



Presenter: Arturo Flores

Session & Time: Poster_I / 11:00 to 12:00pm

Room: Guzman Lecture Hall

Discipline: History, Psychology

Faculty Mentor: Ben Rosenberg & Jordan Lieser

Digital Portfolio URL:

Title: Cheers to the Game: The Impact of Alcohol Marketing in Sports on Consumer Behavior

Abstract:

The current study investigates the relationship between alcohol and sports marketing; this research hypothesizes that alcohol and exposure to sports marketing are related to participants' likelihood to increased alcohol consumption, more alcohol purchases, and brand recognition. Alcohol consumption was assessed using the Alcohol Consumption Measure. This involves an open ended response on drinking habits in the previous 30 days. Alcohol purchasing was measured using the Daily Alcohol Purchase Task. Here, participants imagined their next drinking occasion, describing increments (range from 0-25+ in single drink and for the maximum (Omax) item) and purchase price from \$0 to \$100+ in \$4 increments. The price point was measured with responses from \$0 to \$20 in \$2 increments. Media exposure was measured by the Media Alcohol Exposure test, a 5 item rating scale based on the amount of media consumption relating to alcohol. The rating scale will be as follows, "never" (scoring 1), "a few times yearly" (scoring 2),

“a few times monthly” (scoring 3), “a few times weekly” (scoring 4), and “almost daily” (scoring 5). Data came from 125 consenting participants above the age of 21 from various locations in the Bay Area and Central Valley. It is expected that by more exposure to alcohol through ads, people report spending more money to purchase the substance, more consumption of alcohol and more ability to recollect media. Results from this project can help show a connection to how marketing strategies during sporting events can be correlated with individuals drinking behaviors and how to influence safe drinking habits.