; Ghingold, 1980; Konoske et al., 1979). Many marketers use feelings of implicit and explicit guilt to persuade consumers to buy their products (Steenhuysen, 1990), but also to avoid undesirable behaviors, such as excessive alcohol consumption, by contributing to awareness and knowledge (Weiner, 1985).

The Customer Relationship (CRM) that the brand creates also impacts the perception that consumers have of the messages that are transmitted and their credibility. Previous CRM studies (Strahilevitz & Myers 1998; Subrahmanyam 2004; Chang 2008) have shown that hedonic products satisfy the desire for sensory pleasure and enjoyment and, therefore, the benefits of the product are seen in a more emotional way (Polonsky & Wood 2001). Experiencing pleasure or guilt (Baumann et al. 1981; Ghingold 1981) influences how a brand conveys its message of responsible consumption and what emotions it wants to generate in its consumers (Varagarajan & Menon 1988).

As far as the entire alcoholic beverage market is concerned (Charters, S and Pettigrew, 2008), emotions vary according to the type of alcoholic beverage (Ashton, K, Bellis, MA, Davies, AR, Hughes, K, and Winstock, 2017). Studies of Portuguese consumers show that wine evokes emotions of low arousal and positive valence such as calm and relaxation, while beer arouses emotions such as freedom, happiness and satisfaction (Silva, AP., Jager, G., Bommel, R. van Zyl, H., Pintado, M, and de Graaf, 2016). It is also reported that odors during a hedonic pleasure experience arouse strong emotions (Ristic, R, Danner, L, Johnson, TE, Meiselman, HL, Hoek, AC, Jiranek, V, and Bastian, 2019), such as memories of strong intensity. Usually, during the consumption experience, emotions are positive when consumers do so in a balanced way, evoking relaxation, satisfaction and joy (Mora, M, Urdaneta, E, and Chaya, 2018). The emotional dimension of alcoholic products has added value to the practical application of emotion-driven marketing (Ristic, R, Johnson, 2016).

H1: Positive emotional responses to the ad (Satisfaction, Happiness and Calm) have a positive impact on consumer's consumption.

This set of hypotheses investigates the impact of positive emotional responses on consumer purchasing behavior. These hypotheses are based on empirical evidence highlighting the significant role of emotions, encompassing both adverse and favorable feelings, in shaping consumer choices. In addition, they are based on knowledge regarding the perception of promotional communications relating to responsible alcohol consumption and the intricate dynamics that characterize consumer-brand relationships.

2.2. How do alcohol brands use their communication strategies to promote responsible consumption messages and, at the same time, encourage hedonic experiences? Does agreement with these responsible consumption messages have an impact on consumers' purchasing decisions?

On the work on the impact of advertising in the resulting attitude of customers, some researchers pointed to major problems in emotional attitudes towards an advertisement (Callahan, 1974). Since then, the area of emotional advertising and consequent responses has been the target of many studies, and how the positive impact an advertisement creates then leads to a liking towards the respective company. These first positive or affective reactions to the advertisement have a direct effect on the brand information processing (George and Berry, 1981). According to the type of emotion passed through advertising (e.g. humor, love, fear, ...), different types of thoughts are formed towards the image of the brand (Wang et al., 2009) and the purchase intention (Bulbul et al., 2010).

Another distinction made in advertising is between the rational or emotional basis meant to be transmitted to the audience and that it consequently creates a rational or emotional reasoning in the customer (Copeland, 1924). Through emotional advertisement, a positive impression of the product is created by making the audience feel connected with the brand and positive or negative emotions can lead to purchase intention by appealing to people (Franke et al., 1999).

This is also transported into the beverage brands, where researchers found that different emotions can't be considered as a set due to its different provoked emotional stimuli and

therefore a different advertising result. However using the same set of emotions considered previously, their impact also varies with the gender of the consumer, tending men to prefer humorous or erotic messages and women more neutral or warm advertising (De Pelsmacker and Geuens, 1996).

Studies have demonstrated that emotional cues encourage young adults to talk about alcohol. Particularly, ads that made people feel dread, disgust, or humor were more likely to start conversations about drinking. (Hanneke H. 2013)

Responses to messages encouraging moderate alcohol use are significantly influenced by happy and loving feelings (Previte J., Russell-Bennett R., & Parkinson J. 2014). These feelings are linked to a higher possibility that customers will think about the messaging and declare a desire to drink alcohol in moderation (Previte J., Russell-Bennett R., & Parkinson J. 2014). Brands frequently link their beverages to happy events, such as get-togethers with friends, celebrations, and moments of leisure. These connections enhance the brand's and the drinking experience's reputation (Franke et al., 1999).

Some ads feature profiles of prosperous people who consume alcohol sensibly. This includes actors, athletes, artists or public celebrities (Trentmann, 2007) who occasionally consume alcohol, but who also stress the value of doing so moderately, in order to create a sense of comfort for the consumer (Clarke et al, 2007). Consumers make more informed decisions through educational campaigns where brands report on the health implications of alcohol and the limits of safe consumption (Katcher B., 1993).

By pursuing an emotional appeal in advertising, the consumer is heavily influenced in its perception to reason and connect with the brand, with that affecting positively its purchase intention, but also having in consideration the decision to consume the alcoholic drink responsibly, establishing an equilibrium between the wanting of an hedonic experience and the duty of consuming responsibly.

H2: Consumers are more likely to accept positive responsible consumption messages.

According to this hypothesis, brands that manage to strike a balance between messages of pleasure and responsibility can have a favorable impact on the amount of alcohol that customers choose to consume. Consumers will also tend to react more responsibly if the messages cause positive emotions. So, if it is planned and executed carefully if the consumer identifies with the message, the emotional pull of advertising can be a powerful tool for encouraging responsible consumption.

2.3. What is the emotional impact of alcoholic brands' corporate social responsibility (CSR) marketing campaigns on consumers' perception of their ethics and responsibility?

In order to highlight responsible drinking messages, alcoholic beverages brands have developed active Corporate Social Responsibility (CSR) programmes, which include the previously mentioned ambassadors' campaign and partnerships with other organizations (Anheuser-Bush, 2011). Social concern arose and alcoholic beverages brands started to feel their image damaged without responsible drinking campaigns, thus CSR norms were applied to identify a misuse of alcoholic drinks (Diageo, 2011).

First of all, CSR marketing campaigns benefit the brand by improving the customers' perception of the brand, therefore improving its image with the consumer tending to react positively when in presence of a social responsibility campaign (Mehari, 2021). These, also contemplate what is considered as appropriate conduct by the brand and the impacts current practices are having on the consumers (Werther, 2005).

Customers and investors can be attracted because they value this type of CSR campaign initiative. Investors are aware that socially conscious companies tend to be more risk-resistant and consumers are increasingly interested in companies that share their values (Maignan et al., 2005). According to McKinsey & Company (2006), social responsibility gives companies a competitive advantage in highly competitive markets.

In order to implement Corporate Social Responsibility, it was first necessary to step away from traditional marketing and to establish techniques where the goal was not to benefit a brand but the society and individual welfare (Gordon et al., 2006). According to Kotler (2003), it is important to invest in campaigns that promote public health. The aim of social marketing is to

reduce the psychological, social and practical barriers that prevent the adoption of behaviors that benefit the target consumer and society in general (Lefebvre and Flora 1988; Maibach, Rothschild and Novelli 2002). Social marketing argues that increasing control over human behavior by disseminating information about improving health to the public leads to an evolution of power over health status (Wallack 1990).

In social marketing, the use of the product by a specific target group is engaged through a combination of product, place, price and promotion (Lefebvre, 2011). However, social marketing campaigns have the objective of reaching a large span of audience, and with this comes the task of constantly managing and evaluating marketing initiatives to be able to identify the areas of improvement and different degrees of effectiveness (Henley et al., 2011).

In the alcoholic beverages industry, strategies of social marketing can be applied in order to develop a positive impact not only on the consumer (socially), but economically and environmentally (Baggot, 2006). In the branch of alcoholic beverages, to maximize the growth of a brand over a long period of time, it is better to do so while having in consideration CSR, building an ethical and responsible basis (Baggot, 2006). Having this in mind, some alcohol beverage brands created separate organizations whose function is solely the promotion of responsible drinking, taking social aspects in consideration to counter the consumption of irresponsible alcoholic beverages (Hanum, 2009).

It is important to mention that although CSR has proven to have positive impact on an audience, their practices are not yet common in all of the alcoholic beverages producers or distributors (STAP, 2007).

Despite the increase of alcoholic beverages advertising, researchers show that this is not the main direct cause for irresponsible drinking behaviors (Broadbent, 2008). These brands' marketing influences how a customer decides to consume their product, but peer pressure and irresponsible drinking parents or family members are the main causes for drinking behaviors (Kondratyuk and Juscus, 2012).

The same events occur for instance in the tobacco industry, where by adding CSR strategies and prevention campaigns to their advertising, young people sympathize with the brand (Henriksen et al., 2006).

One of the most seen examples of CSR in the alcohol beverage industry is the message of “If you drive, don’t drink”, having a big impact in the consumer, positively, by increasing the perception of the harm it may cause, but without affecting a customer attitude or intention (Alcohol: Education, 2009).

Alcohol beverage companies' CSR initiatives influence consumers' perceptions of these companies as being more moral and socially conscious, which benefits society (Smith and Langford, 2009; Turker, 2009). These efforts can emphasize the value of responsible consumption by urging people to use alcohol responsibly and to be aware of the risks involved, which can assist to curtail dangerous drinking habits (Brink et al., 2006; Mohr et al., 2001; Nan and Heo, 2007; Singh et al., 2009; Polonsky and Speed, 2001).

That being said, alcoholic drinks advertising has not stopped being seen with a social, fun or even glamorous context. By positioning alcohol as normal or neutral, the previously presented emotions can still be passed while still being able to transmit a message of responsible drinking (Kondratyuk and Juscius, 2012). Overall, companies can still transmit the harm of drinking at a young age while still mentioning that it is possible to enjoy alcoholic beverages (Alcohol: Education, 2009).

The literature review on the importance of social marketing campaigns allowed us to develop the following hypothesis:

H3: Familiarity with the brand is associated with the consumer's perception of the brand (Ethics, Social Responsibility, Quality, Likable, Festive, Inclusivity) and on the campaign's reasons perception (Ethical Values, Legal Pressure, Marketing Strategy and Competitive Landscape).

3. Methodology and Data Collection

In order to enrich the secondary data collected during the literature review, primary data was collected with the aim of obtaining viable conclusions from this study. Thus, an experimental study was carried out which served as the basis for the conclusions of this thesis, with the aim of understanding how alcoholic beverage brands manage to balance the creation of pleasurable experiences with the transmission of responsible consumption messages and how emotions influence purchasing and consumption decisions.

Firestone (1987) recognizes that the application of experimental methods to quantitative analysis produces results that represent generalized evaluations and judgments of populations and makes possible biases visible (Malina et al., 2011). The Appendices (see Appendix 1) provide a more detailed description of the research methodology.

3.1. Sample

Participants in this study were recruited through various methods. This survey was publicized through family members, friends and university colleagues who participated voluntarily. Participants were volunteers recruited through social media, mainly Instagram, WhatsApp, Facebook and LinkedIn.

The form of collecting participants used represents a quick and low cost sampling approach with potential to provide reliable data. However, it can also introduce bias to the sample, since the survey was fulfilled voluntarily and the surveyed state of mind is unknown.

As this is an experimental study between groups, a minimum of 65 respondents per group is required (Durlak, 2009). A total of 293 responses were collected, but only 179 were complete and relevant to the study, with an average age of 22, Portuguese and employed. For more demographic information, see Appendix 3.

3.2. Measures

To ensure the data precision and validation, independent and dependent variables were defined, as well as control variables, manipulation verifications and demographic and demographic

variables. It is important to highlight that regardless of the context presented in the research, the questions were equal to each test group, apart from the fact that the relationship between the independent and dependent variables should be the basis for answering the hypothesis.

In this study, positive emotional responses to the ad (satisfaction, happiness, and calm) and the type of message of the advertisement are independent variables. The manipulation of these independent variables implied the presentation of three similar scenarios built in a way to reflect how the type of the commercial presented and the emotions, positive or negative, aroused in the participants affect their purchasing and consumption behaviours and habits. This method was used to evaluate the differences in the participants' behaviour in each scenario, whether it is positive, neutral/ control, or negative, and if these changed depending on the messages and the aroused emotions.

The advertising messages are carefully crafted to represent different marketing approaches, including distinct emphases on the responsibility and pleasure associated with alcohol consumption. Such an approach enables a systematic comparison between the adopted marketing strategies and their respective consequences perceived by the consumers, as expressed in the survey questions and the stimuli presented to the participants.

The control variables play a crucial role in the research, as they are essential to secure the integrity and validity of the investigative results. They are meticulously kept constant or controlled throughout the study, in order to preserve the underlying relationship between the independent and dependent variables under analysis, as outlined by Frank Li (2016).

In this study, three control variables are highlighted due to their relevance and potential impact on the results: brand familiarity, frequency of consumption and personal responsibility perception of consumption. Brand familiarity, for example, is a determining factor, since the participants' prior knowledge of the Carlsberg brand can have a significant influence over their reactions to the conveyed messages on the under-analysis campaign.

Likewise, the frequency of alcohol consumption emerges as a crucial control variable, given its capability of shaping participants' attitudes and behaviours towards responsible drinking.

Understanding individuals' consumption habits is fundamental to properly contextualise and interpreting their responses to the campaign's messages.

In addition, the perception of personal responsibility for consumption is a key element to be monitored, since individual beliefs about social responsibility may significantly influence the receptiveness of the messages and the predisposition to adopt behaviours consistent with responsible alcohol consumption.

By strategically controlling these variables, it becomes possible to precisely isolate and analyse the effect of the campaign's messages, regardless of the brand familiarity level, the individual patterns of alcohol consumption, and the individual perceptions of social responsibility.

The dependent variables are those that reflect the participants' responses to the Carlsberg campaign and their behaviour related with alcohol consumption. The probability of ordering a drink or drinking more than usual in a specific scenario, in this case, the one of dining in a restaurant with friends, after being exposed to different campaign messages, and the pleasure degree that the participants anticipate feeling when consuming an alcoholic drink, influenced by the presented scenario and the marketing messages that emphasize the balance between pleasure and responsibility, are dependent variables in this study.

Also, dependent variables are the expected hedonic drinking experience, the intention to reduce alcohol consumption, the perception of ethics and social responsibility, the campaign's reasons, and the agreement with the message conveyed by the brand.

The participants' propensity to guilt and shame is measured by using the Guilt and Shame Proneness Scale (GASP). This scale is used to control individual variations in guilt-proneness, the influence of which could distort participants' responses to responsible consumption messages. By quantifying that propensity, the study seeks to guarantee a more accurate assessment of the impact of the advertising messages on the participants' perceptions and attitudes.

3.3. Procedure and Materials

Initially, participants were randomly distributed into test groups, in which each individual was exclusively assigned to one of the three distinct groups. Each group was exposed to a questionnaire that included the visualization of an image associated with the Carlsberg beer brand, presented in the form of an advertisement.

Each participant was exposed to one of the three test groups. The first consisted of a message of a positive responsible drinking message, that emphasised moderation and responsibility in alcohol consumption. The second group was exposed to a neutral message, encouraging consumption of the mentioned brand, while the third group received a message with a negative connotation, warning about the risks of alcohol consumption and appealing to fear and guilt.

The primary objective was to investigate the emotions experienced by the participants when being exposed to these messages, as well as understand the impact of these emotions in their future decisions. After viewing the messages, all the participants were invited to imagine a situation in which, during dinner in a restaurant with friends on a Friday, they come across the aforementioned campaign.

Afterwards, a series of questions was formulated to assess the participants' reaction to the stimulus, their willingness to consume alcohol, the perception of pleasure associated to that experience and the intention to reduce alcohol consumption, in a scale of 1 to 7. Subsequently, the participants responded to a new series of questions related to their brand perception, its ethics and social responsibility, as well as evaluating its main attributes.

Finally, a set of control questions was presented to determine the participants' level of familiarity with the brand, their alcohol consumption habits and relevant demographic data, providing a wider comprehension of the profile of the study participants. More detailed information is present in the Appendix 1.

3.4. Design

The experimental design is based on the evaluation of hypotheses, requiring adequate data preparation to statistically support or refute the proposed theories (Campbell & Stanley, 2015; Cook et al., 2002). One of the main criteria by which articles submitted to publication are

evaluated is the appropriate formulation of the hypothesis under investigation, based rigorously in several theoretical principles (Campbell & Stanley, 2015; Lonati et al., 2018).

In this research, the main objective is to examine the impact of positive valence of emotions and a high level of positive arousal on the hedonic experience of alcohol consumers, as well as their receptivity to adopting responsible behaviours and their favourable decision-making. To this end, experimental groups were exposed to advertisements created to evoke feelings of happiness or the opposite through a more negative message, while control groups were exposed to neutral messages.

The underlying purpose is to also assess whether there is a statistically relevant relationship between the emotional valence of messages and their acceptance by consumers. That experimental approach seeks to supply valuable insights into the effects of positive emotions in the consumers' experience and their subsequent behaviour, thus contributing to the advancement in the knowledge in the field of marketing and consumer behaviour.

This study consisted of a line survey designed with the Qualtrics platform, a line inquiry tool, in which participants were randomly confronted with one of three different scenarios.

4. Result Analysis

A random sample of 293 participants was taken for the scope of the study in question. However, within this initial group, 114 participants were excluded from the analysis due to the incompleteness of the survey. Thus, the final sample consisted in 179 participants, considered relevant for the three outlined scenarios in the study's methodology. For a more detailed overview, consult Appendix 3.

Of these 179 participants, approximately 65.4% ($n = 117$) were under the age of 25, while 10.1% ($n = 18$) were aged between 25 and 34, 6.1% ($n = 11$) were in the age group from 35 to 44, 10.6% ($n = 19$) were aged between 45 and 54, 6.7% were aged between 55 and 64, and lastly, 1.1% ($n = 12$) were aged 65 or older. (Appendix 4, Table 1).

The sample was predominantly composed by Portuguese, representing 90.5% ($n = 162$) of the total. In addition, the majority of the participants were employed (42.5%, $n = 76$), while students composed 34.1% ($n = 61$) of the sample. In terms of educational level, most/the majority declared they possessed a Bachelor’s Degree (56.4%, $n = 101$), followed by those who possessed a Master’s Degree (18.4%, $n = 33$). (Appendix 4, Tables 2, 3 and 4)

The study was projected to allow the participants to answer to all scenarios, but control measures were included to ensure the validity of the data, the reliability of the responses, and the facilitation of the statistical analysis (Couper, 2011). An initial control question measured the participants’ level of familiarity to the Carlsberg brand, featured in the advertising campaign in the study. It was observed that, from 1 – *Not at all familiar* to 7 – *Extremely familiar*, 12.3% were extremely familiar (point 7 of the scale), while 39.1% were familiarized (points 5 and 6 of the scale). (Appendix 4, Table 5).

Afterward, the participants were asked how often they consume alcohol, considering the social context. The majority of the sample (49.2%) stated consuming alcohol weekly, followed by 24% that reported they consumed monthly. (Appendix 4, Table 6)

Finally, the participants’ perception of their own responsible consumption was investigated (from 1 – *No Moderate Consumption at all* to 7 – *Definitely Moderate Consumption*). Around 63.2% consider their consumption to be responsible (points 5, 6 and 7 of the scale). (Appendix 4, Table 7)

Hypothesis Testing

To facilitate the analysis of each hypothesis, a comparative table was constructed, delineating the means, standard deviations, and correlations of the variables under scrutiny in the study hypotheses. This tabular representation serves as a systematic means to juxtapose and evaluate the interrelationships among the variables, providing a structured framework for hypothesis examination.

		M	DP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1.	Probability of ordering an alcoholic drink at that social moment	5.28	1.833	1																		
2.	Hedonic Experience (Pleasure)	5.54	1.723	.650*	1																	

The first step was to include the three variables Satisfaction, Happiness and Calm, in a multiple linear regression model. Using the stepwise method and as can be verified from the results presented in the Tables 2, a statistically significant model was obtained ($R^2 = .023$, $F(1,177) = 4.109$, $p = .044$), which only included the Satisfaction variable (Table 2). This showed that Satisfaction significantly predicts the Hedonic Experience ($\beta = 0.151$, $p < .001$).

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.151	.023	.017	1.708

Table 2: Model Summary of the Linear Regression between the variables “Satisfaction” and “Hedonic Experience”

H1.2: Positive emotional responses to the ad have a positive impact on the probability of ordering an alcoholic drink.

To test hypothesis H1.2, the three variables Satisfaction, Happiness, and Calm were included in a second multiple linear regression model. Using the stepwise method and analyzing the results presented in Tables 3, a statistically significant model was also obtained ($R^2 = .083$, $F(1,177) = 16.107$, $p < .001$), but this time only including the Satisfaction variable (Table 3). It was thus verified that the Satisfaction variable significantly predicts the probability of ordering an alcoholic drink. ($\beta = 0.289$, $p < .001$).

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.289	.083	.078	1.760

Table 3: Model Summary of the Linear Regression between the variables “Satisfaction” and “probability of ordering an alcoholic drink”.

H1.3: Positive emotional responses to the ad have a positive impact on the probability of drinking more than usual.

Additionally, the three variables Satisfaction, Happiness and Calm were included in a final multiple linear regression model. Utilizing the stepwise method and analyzing the results presented in Table 4, a third statistically significant model was obtained ($R^2 = .077$, $F(1,177) = 14.681$, $p < .001$), which only included the Happiness variable (Table 4). Happiness was found to significantly predict the probability of drinking more than usual ($\beta = 0.277$, $p < .001$).

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.277	.077	.071	1.873

Table 4: Model Summary of the Linear Regression between the variables “Satisfaction” and “probability of drinking more than usual”.

4.2. Consumers are more likely to accept positive responsible consumption messages.

The second defined hypothesis aims to compare responses across different scenarios. In order to conclude this general hypothesis, the following sub-hypotheses were defined and to test each of the sub-hypotheses of H2, an ANOVA test was developed conducted.

H2.1: Consumers are more likely to intend to reduce alcohol consumption and agree with the brand message when these messages are positive.

Although the assumption of Normality has not been verified (Appendix 5, Table 1), by invoking the central limit theorem we can consider the distribution of each of the 6 samples as

approximately normal and for that reason we can consider the assumptions for the ANOVA to be verified (Appendix 5, Table 2).

There are no differences concerning the intention to reduce alcohol consumption according to the scenario presented, ($F(2,178) = 1.213, p = .300$).

There were verified differences concerning the agreement with the brand's message according to the scenario, ($F(2,177) = 9.031, p < .001$), with participants from the positive scenario ($M = 4.92$) and from the negative scenario ($M = 4.57$) agreeing more with the message than participants in the neutral scenario ($M = 3.77$).

More specifically, there are statistically significant differences between the positive and control scenarios, with participants agreeing more with the responsible consumption message when it is positive ($p < .001$, using Scheffe's multiple comparison test). There are also statistically significant differences between negative and neutral scenarios, with the participants agreeing more with the responsible consumption message when it is negative ($p = .026$, using Scheffe's multiple comparison test).

Therefore, we can reject the H2 on what regards the intention to consume alcohol. We accept the hypothesis on what regards the variable of agreement with the message.

H2.2: Consumers are more likely to have a better perception of the campaign's reasons (Ethical Values, Legal Pressure, Marketing Strategy and Competitive Landscape) when these messages are positive.

Although the assumption of Normality has not been verified (Appendix 5, Table 7), by invoking the central limit theorem we can consider the distribution of each sample as approximately normal. Therefore, we can consider the assumptions for the ANOVA to be verified.

According to the scenario, there were verified differences concerning the Ethical Values as Campaign Reason ($F(2,177) = 7.102, p = .001$). More specifically, there are statistically significant differences between the positive and control scenarios, with participants agreeing more with the reason for the campaign being ethical values when the message is positive ($p =$

.032, using Scheffe's multiple comparison test). There are also statistically significant differences between the negative and neutral scenarios, with participants agreeing more with the reason for the campaign being ethical values when the message is negative ($p = .002$, using Scheffe's multiple comparison test).

There were verified differences concerning the Legal Pressure as a Campaign Reason according to the scenario, ($F(2,177) = 12.834, p < .001$). More specifically, there are statistically significant differences between the positive and control scenarios, with participants agreeing more with the reason for the campaign being legal pressure when the message is positive ($p = .001$, using Scheffe's multiple comparison test). There are also statistically significant differences between the negative and neutral scenarios, with participants agreeing more with the reason for the campaign being legal pressure when the message is negative ($p < .001$, using Scheffe's multiple comparison test).

According to the scenario, there were verified differences concerning the Competitive Landscape as a Campaign Reason, ($F(2,177) = 6.917, p = .001$). More specifically, there are statistically significant differences between the positive and negative scenarios, with participants agreeing more with the reason for the campaign being a competitive landscape when the message is positive ($p = .039$, using Scheffe's multiple comparison test). There are also statistically significant differences between the negative and neutral scenarios, with participants agreeing more with the reason for the campaign being a competitive landscape when the message is negative ($p = .002$, using Scheffe's multiple comparison test).

There are no differences concerning the intention to reduce alcohol consumption according to the scenario presented, ($F(2,178) = 6.390, p = .002$).

4.3. Familiarity with the brand is associated with the consumer's perception of the brand (Ethics, Social Responsibility, Quality, Likable, Festive, Inclusivity) and on the campaign's reasons perception (Ethical Values, Legal Pressure, Marketing Strategy and Competitive Landscape).

Familiarity with the Carlsberg brand is positively and significantly correlated with the Carlsberg - Ethics attribute, the Carlsberg - Social Responsibility attribute, the Carlsberg -

Quality attribute, the Carlsberg - Pleasant attribute, the Carlsberg - Festive attribute, and the Carlsberg - Inclusiveness attribute, as demonstrated in Table 1. This indicates that participants who are aware of the brand tend to associate it with its most notable attributes.

Familiarity with the Carlsberg brand is positively and significantly associated with the campaign's rationale, specifically its marketing strategy, as demonstrated in Table 1. Familiarity with the brand is not significantly related to the brand's ethical values, legal pressure, or competitive landscape as reasons for initiating the campaign, as demonstrated in Table 1.

Thus, we can partially accept hypothesis 3, as the attributes are all related to brand familiarity, but only the marketing strategy is associated with brand familiarity as a reason for carrying out the campaign.

5. Main Findings and Conclusions

According to the literature, emotions play a fundamental role in the consumers' hedonic experience and how they make their decisions. Positive and negative emotions affect these behaviours in distinct ways, elicited by the messages conveyed by the brands. In addition, studies highlight that personality, past experiences, and attitudes toward alcohol consumption also have an impact on the way emotions shape that pleasurable experience. Based on this premise, the first research hypothesis was formulated, which aims to understand the impact of positive valence emotions on consumers' behaviour and their effect on increasing the experience of pleasure. To this end, a multiple linear regression was carried out to analyze the influence of the positive emotional response to the ad on the dependent variables "Hedonic Experience", "Probability of Ordering an Alcoholic Drink at that Social Moment" and "Probability of drinking more than usual". Sub-hypothesis were created to examine the individual effect of each of these dependent variables.

The results show that certain positive emotions have an impact on the consumer experience. Specifically, the more satisfied the consumer is, the greater their hedonic experience will be, as the perception of pleasure is intensified by positive emotions. In addition, consumer satisfaction is also associated with an increased likelihood of ordering an alcoholic drink at that social

moment described, indicating that satisfaction also motivates specific consumption behaviours, such as choosing to consume alcoholic drinks in social contexts. This behaviour can be explained by the search for continuity of the hedonic experience and by social influence, where the presence of other individuals and the social atmosphere encourage alcohol consumption. Happiness, which creates a higher level of excitement, increases the likelihood of the individual drinking more than normal. This result suggests that the excitement associated with happiness can lead to more impulsive drinking behaviour. When consumers experience high levels of happiness, they are inclined to exceed their usual alcohol consumption and seek to prolong or intensify the feeling of euphoria.

Regarding responsible drinking messages, brands increasingly have the responsibility to convey to their consumers the need to drink in moderation. Hypothesis 2 arises in order to understand whether the scenario (positive, negative or neutral) influences the intention to reduce alcohol consumption or the agreement with the message. ANOVA showed no significant differences in the intention to reduce alcohol consumption between the different scenarios presented, so regardless of the emotional reaction to the message (positive, negative or neutral), consumers' intention to reduce alcohol consumption is not significantly influenced. Besides the emotion evoked by the message, other factors may be more decisive in consumers' decision to reduce alcohol consumption.

Now ANOVA showed differences in agreement with the brand's message, depending on the emotional scenario presented. Participants in positive and negative scenarios agreed more with the responsible consumption message than those in the neutral scenario. This result suggests that including emotional elements in advertising campaigns can be an effective strategy for increasing consumer receptiveness to responsible consumption messages, creating an emotional connection that can reinforce credibility, although it doesn't necessarily change immediate behavioural intentions. It's also possible to see the differences between scenarios in terms of the reasons for the campaign. Ethical values and Legal pressure are more perceived by consumers when the message is positive or negative than when it is neutral. As for the competitive landscape, the differences are between the positive and negative scenarios, with people perceiving the reason for the campaign to be due to the competitive landscape better than when the message is negative.

The third hypothesis associates familiarity with the brand with the consumer's perception of its attributes and the reasons why the campaign was carried out. The results suggest that consumers who are more familiar with the Carlsberg brand tend to associate these positive attributes to the brand - Ethics, Social Responsibility, Quality, Pleasantness, Festivity and Inclusiveness. The strong correlation between brand familiarity and these attributes highlights the effectiveness of Carlsberg's CSR campaigns in reinforcing a positive and responsible brand image. This result is consistent with the literature which points out that CSR campaigns not only improve consumer perception of the brand but also increase its attractiveness and relevance in the market.

Finally, consumers recognize the effectiveness of Carlsberg's marketing strategies, however, they do not necessarily perceive the underlying motivation of CSR campaigns to be the brand's ethical values, legal pressures, or competitiveness. Consequently, although familiarity with the brand contributes to the positive perception of specific attributes, there is a disconnection between consumers' perceptions of the underlying reasons for implementing these campaigns. This may indicate the need for clearer communication about the ethical and social objectives of CSR campaigns in order to better align consumer perceptions with the brand's corporate values.

6. Theoretical and Managerial Implications

Theoretically, this thesis contributes to the extension of the previous literature on the importance of emotions in consumer behavior regarding alcohol consumption, as well as the relevance of corporate social responsibility (CSR) campaigns in the marketing of alcoholic beverage brands.

Additionally, the obtained results demonstrate that responsible drinking messages are crucial for the growth and positioning of a brand in this sector, but they do not exhibit the expected impact on responsible alcohol consumption. This study reveals that the emotions evoked by the transmitted message are the main factor in balancing the hedonic experience with the dissemination of responsible drinking messages. The findings suggest that the social moment significantly influences the participant's purchasing and consumption behavior, as well as how they connect with the brand and the experience of pleasure.

Furthermore, the results indicate an increased probability of purchasing alcoholic beverages and consuming more than usual, thereby intensifying the pleasure experience. However, it is observed that responsible drinking messages do not significantly influence participants in moderating their consumption.

No studies have been found that address this balance between creating pleasurable experiences and transmitting responsible drinking messages, and how brands can integrate these two themes to differentiate themselves. This study also highlights the relevance of ethical values and corporate social responsibility for alcoholic beverage brands.

From a managerial perspective, the results suggest that the inclusion of emotional elements in responsible drinking messages can be an effective strategy to enhance consumer receptivity and adherence to the brand's message. Companies should carefully consider not only the informative content of their corporate social responsibility (CSR) campaigns but also how these messages are emotionally presented to maximize their impact and credibility.

7. Limitations and Future Research

Each academic investigation exhibits limitations that necessitate contemplation during the scrutiny of outcomes.

Firstly, one of the limitations identified concerns the lack of diversity in the sample, with 90,5% of the participants being Portuguese (see Appendix 3, Table 2). This scenario is relevant, especially considering that the advert used in the study was associated with a beer brand that is neither Portuguese in origin nor one of the most widely consumed in Portugal. A more varied sample, or the choice of a nationally recognised brand, could potentially mitigate that limitation. Another issue related to the sample is its size, since only 179 responses were considered complete out of a total of 293 obtained in the survey. A larger sample would allow for a more equitable distribution of responses for each scenario presented, resulting in more accurate conclusions.

Secondly, the limitations become evident due to the use of an online research as a data collection method. Such an approach can elicit responses from participants devoid of consideration of their current preferences and consumption behaviours (Nayak and Narayan, 2019), plus the fact that the study was shared on digital platforms limits wider access to data (Evans and Mathur, 2005). In addition, the lack of immediate guidance to participants during the response process may have introduced biases into the data collected. Regarding the visual stimulus introduced in the experimental section, its effectiveness may have been compromised, as the message conveyed may not have had any impact on the participant without proper guidance.

Another critical aspect to be highlighted is the lack of pertinent articles referring to previous studies related to the topic, as well as the virtual absence of works that establish interconnections between the themes addressed. Not having used an example of a successful study to complement the research limited the quality of the applicability of the adopted method. Furthermore, the lack of numerical data hampered the analytical framework of the research and, consequently, the formulation of the investigative hypotheses.

There are a number of areas that could be interesting to explore the issue in question and encourage future research. One possibility is to manipulate the variables differently and introduce alternative stimuli. For example, participants could be exposed to the brand's adverts in person, providing a more immersive experience. In addition, an experiment could be conceived in which participants are inserted into a real hedonic experience scenario, confronting them in real time with stimuli related to responsible consumption messages.

Finally, in order to investigate whether these independent variables have an impact on other variables that may affect consumer behaviour and offer crucial knowledge/insights for the marketing of alcoholic beverage brands, it may also be worth including additional variables in the study. This type of experimental approach allows for a more in-depth assessment of the effects of emotions and responses to the advert, contributing to a more comprehensive understanding of the phenomenon under study.

8. Appendices

Appendix 1: Research Method

The online survey was created using Qualtrics Survey Software, a data collection tool that allows us to design a simple survey with various types of questions, randomization and stimuli for analysts and respondents. In addition, SPSS, the statistical software platform used to process and analyze the data, is linked to this software.

The survey was shared in Portuguese and English on different social media platforms and accounts, such as Facebook, Instagram and LinkedIn, in order to reach as many respondents as possible. The sample was constituted according to the geographical scope and the respondents' availability and willingness to answer (Dornyei, 2007). These mechanisms made it possible to collect 293 responses.

This data collection method facilitates the distribution of the survey and the reminder to non-respondents in an easy and time-saving way (Nayak and Narayan, 2019). In addition, it allows researchers to conduct surveys with specific groups at a relatively low cost (Wright, 2005) and to pause, resume and start them whenever necessary (Nayak & Narayan, 2019). Finally, because online surveys are so easy to import, they allow for a variety of data formats and additional ways of analyzing the results, which can considerably improve research and conclusions.

Appendix 2: Survey Study

Introduction

Dear participant,

Welcome and thank you for considering taking part in this survey. I'm Margarida Sousa and I'm carrying out this survey as part of my master's thesis at the Católica Lisbon School of Business and Economics, under the supervision of João Niza Braga. The aim of this study is about how consumers perceive different messages that might be associated to alcoholic drinks' brands. Please note that there are no right or wrong answers and we are only interested in your most intuitive and honest judgments. All responses will be kept strictly confidential and

anonymous. This means that it will not be possible to link your answers to your identity. The data collected will be used for research purposes only and may be presented in my thesis or published in academic journals, always in aggregate form, without reference to any individual response.

By continuing, you agree to participate.

If you have any questions, please contact me at s-mbrsousa@ucp.pt.

Thank you!

Test Group 1

Carefully consider the following advertisement:



Imagine it's a Friday, you're having dinner in a restaurant with your friends and you're confronted with the Carlsberg campaign you've just seen.

Considering the message you read earlier, answer the following questions:

Q1.1 How likely would it be for you to ask for an alcoholic drink in that social moment? (Rate on a scale of 1 to 7, where 1 is "Not at all likely" and 7 "Definitely likely")

1- Not at all likely

2

3

4

5

6

7- Definitely likely

Q1.2 How much pleasure do you think you would feel if you had a drink on this social occasion?

(Rate on a scale of 1 to 7, where 1 is "No pleasure at all" and 7 "A lot of pleasure")

1- No pleasure at all

2

3

4

5

6

7- A lot of pleasure

Q2.1 Considering the social event described, how likely would you be to drink more than you normally do? (Rate on a scale of 1 to 7, where 1 is "Not at all likely" and 7 "Very likely")

1- Not at all likely

2

3

4

5

6

7- Very likely

Q2.2 To what extent do you intend to reduce your usual intake of alcoholic drinks? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Totally")

1- Not at all

2

3

4

5

6

7- Totally

Q3.1 To what extent do you think the inclusion of the previous message associated with this brand is the result of: (Rate on a scale of 1 to 7, where 1 is "Not at all" to 7 "Definitely")

- 1- Ethical Values
- 2- Legal Pressure
- 3- Marketing Strategy
- 4- Competitive Landscape

Q3.2 Please take a moment to think about "Carlsberg" and rate this brand on the following dimensions, from 1 "Very Low" and 7 "Very High":

- 1- Ethics
- 2- Social Responsibility
- 3- Quality
- 4- Likable
- 5- Festive
- 6- Inclusivity

Q3.3 To what extent do you feel emotionally connected to the brand? (Rate on a scale of 1 to 7, where 1 is "No Connection at All" to 7 "Extremely connected")

- 1- No Connection at All
- 2
- 3
- 4
- 5
- 6
- 7- Extremely connected

Q.4 After reading the previous message, what emotions do you feel? (Rate the intensity of the emotion on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Very High")

- Guilt
- Fear
- Sadness
- Satisfaction
- Happiness
- Calm

Q.5 To what extent do you agree with the message conveyed by the brand? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Totally agree")

1- Not at all

2

3

4

5

6

7- Totally agree

Control Group

Carefully consider the following advertisement:



Imagine it's a Friday, you're having dinner in a restaurant with your friends and you're confronted with the Carlsberg campaign you've just seen.

Considering the message you read earlier, answer the following questions:

Q1.1 How likely would it be for you to ask for an alcoholic drink in that social moment? (Rate on a scale of 1 to 7, where 1 is "Not at all likely" and 7 "Definitely likely")

1- Not at all likely

2

3

4

5

6

7- Definitely likely

Q1.2 How much pleasure do you think you would feel if you had a drink on this social occasion?

(Rate on a scale of 1 to 7, where 1 is "No pleasure at all" and 7 "A lot of pleasure")

1- No pleasure at all

2

3

4

5

6

7- A lot of pleasure

Q2.1 Considering the social event described, how likely would you be to drink more than you normally do? (Rate on a scale of 1 to 7, where 1 is "Not at all likely" and 7 "Very likely")

1- Not at all likely

2

3

4

5

6

7- Very likely

Q2.2 To what extent do you intend to reduce your usual intake of alcoholic drinks? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Totally")

1- Not at all

2

3

4

5

6

7- Totally

Q3.1 To what extent do you think the inclusion of the previous message associated with this brand is the result of: (Rate on a scale of 1 to 7, where 1 is "Not at all" to 7 "Definitely")

- 1- Ethical Values
- 2- Legal Pressure
- 3- Marketing Strategy
- 4- Competitive Landscape

Q3.2 Please take a moment to think about "Carlsberg" and rate this brand on the following dimensions, from 1 "Very Low" and 7 "Very High":

- 1- Ethics
- 2- Social Responsibility
- 3- Quality
- 4- Likable
- 5- Festive
- 6- Inclusivity

Q3.3 To what extent do you feel emotionally connected to the brand? (Rate on a scale of 1 to 7, where 1 is "No Connection at All" to 7 "Extremely connected")

- 1- No Connection at All
- 2
- 3
- 4
- 5
- 6
- 7- Extremely connected

Q.4 After reading the previous message, what emotions do you feel? (Rate the intensity of the emotion on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Very High")

- Guilt
- Fear
- Sadness
- Satisfaction
- Happiness
- Calm

Q.5 To what extent do you agree with the message conveyed by the brand? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Totally agree")

1- Not at all

2

3

4

5

6

7- Totally agree

Test Group 2

Carefully consider the following advertisement:



Imagine it's a Friday, you're having dinner in a restaurant with your friends and you're confronted with the Carlsberg campaign you've just seen.

Considering the message you read earlier, answer the following questions:

Q1.1 How likely would it be for you to ask for an alcoholic drink in that social moment? (Rate on a scale of 1 to 7, where 1 is "Not at all likely" and 7 "Definitely likely")

1- Not at all likely

2

3

4

5

6

7- Definitely likely

Q1.2 How much pleasure do you think you would feel if you had a drink on this social occasion?

(Rate on a scale of 1 to 7, where 1 is "No pleasure at all" and 7 "A lot of pleasure")

1- No pleasure at all

2

3

4

5

6

7- A lot of pleasure

Q2.1 Considering the social event described, how likely would you be to drink more than you normally do? (Rate on a scale of 1 to 7, where 1 is "Not at all likely" and 7 "Very likely")

1- Not at all likely

2

3

4

5

6

7- Very likely

Q2.2 To what extent do you intend to reduce your usual intake of alcoholic drinks? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Totally")

1- Not at all

2

3

4

5

6

7- Totally

Q3.1 To what extent do you think the inclusion of the previous message associated with this brand is the result of: (Rate on a scale of 1 to 7, where 1 is "Not at all" to 7 "Definitely")

- 1- Ethical Values
- 2- Legal Pressure
- 3- Marketing Strategy
- 4- Competitive Landscape

Q3.2 Please take a moment to think about "Carlsberg" and rate this brand on the following dimensions, from 1 "Very Low" and 7 "Very High":

- 1- Ethics
- 2- Social Responsibility
- 3- Quality
- 4- Likable
- 5- Festive
- 6- Inclusivity

Q3.3 To what extent do you feel emotionally connected to the brand? (Rate on a scale of 1 to 7, where 1 is "No Connection at All" to 7 "Extremely connected")

- 1- No Connection at All
- 2
- 3
- 4
- 5
- 6
- 7- Extremely connected

Q.4 After reading the previous message, what emotions do you feel? (Rate the intensity of the emotion on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Very High")

- Guilt
- Fear
- Sadness
- Satisfaction
- Happiness
- Calm

Q.5 To what extent do you agree with the message conveyed by the brand? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Totally agree")

1- Not at all

2

3

4

5

6

7- Totally agree

Control Questions + Demographics

Q.1 To what extent to which you are familiar with the brand Carlsberg? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Extremely")

1- Not at all

2

3

4

5

6

7- Extremely

Q.2 How often do you drink alcohol?

Never

Rarely

Monthly

Weekly

Daily

Q.3 To what extent do you think your alcohol consumption is responsible? (Rate on a scale of 1 to 7, where 1 is "No Moderate Consumption at All" and 7 is "Definitely Moderate Consumption")

1- No Moderate Consumption at All"

2

3

4

5

6

7- Definitely Moderate Consumption

Q4.1 What is your age?

Q4.2 What is your Nationality?

Q4.3 What is your occupation?

Employed

Unemployed

Student

Worker and student

Retired

Others

Q4.4 What is your education level?

High School / Equivalent

Associate's Degree

Bachelor's Degree

Master's Degree

Doctoral Degree

Other

Appendix 3 - Frequencies Demographics + Control Questions

Table 1: What is your age?

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 25 years old	117	65,4	65,4	65,4
25-34 years old	18	10,1	10,1	75,4
35-44 years old	11	6,1	6,1	81,6
45-54 years old	19	10,6	10,6	92,2
55-64 years old	12	6,7	6,7	98,9
> 64 years old	2	1,1	1,1	100,0
Total	179	100,0	100,0	

Table 2: What is your Nationality?

What is your Nationality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chilean	1	,6	,6	,6
French	1	,6	,6	1,1
german	1	,6	,6	1,7
Greek	1	,6	,6	2,2
Green Cable	1	,6	,6	2,8
Mexican	1	,6	,6	3,4
Mozambican	6	3,4	3,4	6,7
polish	1	,6	,6	7,3
Portuguese	162	90,5	90,5	97,8
romanian	1	,6	,6	98,3
Russian	1	,6	,6	98,9
Spanish	1	,6	,6	99,4
Turkish	1	,6	,6	100,0
Total	179	100,0	100,0	

Table 3: What is your occupation?

What is your occupation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	76	42,5	42,5	42,5
Unemployed	5	2,8	2,8	45,3
Student	61	34,1	34,1	79,3
Worker and Student	34	19,0	19,0	98,3
Retired	2	1,1	1,1	99,4
Other	1	,6	,6	100,0
Total	179	100,0	100,0	

Table 4: What is your education level?

What is your education level?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High School / Equivalent	40	22,3	22,3	22,3
Associate's Degree	3	1,7	1,7	24,0
Bachelor's Degree	101	56,4	56,4	80,4
Master's Degree	33	18,4	18,4	98,9
Other	2	1,1	1,1	100,0
Total	179	100,0	100,0	

Table 5: Frequency of Control Question 1

To what extent to which you are familiar with the brand Carlsberg? (Rate on a scale of 1 to 7, where 1 is "Not at all" and 7 is "Extremely")

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1- Not at all	23	12,8	12,8	12,8
2	16	8,9	8,9	21,8
3	17	9,5	9,5	31,3
4	31	17,3	17,3	48,6
5	38	21,2	21,2	69,8
6	32	17,9	17,9	87,7
7- Extremely	22	12,3	12,3	100,0
Total	179	100,0	100,0	

Table 6: Frequency of Control Question 2

How often do you drink alcohol?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never	5	2,8	2,8	2,8
Rarely	31	17,3	17,3	20,1
Monthly	43	24,0	24,0	44,1
Weekly	88	49,2	49,2	93,3
Daily	12	6,7	6,7	100,0
Total	179	100,0	100,0	

Table 7: Frequency of Control Question 3

To what extent do you think your alcohol consumption is responsible? (Rate on a scale of 1 to 7, where 1 is "No Moderate Consumption at All" and 7 is "Definitely Moderate Consumption")

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1- No Moderate Consumption at All	8	4,5	4,5	4,5
2	7	3,9	3,9	8,4
3	16	8,9	8,9	17,3
4	35	19,6	19,6	36,9
5	42	23,5	23,5	60,3
6	24	13,4	13,4	73,7
7- Definitely High Moderate Consumption	47	26,3	26,3	100,0
Total	179	100,0	100,0	

Appendix 4 - Hypothesis 1 Tests

Table 1: ANOVA between the variables "Satisfaction" and "Hedonic Experience"

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.991	1	11.991	4.109	.044 ^b
	Residual	516.523	177	2.918		
	Total	528.514	178			

a. Dependent Variable: Hedonic Experience (Pleasure)

b. Predictors: (Constant), Satisfaction

Table 2: Linear Regression Coefficients for the dependent variable "Hedonic Experience"

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.119	.242		21.120	<.001
	Satisfaction	.143	.071	.151	2.027	.044

a. Dependent Variable: Hedonic Experience (Pleasure)

Table 3: Linear Regression - Excluded variables for the dependent variable “Probability of ordering an alcoholic drink at the social moment”

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Happiness	.069 ^b	.546	.586	.041	.344
	Calm	-.035 ^b	-.434	.665	-.033	.835

a. Dependent Variable: Hedonic Experience (Pleasure)

b. Predictors in the Model: (Constant), Satisfaction

Table 4: ANOVA between the variables “Satisfaction” and “probability of ordering an alcoholic drink”.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.882	1	49.882	16.107	<.001 ^b
	Residual	548.151	177	3.097		
	Total	598.034	178			

a. Dependent Variable: Probability of ordering an alcoholic drink at that social moment

b. Predictors: (Constant), Satisfaction

Table 5: Linear Regression Coefficients for the dependent variable “Probability of ordering an alcoholic drink at the social moment”

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.428	.250		17.734	<.001
	Satisfaction	.293	.073	.289	4.013	<.001

a. Dependent Variable: Probability of ordering an alcoholic drink at that social moment

Table 6: Linear Regression - Excluded variables for the dependent variable “Probability of ordering an alcoholic drink at the social moment”

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Happiness	-.116 ^b	-.944	.347	-.071	.344
	Calm	.022 ^b	.276	.783	.021	.835

a. Dependent Variable: Probability of ordering an alcoholic drink at that social moment

b. Predictors in the Model: (Constant), Satisfaction

Table 7: ANOVA between the variables “Happiness” and “probability of drinking more than usual”.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.525	1	51.525	14.681	<.001 ^b
	Residual	621.201	177	3.510		
	Total	672.726	178			

a. Dependent Variable: Probability of drinking more than usual

b. Predictors: (Constant), Happiness

Table 8: Linear Regression Coefficients for the dependent variable “Probability of drinking more than usual”

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.187	.263		12.134	<.001
	Happiness	.286	.075	.277	3.832	<.001

a. Dependent Variable: Probability of drinking more than usual

Table 7: Linear Regression - Excluded variables for the dependent variable “Probability of drinking more than usual”

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Satisfaction	.071 ^b	.576	.565	.043	.344
	Calm	-.063 ^b	-.820	.414	-.062	.877

a. Dependent Variable: Probability of drinking more than usual

b. Predictors in the Model: (Constant), Happiness

Appendix 5 - Hypothesis 2 Tests

Table 1: Test of Normality of the variables “Scenario”, “Intention to reduce alcohol consumption”, “Agreement with the message conveyed by the brand”.

Tests of Normality

	Scenario	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Intention to Reduce Alcohol Consumption	scenario 1 (positive)	.136	62	.006	.915	62	<.001
	scenario 2 (control)	.203	65	<.001	.885	65	<.001
	scenario 3 (negative)	.138	51	.017	.916	51	.002
Agreement with the message conveyed by the brand	scenario 1 (positive)	.154	62	<.001	.917	62	<.001
	scenario 2 (control)	.196	65	<.001	.935	65	.002
	scenario 3 (negative)	.165	51	.001	.934	51	.007

a. Lilliefors Significance Correction

Table 2: Descriptives of the variables “Scenario”, “Intention to reduce alcohol consumption”, “Agreement with the message conveyed by the brand”.

Descriptives

Scenario	Statistic	Std. Error			
Intention to Reduce Alcohol Consumption	scenario 1 (positive)	Mean	3.47	.240	
		95% Confidence Interval for Mean	Lower Bound	2.99	
			Upper Bound	3.95	
	5% Trimmed Mean	3.41			
	Median	4.00			
	Variance	3.565			
	Std. Deviation	1.888			
	Minimum	1			
	Maximum	7			
	Range	6			
	Interquartile Range	3			
	Skewness	.301	.304		
	Kurtosis	-.837	.599		
	scenario 2 (control)	Mean	2.95	.206	
		95% Confidence Interval for Mean	Lower Bound	2.54	
			Upper Bound	3.37	
		5% Trimmed Mean	2.88		
		Median	3.00		
		Variance	2.763		
		Std. Deviation	1.662		
		Minimum	1		
		Maximum	7		
		Range	6		
		Interquartile Range	3		
		Skewness	.223	.297	
		Kurtosis	-1.028	.586	
		scenario 3 (negative)	Mean	3.31	.254
95% Confidence Interval for Mean			Lower Bound	2.80	
	Upper Bound		3.82		
5% Trimmed Mean	3.24				
Median	3.00				
Variance	3.300				
Std. Deviation	1.816				
Minimum	1				
Maximum	7				
Range	6				
Interquartile Range	2				
Skewness	.407		.333		
Kurtosis	-.635		.656		
Agreement with the message conveyed by the brand	scenario 1 (positive)		Mean	4.92	.187
			95% Confidence Interval for Mean	Lower Bound	4.54
		Upper Bound		5.29	
		5% Trimmed Mean	5.00		
		Median	5.00		
		Variance	2.174		
		Std. Deviation	1.474		
		Minimum	1		
		Maximum	7		
		Range	6		
		Interquartile Range	2		
		Skewness	-.491	.304	
		Kurtosis	.253	.599	
		scenario 2 (control)	Mean	3.77	.196
			95% Confidence Interval for Mean	Lower Bound	3.38
	Upper Bound			4.16	
	5% Trimmed Mean		3.74		
	Median		4.00		
	Variance		2.493		
	Std. Deviation		1.579		
	Minimum		1		
	Maximum		7		
	Range		6		
	Interquartile Range		2		
	Skewness		.148	.297	
	Kurtosis		-.292	.586	
	scenario 3 (negative)		Mean	4.57	.230
			95% Confidence Interval for Mean	Lower Bound	4.11
		Upper Bound		5.03	
		5% Trimmed Mean	4.62		
Median		4.00			
Variance		2.690			
Std. Deviation		1.640			
Minimum		1			
Maximum		7			
Range		6			
Interquartile Range		2			
Skewness		-.197	.333		
Kurtosis		-.559	.656		

Table 3: ANOVA test between the variables “Scenario”, “Intention to reduce alcohol consumption”, “Agreement with the message conveyed by the brand”.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Intention to Reduce Alcohol Consumption	Between Groups	7.791	2	3.895	1.213	.300
	Within Groups	565.271	176	3.212		
	Total	573.061	178			
Agreement with the message conveyed by the brand	Between Groups	44.035	2	22.017	9.031	<.001
	Within Groups	426.645	175	2.438		
	Total	470.680	177			

Table 4: Multiple Comparisons by ANOVA test of the variables “Scenario”, “Intention to reduce alcohol consumption”, “Agreement with the message conveyed by the brand”.

Multiple Comparisons							
Scheffe							
Dependent Variable	(I) Scenario	(J) Scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Intention to Reduce Alcohol Consumption	scenario 1 (positive)	scenario 2 (control)	.475	.317	.328	-.31	1.26
		scenario 3 (negative)	.115	.338	.944	-.72	.95
	scenario 2 (control)	scenario 1 (positive)	-.475	.317	.328	-1.26	.31
		scenario 3 (negative)	-.360	.335	.563	-1.19	.47
	scenario 3 (negative)	scenario 1 (positive)	-.115	.338	.944	-.95	.72
		scenario 2 (control)	.360	.335	.563	-.47	1.19
Agreement with the message conveyed by the brand	scenario 1 (positive)	scenario 2 (control)	1.150*	.277	<.001	.47	1.83
		scenario 3 (negative)	.351	.295	.495	-.38	1.08
	scenario 2 (control)	scenario 1 (positive)	-1.150*	.277	<.001	-1.83	-.47
		scenario 3 (negative)	-.799*	.292	.026	-1.52	-.08
	scenario 3 (negative)	scenario 1 (positive)	-.351	.295	.495	-1.08	.38
		scenario 2 (control)	.799*	.292	.026	.08	1.52

*. The mean difference is significant at the 0.05 level.

Table 5: Scheffe Test of the variables “Scenario” and “Intention to reduce alcohol consumption”

Intention to Reduce Alcohol Consumption

Scheffe^{a,b}

Scenario	N	Subset for alpha = 0.05
		1
scenario 2 (control)	65	2.95
scenario 3 (negative)	51	3.31
scenario 1 (positive)	63	3.43
Sig.		.358

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 58.979.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 6: Scheffe Test of the variables “Scenario” and “Agreement with the message conveyed by the brand”.

Agreement with the message conveyed by the brand

Scheffe^{a,b}

Scenario	N	Subset for alpha = 0.05	
		1	2
scenario 2 (control)	65	3.77	
scenario 3 (negative)	51		4.57
scenario 1 (positive)	62		4.92
Sig.		1.000	.478

Means for groups in homogeneous subsets are displayed.

- a. Uses Harmonic Mean Sample Size = 58.684.
- b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 7: Test of Normality of the variables “Scenario”, “Campaigns Reasons”, “Carlsberg Attributes”.

Tests of Normality							
Scenario	Kolmogorov-Smirnov ^a			Shapiro-Wilk			
	Statistic	df	Sig.	Statistic	df	Sig.	
Campaign Reasons: 1- Ethical Values	scenario 1 (positive)	.173	63	<.001	.928	63	.001
	scenario 2 (control)	.131	65	.007	.922	65	<.001
	scenario 3 (negative)	.167	51	.001	.935	51	.007
Campaign Reasons: 2- Legal Pressure	scenario 1 (positive)	.161	63	<.001	.912	63	<.001
	scenario 2 (control)	.164	65	<.001	.907	65	<.001
	scenario 3 (negative)	.150	51	.006	.914	51	.001
Campaign Reasons: 3- Marketing Strategy	scenario 1 (positive)	.172	63	<.001	.879	63	<.001
	scenario 2 (control)	.212	65	<.001	.829	65	<.001
	scenario 3 (negative)	.146	51	.009	.898	51	<.001
Campaign Reasons: 4- Competitive Landscape	scenario 1 (positive)	.184	63	<.001	.921	63	<.001
	scenario 2 (control)	.194	65	<.001	.898	65	<.001
	scenario 3 (negative)	.172	51	<.001	.942	51	.015
Carlsberg attributes: 1- Ethics	scenario 1 (positive)	.222	63	<.001	.915	63	<.001
	scenario 2 (control)	.229	65	<.001	.901	65	<.001
	scenario 3 (negative)	.	51	.	.	51	.
Carlsberg attributes: 2- Social Responsibility	scenario 1 (positive)	.209	63	<.001	.921	63	<.001
	scenario 2 (control)	.251	65	<.001	.915	65	<.001
	scenario 3 (negative)	.540	51	<.001	.196	51	<.001
Carlsberg attributes: 3- Quality	scenario 1 (positive)	.161	63	<.001	.935	63	.002
	scenario 2 (control)	.196	65	<.001	.913	65	<.001
	scenario 3 (negative)	.535	51	<.001	.299	51	<.001
Carlsberg attributes: 4- Likable	scenario 1 (positive)	.220	63	<.001	.907	63	<.001
	scenario 2 (control)	.178	65	<.001	.906	65	<.001
	scenario 3 (negative)	.536	51	<.001	.124	51	<.001
Carlsberg attributes: 5- Festive	scenario 1 (positive)	.233	63	<.001	.895	63	<.001
	scenario 2 (control)	.180	65	<.001	.910	65	<.001
	scenario 3 (negative)	.536	51	<.001	.124	51	<.001
Carlsberg attributes: 6- Inclusivity	scenario 1 (positive)	.225	63	<.001	.892	63	<.001
	scenario 2 (control)	.165	65	<.001	.944	65	.005
	scenario 3 (negative)	.536	51	<.001	.124	51	<.001

a. Lilliefors Significance Correction

Table 8: ANOVA test between the variables “Scenario”, “Campaigns Reasons”, “Carlsberg Attributes”.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Campaign Reasons: 1- Ethical Values	Between Groups	41.108	2	20.554	7.102	.001
	Within Groups	509.361	176	2.894		
	Total	550.469	178			
Campaign Reasons: 2- Legal Pressure	Between Groups	85.276	2	42.638	12.834	<.001
	Within Groups	584.702	176	3.322		
	Total	669.978	178			
Campaign Reasons: 3- Marketing Strategy	Between Groups	38.061	2	19.031	6.390	.002
	Within Groups	524.129	176	2.978		
	Total	562.190	178			
Campaign Reasons: 4- Competitive Landscape	Between Groups	30.521	2	15.261	6.917	.001
	Within Groups	388.328	176	2.206		
	Total	418.849	178			
Carlsberg attributes: 1- Ethics	Between Groups	252.818	2	126.409	118.518	<.001
	Within Groups	187.719	176	1.067		
	Total	440.536	178			
Carlsberg attributes: 2- Social Responsibility	Between Groups	233.478	2	116.739	71.033	<.001
	Within Groups	289.248	176	1.643		
	Total	522.726	178			
Carlsberg attributes: 3- Quality	Between Groups	108.711	2	54.356	24.492	<.001
	Within Groups	390.596	176	2.219		
	Total	499.307	178			
Carlsberg attributes: 4- Likable	Between Groups	147.084	2	73.542	57.974	<.001
	Within Groups	223.263	176	1.269		
	Total	370.346	178			
Carlsberg attributes: 5- Festive	Between Groups	119.824	2	59.912	37.987	<.001
	Within Groups	277.584	176	1.577		
	Total	397.408	178			
Carlsberg attributes: 6- Inclusivity	Between Groups	226.497	2	113.248	68.146	<.001
	Within Groups	292.486	176	1.662		
	Total	518.983	178			

Table 9: Multiple Comparisons by ANOVA test of the variables “Scenario”, “Campaigns Reasons”, “Carlsberg Attributes”.

Multiple Comparisons							
Scheffe							
Dependent Variable	(I) Scenario	(J) Scenario	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Campaign Reasons: 1- Ethical Values	scenario 1 (positive)	scenario 2 (control)	.797*	.301	.032	.05	1.54
		scenario 3 (negative)	-.350	.320	.552	-1.14	.44
	scenario 2 (control)	scenario 1 (positive)	-.797*	.301	.032	-1.54	-.05
		scenario 3 (negative)	-1.147*	.318	.002	-1.93	-.36
	scenario 3 (negative)	scenario 1 (positive)	.350	.320	.552	-.44	1.14
		scenario 2 (control)	1.147*	.318	.002	.36	1.93
Campaign Reasons: 2- Legal Pressure	scenario 1 (positive)	scenario 2 (control)	1.210*	.322	.001	.41	2.01
		scenario 3 (negative)	-.412	.343	.489	-1.26	.44
	scenario 2 (control)	scenario 1 (positive)	-1.210*	.322	.001	-2.01	-.41
		scenario 3 (negative)	-1.622*	.341	<.001	-2.46	-.78
	scenario 3 (negative)	scenario 1 (positive)	.412	.343	.489	-.44	1.26
		scenario 2 (control)	1.622*	.341	<.001	.78	2.46
Campaign Reasons: 3- Marketing Strategy	scenario 1 (positive)	scenario 2 (control)	-.363	.305	.493	-1.12	.39
		scenario 3 (negative)	.779	.325	.059	-.02	1.58
	scenario 2 (control)	scenario 1 (positive)	.363	.305	.493	-.39	1.12
		scenario 3 (negative)	1.142*	.323	.002	.35	1.94
	scenario 3 (negative)	scenario 1 (positive)	-.779	.325	.059	-1.58	.02
		scenario 2 (control)	-1.142*	.323	.002	-1.94	-.35
Campaign Reasons: 4- Competitive Landscape	scenario 1 (positive)	scenario 2 (control)	-.299	.263	.524	-.95	.35
		scenario 3 (negative)	.719*	.280	.039	.03	1.41
	scenario 2 (control)	scenario 1 (positive)	.299	.263	.524	-.35	.95
		scenario 3 (negative)	1.018*	.278	.002	.33	1.70
	scenario 3 (negative)	scenario 1 (positive)	-.719*	.280	.039	-1.41	-.03
		scenario 2 (control)	-1.018*	.278	.002	-1.70	-.33
Carlsberg attributes: 1- Ethics	scenario 1 (positive)	scenario 2 (control)	.027	.183	.989	-.42	.48
		scenario 3 (negative)	-2.619*	.195	<.001	-3.10	-2.14
	scenario 2 (control)	scenario 1 (positive)	-.027	.183	.989	-.48	.42
		scenario 3 (negative)	-2.646*	.193	<.001	-3.12	-2.17
	scenario 3 (negative)	scenario 1 (positive)	2.619*	.195	<.001	2.14	3.10
		scenario 2 (control)	2.646*	.193	<.001	2.17	3.12
Carlsberg attributes: 2- Social Responsibility	scenario 1 (positive)	scenario 2 (control)	.211	.227	.650	-.35	.77
		scenario 3 (negative)	-2.415*	.241	<.001	-3.01	-1.82
	scenario 2 (control)	scenario 1 (positive)	-.211	.227	.650	-.77	.35
		scenario 3 (negative)	-2.626*	.240	<.001	-3.22	-2.03
	scenario 3 (negative)	scenario 1 (positive)	2.415*	.241	<.001	1.82	3.01
		scenario 2 (control)	2.626*	.240	<.001	2.03	3.22
Carlsberg attributes: 3- Quality	scenario 1 (positive)	scenario 2 (control)	-.084	.263	.950	-.73	.57
		scenario 3 (negative)	-1.768*	.281	<.001	-2.46	-1.07
	scenario 2 (control)	scenario 1 (positive)	.084	.263	.950	-.57	.73
		scenario 3 (negative)	-1.683*	.279	<.001	-2.37	-1.00
	scenario 3 (negative)	scenario 1 (positive)	1.768*	.281	<.001	1.07	2.46
		scenario 2 (control)	1.683*	.279	<.001	1.00	2.37
Carlsberg attributes: 4- Likable	scenario 1 (positive)	scenario 2 (control)	.200	.199	.606	-.29	.69
		scenario 3 (negative)	-1.898*	.212	<.001	-2.42	-1.37
	scenario 2 (control)	scenario 1 (positive)	-.200	.199	.606	-.69	.29
		scenario 3 (negative)	-2.098*	.211	<.001	-2.62	-1.58
	scenario 3 (negative)	scenario 1 (positive)	1.898*	.212	<.001	1.37	2.42
		scenario 2 (control)	2.098*	.211	<.001	1.58	2.62
Carlsberg attributes: 5- Festive	scenario 1 (positive)	scenario 2 (control)	.049	.222	.976	-.50	.60
		scenario 3 (negative)	-1.787*	.237	<.001	-2.37	-1.20
	scenario 2 (control)	scenario 1 (positive)	-.049	.222	.976	-.60	.50
		scenario 3 (negative)	-1.836*	.235	<.001	-2.42	-1.26
	scenario 3 (negative)	scenario 1 (positive)	1.787*	.237	<.001	1.20	2.37
		scenario 2 (control)	1.836*	.235	<.001	1.26	2.42
Carlsberg attributes: 6- Inclusivity	scenario 1 (positive)	scenario 2 (control)	.216	.228	.640	-.35	.78
		scenario 3 (negative)	-2.374*	.243	<.001	-2.97	-1.77
	scenario 2 (control)	scenario 1 (positive)	-.216	.228	.640	-.78	.35
		scenario 3 (negative)	-2.590*	.241	<.001	-3.19	-1.99
	scenario 3 (negative)	scenario 1 (positive)	2.374*	.243	<.001	1.77	2.97
		scenario 2 (control)	2.590*	.241	<.001	1.99	3.19

*. The mean difference is significant at the 0.05 level.

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