The effect of Systembolaget’s communication on Swedish students consuming behaviour
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Master Thesis in Business Administration

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Abstract

Background: Systembolaget is one of the distinctive features of Sweden. It is the only store allowed to sell alcohol above 3.5% of alcohol by volume. The aim of this government-owned company is to educate Swedish customers to engage into responsible drinking patterns. To do so, they make use of advertising strategies depicted on several channels with the purpose of increasing individuals’ knowledge and thus, enhance public health. Besides, Scandinavian cultures are associated with high-risk behaviours regarding the average amount of alcohol drunk. Several studies underlined that students regularly engage into binge drinking and other irresponsible behaviours.

Purpose: The aim of this study is to emphasize the effect of Systembolaget’s communication strategy on the attitudes, intentions, and behaviour of Swedish students. To fill the research gap and fulfil the objectives, a combination of the Health-Belief Model and the Theory of Reasoned Action is an adequate mean.

Method: To gather the material needed for the research and uncover new insights, we chose an exploratory design. The semi-inductive approach allows to investigate the theoretical concepts while being able to use induction and thus, use the theory to both collect and analyse the data. We conducted semi-structured personal interviews on a sample of 20 Swedish students since they are familiar with Systembolaget and considered as a high-risk population in the drinking habits. To distil the data, we selected content analysis allowing the categorisation of the information in the different theoretical concepts.

Conclusion: Systembolaget’s communication has a notable effect on Swedish students. It has been uncovered that the messages create favourable attitudes and thus, intentions to reduce alcohol consumption. Nevertheless, individual experiences, beliefs, and other factors of influence imply that there is an important intention-behaviour gap. Systembolaget displays information and appeals to influence the beliefs and knowledge of individual to educate them and not directly triggers specific behaviours.
# Table of contents:

## I INTRODUCTION

1.1. BACKGROUND ........................................................................................................................................... 1
1.2. PROBLEM DEFINITION ................................................................................................................................. 3
1.3. PURPOSE & RESEARCH QUESTION ............................................................................................................... 4

## II FRAME OF REFERENCE

2.1. ADVERTISING ................................................................................................................................................... 5
2.2. INFORMATIVE ADVERTISING ......................................................................................................................... 6
2.3. CONSUMERS’ PERCEPTION & ATTITUDE TOWARDS ADVERTISING ........................................................... 7
2.4. DRINKING BEHAVIOUR OF SWEDISH STUDENTS ....................................................................................... 7
2.5. ADVERTISING & HEALTH-CAMPAIGNS ......................................................................................................... 9
   2.5.1. ANTI-DRINKING CAMPAIGNS .................................................................................................................... 10
2.6. HEALTH-RELATED THEORIES ...................................................................................................................... 11
   2.6.1. THEORY OF REASONED ACTION ................................................................................................................ 11
          a. Attitude towards the behaviour ................................................................................................................... 12
          b. Subjective norm ........................................................................................................................................... 13
          c. Behavioural intentions ................................................................................................................................ 13
   2.6.2. HEALTH BELIEF MODEL ......................................................................................................................... 14
          a. Perceived susceptibility ............................................................................................................................... 15
          b. Perceived severity ......................................................................................................................................... 16
          c. Perceived benefits ....................................................................................................................................... 16
          d. Perceived barriers ......................................................................................................................................... 16
          e. Self-efficacy .................................................................................................................................................. 17
          f. Cues to action ............................................................................................................................................... 17
          g. Modifying variables ................................................................................................................................... 17
2.7. PROPOSED MODEL FOR HEALTH-RELATED ATTITUDES & BEHAVIOUR ...................................................... 18

## III METHODOLOGY AND METHOD

3.1. METHODOLOGY ............................................................................................................................................... 20
   3.1.1. RESEARCH STRATEGY ............................................................................................................................... 20
### Table of Contents

3.1.2. RESEARCH PHILOSOPHY ................................................................. 21  
3.1.3. RESEARCH APPROACH .................................................................. 22  
3.1.4. RESEARCH DESIGN ...................................................................... 23  
3.2. METHOD ......................................................................................... 24  
3.2.1. DATA COLLECTION ...................................................................... 24  
   a. Secondary data .............................................................................. 24  
   b. Primary data ................................................................................. 25  
3.2.2. SAMPLING .................................................................................. 27  
3.2.3. QUESTIONNAIRE DESIGN .......................................................... 28  
3.3. DATA ANALYSIS ............................................................................. 29  
3.4. ETHICAL CONSIDERATIONS ............................................................ 30  
3.5. QUALITY OF THE RESEARCH ........................................................ 31  

### IV  EMPIRICAL FINDINGS  34

4.1. INTRODUCTION ................................................................................ 34  
4.2. DEMOGRAPHICS ............................................................................. 35  
   4.2.1. GENDER .................................................................................... 35  
   4.2.2. AGE .......................................................................................... 35  
   4.2.3. LEVEL OF EDUCATION ............................................................... 36  
4.3. CURRENT DRINKING BEHAVIOUR .................................................. 36  
4.4. CURRENT BUYING BEHAVIOUR ..................................................... 37  
4.5. CUSTOMER EXPERIENCE ............................................................... 38  
   4.5.1. AIM OF SYSTEMBOLAGET ....................................................... 38  
   4.5.2. SYSTEMBOLAGET’S COMMUNICATION .................................... 38  
4.6. INFLUENCE OF THE MESSAGES DISPLAYED ................................... 39  
   4.6.1. IN-STORE COMMUNICATION ..................................................... 39  
      a. Attitude & perception ................................................................... 40  
      b. Behaviour ................................................................................... 40  
   4.6.2. ADVERTISING ............................................................................ 41  
      a. Attitude & perception ................................................................... 42  
      b. Behaviour ................................................................................... 43  
   4.6.3. INFORMATIVE ADVERTISING ..................................................... 44  
      a. Attitude & perception ................................................................... 44  
      b. Behaviour ................................................................................... 45
4.6.4. STUDENT HEALTH CAMPAIGN ................................................................. 46
   a. Attitude & perception ................................................................. 46
   b. Behaviour ................................................................................. 47
4.7. GENERAL INFLUENCE OF SYSTEMBOLAGET’S COMMUNICATION .......... 48
4.8. SUMMARY OF THE FINDINGS .............................................................. 50

V ANALYSIS ......................................................................................... 53

5.1. INTENTIONS .................................................................................. 53
   5.1.1. ATTITUDES ........................................................................ 53
   5.1.2. SUBJECTIVE NORMS......................................................... 58
   5.1.3. CUES TO ACTION ................................................................ 60
5.2. BEHAVIOUR .................................................................................. 61
   5.2.1. INTENTION-BEHAVIOUR GAP ...................................... 61
5.3. SUMMARY ..................................................................................... 63

VI CONCLUSION & DISCUSSION .................................................................. 64

6.1. CONCLUSION ............................................................................... 64
6.2. LIMITATIONS AND STRENGTHS ............................................. 66
6.3. CONTRIBUTIONS .......................................................................... 67
6.4. MANAGERIAL IMPLICATIONS .................................................. 67
6.5. SUGGESTION FOR FURTHER RESEARCH .................................. 68

REFERENCES .................................................................................... V

APPENDICES ....................................................................................... XVII
List of figures

Figure 1: Theory of Reasoned Actions, (Ajzen & Fishbein, 1980; Fishbein & Azjen, 1975) ........................................... 12
Figure 2: Health Belief Model (Livi, Zeri & Baroni, 2017) ......................................................................................... 15
Figure 3: Proposed model for health-related attitudes & behaviour ............................................................................. 19
Figure 4: Research Methods (adapted from Saunders, Lewis & Thornhill, 2016) ............................................................ 20
Figure 5: Summary attitudes, intentions, and behaviour ............................................................................................... 63

List of tables

Table 1: Interview demographics ......................................................................................................................................... 35
Table 2: Summary of the findings ......................................................................................................................................... 50

Appendices

Appendix 1: Interview guide .............................................................................................................................................xvii
Appendix 2: In store-communication, health & wine, from Systembolaget, Jönköping ............................................. xviii
Appendix 3: In-store communication, wine & food, from Systembolaget, Jönköping .................................................. xviii
Appendix 4: In-store communication, specific type of wine, from Systembolaget, Jönköping .............................. xviii
I Introduction

This section will provide information on the background of the subject in order to explain its relevance and interest as a subject of research. Subsequently, the problem is defined, and the research question is formulated.

1.1. Background

Advertising is crucial for companies. Nowadays, for a specific product, brands are offering countless alternatives and thus, using advertisement helps creating brand and product awareness (Linton, 2018). For most of the firms, the main goal of advertising is not to provide information, but rather to increase the sales of their products or services (Nelson, 1974). Therefore, advertising is essential for companies to remain durably profitable (Tortorice, 2017). However, some companies’ goal is to provide information to consumers rather than promoting their products, and Systembolaget is one of them. Systembolaget is the only company in Sweden selling alcoholic beverages with more than 3.5% alcohol by volume. It is a government-owned firm with no intention to make profit. Indeed, the Swedish government believes that the only way to reduce the consumption of alcohol is to outsource the sales to a company with no intention for profit (Systembolaget, 2018). Additionally, the creation of the firm was associated with a significant increase in the taxes on alcohol. Both actions were intended in a matter of decreasing alcoholic beverage consumption.

“Sweden was about to drink itself to death” Johansson, 2014, p.2

Indeed, in the early days, alcohol consumption was a great concern in Sweden. In 1829 the consumption reached 46 litres of alcohol per capita, as a result, this period was called the “great northern intoxication” (Johansson, 2014; Think Before Drink, 2014). In fact, this over-consumption damaged the Swedish society: medical expenses, suicide, criminality, reduced productivity, and many other issues related to the abuse of alcoholic beverages (Johansson, 2014). As stated by Norstrom & Rossow (2013), an increase of one litre in the alcohol consumption per capita in the Nordic countries is associated with an increase of 20% in alcohol-related diseases and 10% in the violent deaths. Additionally, during the nineties, alcohol consumption among Swedish teenagers (15-16 years old) increased considerably and it remains one of the main problems nowadays. Nevertheless, the mean volume drunk per year decreased in the last decade, witnessing supposedly more responsible drinking patterns.
Yet, the average volume consumed itself is not enough to conclude; drinking habits such as binge drinking must be considered (Thor, Raninen, & Landberg, 2017).

Systembolaget states in its Responsibility Report:

“We must sell alcoholic beverages responsibly, offer a top-quality service, and provide information on the harmful effects of alcohol” Systembolaget, 2017, p.22

In fact, the company was established by the Swedish government to provide the residents of Sweden with high quality service in the form of personnel with knowledge and expertise regarding alcohol (Systembolaget, 2017). As mentioned before, the alcohol retailer is not seeking for possibilities to increase the sales through advertising, and this also counts for their in-store strategy. Where an employee normally tries to persuade customers to buy the products, Systembolaget’s priority is to educate clients through advices. Yet, this can lead to the opposite: diminishing the number of products sold. Using different communication tools, the company tries to reach out individuals to change their attitude on alcohol consumption (Systembolaget, 2017).

One of Systembolaget’s most noticeable campaigns started in November 2008; they attempted to reduce teenagers’ alcohol consumption (Systembolaget, 2010). In fact, in most cases, consumers buy alcohol without showing their identification in the first place (Kotler, Lee & Cheng, 2011). Therefore, employees must ask for it automatically but unfortunately, some of them estimate the age by themselves or even forget to control. This kind of oversights allows teenagers to buy alcohol and that implies negative consequences both on health and risk of dependence. Hence, Systembolaget started a campaign to change its customers’ attitudes and prevent the employees’ possible mistakes. During this campaign, people received a free pack of chewing gum saying “Thank you for showing your ID” while presenting their identification before being asked by the cashier.

Another example illustrating the Swedish alcohol retailer’s goal is the app launched in 2013. As specified by Systembolaget, individuals feel the positive effect of alcohol that makes them relaxed up to 0.6‰ in the blood. Consequently, this app allows individuals to keep track of their alcohol level and keep it lower than 0.6‰. Using this touchpoint, Systembolaget aims at gradually reducing alcohol consumption in Sweden.
In fact, this app was successful since a study conducted on 1011 people shows that 65% of the respondents drank less than they usually do, when they used the app (Systembolaget, 2013). Changing consumers’ behaviour and attitudes is a challenge for companies and must be done following a clear purpose (Terkan, 2014). In that case, Systembolaget is using its communication strategy to influence not only customers’ attitudes but also their behaviour.

1.2. Problem definition

As mentioned before, in its communication strategy, Systembolaget is seeking for possibilities to implement different campaigns to influence consumers’ attitudes and behaviour. Likewise, every year, in the annual report dealing with finances, sustainability, and strategic information, the company provides numbers and statistics regarding alcohol consumption in Sweden. Presenting these numbers indicates whether the firm contributes to the reduction of the alcohol consumption or not. However, studies trying to understand how the consumer behaviour is affected by the communication strategy of the company are inexistent. Therefore, a gap must be filled on people’s attitudes, behaviour, patterns, and the influence of Systembolaget’s communication strategy. Additionally, students & alcohol is an area of important research, especially in Sweden, and in this regard, this study focuses on Swedish students (Montes et al., 2017; Van Damme et al., 2016).

To investigate and understand consumer’s behaviour and attitudes, two theories are implemented within the research: first, the Theory of Reasoned Actions (TRA), which helps forming a connection between attitude and behaviour and secondly, the Health Belief Model (HBM), which aims at explaining individuals’ health-related actions. The theories help defining and designing both the data collection and analysis. In fact, the models are merged (see 2.7). The resulting framework encompasses the elements of both theories while coping with their respective weaknesses. On the one hand, to collect relevant data, designing the questionnaires using the two theories helps gathering valuable information on the distinct factors of influence that Systembolaget triggers when aiming at changing health-related attitudes, intentions, or behaviour. On the other hand, the data analysis is a critical step within the research process and in this regard, implementing the two theories enables to emphasize the effect of Systembolaget’s messages on the components of attitudes, behaviour, and on individuals.
1.3. Purpose & research question

Likewise, the purpose of this study is to get a deeper understanding of the communication strategy developed by Systembolaget and the extent to which it affects the consuming behaviour of Swedish students. Moreover, this research provides insights on the effectiveness of the strategy, the consumers touchpoints, and the messages conveyed. This investigation is conducted using the following research question:

**RQ1: How does the communication strategy of Systembolaget affects the consuming behaviour of Swedish students?**

In a matter of defining clearly the purpose and since the consuming behaviour encompasses different notions, we considered it valuable to provide a research question together with two more detailed sub-research questions. Indeed, the notion of ‘consuming behaviour’ includes not only the purchasing patterns but also the use of the product such as, for instance, drinking habits (Carù & Cova, 2007). It can be defined as the whole decision-making process associated with the purchase, attitudes, intentions, and the use of the product (Desmond, 2003).

**SRQ1: How does the communication strategy of Systembolaget affects the attitudes and intentions of Swedish students towards alcoholic beverages?**

**SRQ2: How does the communication strategy of Systembolaget affects students’ drinking behaviour?**

Consequently, a better understanding of the consumers attitudes and behaviour will be beneficial for the firm in the decision-making process regarding their communication strategy.
II Frame of reference

The following section is a review of the literature available in the subject of interest. Thus, it will deliver insights on relevant concepts, notions, and two associated theories that will be valuable means to successfully conduct the research. In fact, this chapter will provide an overview and a comprehension of health-related advertising, Swedish students’ drinking behaviour, the Health-Belief Model, and the Theory of Reasoned Action.

2.1. Advertising

Finding a single definition for advertising is problematic since many researchers define this concept differently: How does advertising work? Back in the 80’s, Broadbent (1986) already discussed in his book that a total of 456 theories were created by researchers assuming to understand advertising variables and characteristics. However, the fact that this book was published more than 30 years ago suggest that countless theories have been developed since then. The main finding of the theories is that advertising aims at changing attitudes and belief in regards of a brand or a product and this definition has remained the most accurate for decades (Miller & Berry, 1998; Jones, 1990). As previously mentioned, advertising is crucial for businesses to both create and increase product and brand awareness. Covering the general aspects of advertising is beneficial for this study in order to compare and contrast with a government-owned company such as Systembolaget where other beliefs and goals may be applicable.

According to the British Institute of Practitioners in Advertising (IPA):

“Advertising presents the most persuasive message to the right prospect for the product or service at the lowest possible cost” Terkan, 2014, p.240

For the sake of this study, we consider advertising from a marketing and business perspective. In fact, most of the firms implement their advertising in the communication strategy to whether deliver information or persuade potential customers to buy their products (Terkan, 2014; Amaldoss & He, 2010). Benson-Eluwa (2004), establish advertising as a form of information presented through media, designed by advertisers that provides informative content regarding products and services in a persuasive way.
Tyagi & Kumar (2004), describe advertising as giving public notice or revealing publicly. Petley (2003) argues that advertisement is a tool to gain attention and promote products and services to consumers to increase the sales. Moreover, Agrawal (1996) claims that advertising can be used both as a defensive or an offensive strategy. The offensive strategy refers to enchanting loyal consumers from the rival. On the other hand, the defensive strategy concerns building brand loyalty, something that can play a role for Systembolaget.

2.2. Informative advertising

As mentioned before, the aim of Systembolaget is to provide their customers with valuable information to trigger responsible decision-making rather than increasing their sales. However, where the company first only offered a counter for customers to place their order, people are now able to walk into the store to ask for information about the products and to benefit from the expertise and knowledge of the employees. Instead of only increasing the sales, advertising also plays a big part in delivering information to the consumer (Rotzoll, Haeffner & Sandage, 1989; Rubin, 2002). Where persuasive advertising tries to reach the emotions of the consumer to sell products, informative advertising is about presenting facts (Lister, 2016). Nevertheless, providing information can be a technique to persuade consumers to engage into consumption. However, Lister (2016) argues that informative advertising also informs consumers about the negative sights of the product while persuasive advertising only provides the positive aspects in order to fulfil the consumer’s need.

Furthermore, the observation of Systembolaget’s website shows that the store delivers information and recommendations on alcohol beverages suitable for various dishes (Systembolaget, 2018). Presenting such information could influence consumers’ attitude and eventually create a positive purchasing decision (Schlosser, Shavitt & Kanfer, 1999). Likewise, Varshney (2003) discusses the fact that providing individuals with information is an important aspect within marketing since it can positively affect consumers’ buying behaviour. Indeed, one of the marketing strategies for delivering information to the consumers is content marketing (Gattis, 2014). In traditional marketing, the aim is to sell products and services. However, when implementing content marketing, companies seek for opportunities to help consumers understand complex constructs and other issues. The main idea is to provide useful information and allow consumers to make their own decision (Gattis, 2014).
Finally, different studies argue about a concrete and strong relationship between delivering information and consumers’ attitude towards advertising (Haghirian & Madlberger 2005; Ducoffe 1996; Ramaprasad & Thurwanger, 1998).

2.3. Consumers’ perception & attitude towards advertising

Fishbein describes attitude as “a learned predisposition of human beings” (Fishbein, 1967, p.53). It can be an emotional feeling or a personal evaluation of a certain idea or object (Kotler, 2000). The way consumers behave when facing an advertisement can be used as an indicator to assess positive or negative attitudes (Ling, Piew & Chai, 2010). As mentioned before, the general assumption is that advertising triggers changes in consumers’ attitudes and perception. Some researchers suggest that advertising is about generating consumers’ expectations towards the quality of a product or service (Kirmani & Wright, 1989; Moorthy & Zhao, 2000; Yoo, Donthu & Lee, 2000). Others believe that the aim should be to affect the customers perception in order to create demand and positive brand awareness that can lead to an increase of the buying behaviour (Ha, John, Janda & Muthaly, 2011; Rosenberg, 1995; Barrow, 1990). It is, therefore, important for a company, to evaluate how consumers perceive a specific advertisement. If a firm is not able to catch consumers’ attention by appealing to their needs, the probability of a response will be low (Wang, Zhang, Choi & D’Eredita, 2002). In fact, advertising is essential for most of the businesses nowadays (Ling, Piew & Chai, 2010). It is needed to provide consumers with information about products and services. Similarly, it attempts to increase the consumers’ living standards; this argument being one of the main reasons for the commencement of Systembolaget (Belch & Belch, 2008).

2.4. Drinking behaviour of Swedish students

Within health-related research, it has been clearly identified that the period following high-school is presenting critical risks in regards of alcohol initiation and irresponsible patterns (Bachman et al., 2014; Montes et al., 2017). In fact, in the early days, Skog (1985) developed a theory for the collectivistic drinking culture. He states that generally, drinking alcohol is a social behaviour: individuals’ alcohol consumption is driven by the drinking habits of others. Similarly, at the individual level, students are heavily influenced by the drinking habits of their network (Van Damme et al., 2016). In Sweden, students’ heavy drinking has been an area of intense research and it is, now, well established, that Swedish students have a high misconception of the amount drunk by their surroundings.
This leads to an increase in irresponsible patterns (Montes et al., 2017). Overall, students drink more than their non-university peers, and this is partly due to the study load associated with university (Erevik et al., 2017). In reality, “work hard, play hard” is a saying often associated with student life; hard-work and intense partying (urban dictionary, 2016).

A study conducted in 2018 shows that students drink at least two or three times a week, and that only 7% are worried that they consume alcohol irresponsibly (IQ, 2018). Similarly, another study conducted on a sample of 2858 Swedish student shows that they engage into binge drinking at least once a week (Andersson, Wiréhn, Ölvander, Ekman, & Bendtsen, 2009).

Additionally, the consumption of alcoholic beverages is associated with positive outcomes such as feeling more sociable and courageous, studies have emphasized that positive expectancies largely overcome the negative aspects (Montes et al., 2017; Wicki, Kuntsche & Gmel, 2010). Nevertheless, during the transition from adolescence to young-adulthood, there is a decline in the positive perception of the outcomes of alcohol-consumption. Indeed, students with higher positive expectancies tend to experience negative and harmful effects over time due to irresponsible drinking patterns (Montes et al., 2017).

Besides, although demographic characteristics are a crucial determinant of drinking patterns, culture is also a major factor of influence. Across countries, there are disparities in the way people define alcohol and the meaning individuals attach to alcohol (Nielsen & Mai, 2017). In point of fact, Scandinavian cultures are often associated with a high consumption of alcoholic beverages (Erevik et al., 2017). Thus, at the individual level, being born in Sweden might increase irresponsible drinking patterns.

Furthermore, on a global scale, there is an important lack of knowledge: students are not aware of the long-term consequences of alcohol consumption and this has an impact on the amount they drink (Wicki, Kuntsche & Gmel, 2010). Young individuals are vulnerable and yet, they assume the role of adults. In this regard, they are highly influenceable both by advertising and peers (Malcic & Slijepcevic, 2015). This normalisation of high-risk drinking patterns is one of the main effects of the lack of knowledge and consequently, the frame of reference provides information on the strategies currently used to reduce irresponsible drinking behaviours (see 2.5) (Russett & Gressard, 2015).
2.5. Advertising & health-campaigns

Seeking for self-enhancement is a natural human behaviour (Suls, 2011). However, the modern society includes behavioural patterns such as smoking, heavy drinking or poor eating habits, which can lead to diseases or health problems. Thus, health advertising campaigns are needed to inform, influence people’s attitudes and hence, advance public health (Schenker & London, 2017). In this specific subject of interest, studies have been conducted to investigate for instance, negative advertising (e.g. defined as a harmful consumer product) or other specific advertising such anti-drinking (Apollonio & Malone, 2009). In fact, most researchers are focusing on the persuasive messages and their effect on attitudes and behaviour (Shenker & London, 2017).

As acknowledged before, advertising strategies aim at persuading individuals; however, the goal of health-related advertising is also to give more capabilities and skills to consumers. As affirmed by Campbell et al. (2011), it helps improving individuals’ control over their health. Health campaigns are not necessarily focusing on a product or service, they can promote a behaviour or certain practices in order to improve healthiness and well-being (Szymona, Quick & Byrd-Bredbenner, 2010). When it comes to health-related behaviours, social factors are important influences for consumers’ attitudes and beliefs. Consequently, advertising strategies must consider these three factors: environment, behaviour, and personal factors (Glanz et al., 2008; Baranowski, 1989).

Furthermore, in regards of health-related communication, it has been found that advertisers have less influence on the impact that the message will have on the targeted population. Thus, Rothman, Salovey & Eisenberg (1997) defined several stages in the decision-making process that occur when a consumer is facing the advertisement. In fact, people have different perception depending on the context, their personal experiences and this influences individuals’ receptivity. Additionally, the type of advertising (e.g. prevention, detection) affects the triggered behaviour or beliefs.

The following sub-section will review the literature associated with a specific type of health-related advertising: anti-drinking. Indeed, the research previously emphasized that these specific campaigns are well-known and established within the public-health environment. This is helpful in a matter of emphasizing, not only the advertising strategies used, but also the characteristics of these particular campaigns.
2.5.1. Anti-drinking campaigns

Alcohol is a substance with dependence properties that can be harmful for both individuals and society. It can lead to diseases or social problems such as unemployment or lack of productivity (World Health Organisation, 2014). Therefore, many studies aim at displaying the harmful effects of alcohol, binge drinking patterns or the impact of advertising on drinking habits.

In fact, in the last decade, the number of anti-drink advertisements has been rising since it is a recognised problem for governments (Brummette, 2015). Additionally, Wolburg (2001) states that for a successful communication, advertisers must focus on individuals’ perception of alcohol. Consequently, investigating the perceived risk, vulnerability, risk management or other beliefs is helpful to trigger behavioural change. Similarly, there are two-main message framing to influence health-related behaviour: loss-framed and gain-framed messages. Gain-framed messages emphasize positive outcomes of engaging into the health-promoting behaviour (e.g. social, health-related) while loss-framed focus on the harmful effects (Kahneman & Tversky, 1979). In fact, preventive behaviours are mainly caused by gain-framed messages. In that case, individuals tend to modify their drinking habits and decrease their consumption (Kang & Lee, 2017).

Nevertheless, several studies point-out that gain-framed messages have shown higher effectiveness due to the misconceptions of alcohol related-risks (Park & Morton, 2015). Furthermore, high-risk drinking behaviour are driven by social norms, it has been proved that, in this context, social norms marketing has a strong impact on consumers’ beliefs (Brummette, 2015). Indeed, as stated before, people have a misconception or misbeliefs in regards of the amount of alcohol consumed by their peers (Montes et al., 2017). However, not only students are affected by peer pressure, this is valuable for the entire population (Su et al., 2018). Therefore, peer drinking norms often results in heavy alcohol consumption.

Nowadays, public service announcements often use fear arousal in their strategy since generating emotions is a well-known approach to communication. Consequently, in the last decade, advertisers started implementing changes in their campaigns and included shocking images such as injured or dead people. This dramatization has shown positive influence on persuasion and currently, researchers agree that using fear enhances advertising’s impact (Muller et al., 2011; Becheur & Das, 2018).
Finally, several studies investigate the impact of the advertising in relation to the type of evidence. In fact, Kang & Lee, (2017) explain that narrative content is more effective than statistical content. It is easily understood since the information is simple, concrete and thus, cognitively easier to store. For instance, the harmful effect of alcohol is exemplified rather than represented by a percentage (Parrott, 2017).

2.6. Health-related theories

First, consuming alcohol can result in health problems, affect the well-being of an individual, and impact the surroundings (Mukamal & Rimm, 2008). Nevertheless, several studies not only focus on the risks of drinking alcohol but also describes the benefits (Foster, 2007; Mukamal & Rimm, 2008; Thakker, 1998; Burger, Brönstrup & Pietrzik, 2004). The decision of drinking alcohol is a cognitive process, therefore, health behaviour theories were used in the last 40 years in order to understand which aspects are important to influence certain health-related behaviour and how this can change in a positive way (Livi, Zeri & Baroni, 2017).

2.6.1. Theory of Reasoned Action

The Theory of Reasoned Actions (TRA) is one of the main psychological theories for persuasion; it was developed in 1967 by Ajzen & Fishbein (Ajzen & Fishbein, 1980; Fishbein & Azjen, 1975). Nowadays, it is used in research to explain the relationship between attitudes and behaviour. In other words, the theory aims at predicting individuals’ behaviour using their attitudes and behavioural intentions (Belleau et al., 2007). Additionally, it assumes that human beings are rational and use information processing to make their decisions (Chang, 1998).

The TRA stands as an improvement of the Information Integration Theory since it includes the behaviour as last step in the persuasion process (Mishra et al., 2014). Specifically, Ajzen & Fishbein (1975) state that behavioural intentions are generated by two factors: attitudes and subjective norms (see Figure 1). In fact, this model has been used in several researches; it allows to predict consumers’ behaviour and trigger behavioural changes (Sheppard, Hartwick & Warshaw, 1988). Moreover, the TRA has been widely employed in both creating and analysing health campaigns. It enables to predict health-related behaviour by investigating intentions to perform health-promoting behaviour (Manfredi, Lacey, Warnecke & Petraitis, 1998).
In this study, the TRA enables to understand Systembolaget’s communication strategy and its effects on Swedish students. Indeed, advertising strategies have different aims, and in this case, it is useful to establish Systembolaget’s goal and which specific behaviour they attempt to trigger.

Frame of reference

![Diagram of Theory of Reasoned Actions](image)

Figure 1: Theory of Reasoned Actions, (Ajzen & Fishbein, 1980; Fishbein & Azjen, 1975)

a. Attitude towards the behaviour

According to Ajzen & Fishbein, the attitude towards the behaviour is as “a person’s general feeling of favourableness or unfavourableness for that behaviour” (Ajzen & Fishbein, 1980, p.54). Additionally, a person’s attitude is a function of her beliefs both towards herself and her environment; the attitude formation depends on the strength of the set of beliefs (Fishbein & Ajzen, 1975). In other words, it is an evaluative mediating response which will influence the individual to perform overt behaviours. During their life, consumers associate events, objects and actions with qualities and characteristics: it forms their beliefs. However, individuals can focus on a relatively small number of beliefs, and these ‘salient beliefs’ are the key influence for a person’s attitude (Ajzen & Fishbein, 1980).

Furthermore, the evaluation of the outcome is a determinant factor of the attitude and the behaviour. Indeed, prior to the behaviour, the individual is assessing the consequences of his actions and defining the potential positive and negative outcomes.
This specific assessment of the expectancies will have a significant impact on the decision-making process (Belleau et al., 2007). According to the TRA, the evaluation of the outcomes is linked to the beliefs as positive or negative beliefs leads to a certain outcome expectation regarding the behaviour (Fishbein & Ajzen, 1975). As can be seen in the Figure 1, behavioural beliefs and outcome evaluation form the attitude towards the behaviour. Subsequently, attitudes and subjective norm lead to the behavioural intentions.

b. Subjective norm

According to Cialdini & Trost (1998), subjective norms can be defined as the interpretation of the opinion of relevant others regarding the behaviour. In a social context, norms have been established and as a result, individuals rely constantly on their peers’ opinion (Trongmateerut & Sweeney, 2013). Indeed, social norms result from interaction with others. They are societal expectations for the specific behaviour (Cialdini & Trost, 1998). Consequently, the person’s surroundings consider that she should, or should not perform the behaviour. Ajzen & Fishbein (1980) highlight that the individual’s beliefs in regards of subjective norms have an impact on the behavioural intentions. In fact, if several others hold a positive opinion towards the action, the person is more likely to achieve this action.

In the process of predicting a behaviour, Trongmateerut & Sweeney (2013) point out that it is essential to assess the perception and expectation of authoritative members of the group concerning the behaviour. Likewise, the extent to which the individual is willing to comply is equally important. As a result, the two determinants of the subjective norms are normative beliefs and motivation to comply (Trongmateerut & Sweeney, 2013). Nevertheless, in the TRA, the subjective norms are defined as behavioural prescription and social pressure in opposition with the “norms” in sociology which refers to acceptable and permissible behaviour (Ajzen & Fishbein, 1980).

c. Behavioural intentions

Consumers’ intentions are one of the main subject of research in consumer behaviour and similarly, they are the central concept in the TRA. It defines the immediate influence and the decision-making process preceding the behaviour (Fishbein & Ajzen, 1975). Indeed, intentions are resulting from subjective norms and attitudes towards the behaviour. Individuals are assessing the positive and negative sights and subsequently, making a choice in regards of their willingness to act (Ajzen & Fishbein, 1980).
In business research, intentions are useful to both highlight and predict consuming behaviour and patterns. It also aims at creating the adequate stimuli to influence the targeted population (Foxall, 2015). According to the TRA, intentions are resulting from observations and experiences, they are acquired or learned (Ajzen & Fishbein, 1980).

Specifically, the research has shown that intentions encompass four different variables. First, the behaviour (e.g. buying), secondly, the object targeted or used for the behaviour (e.g. eggs), then the situation (e.g. grocery store) and finally, the time (e.g. at 16:00). All these variables are related, and they characterize the individual’s intention (Ajzen & Fishbein, 1980).

Furthermore, Ajzen & Fishbein (1980) explain that, although behavioural intentions are a direct determinant of the behaviour, a positive intention does not automatically lead to the behaviour. In reality, the strength of the relation intentions-behaviour is subject to variations depending on the context and other external factors. It is however, crucial to emphasize that the investigation of subjective norms and attitudes allows an accurate prediction of the intentions (Fishbein & Ajzen, 1975).

2.6.2. Health Belief Model

One of the main health theories is known as the Health Belief Model (HBM). A group of social psychologists at the U.S. Public Health service developed this theory in the early 1950’s (Becker & Janz, 1984: Becker, et al., 1977a: Becker, et al., 1977b). The HBM has two main components, and each component is divided in two subcomponents (Livi, Zeri & Baroni, 2017). Firstly, threat perception as a component contains perceived susceptibility and perceived severity. This means that before a person acts to avoid certain health-related problems, she must be convinced that it can be personally harmful and affect part of her living experience (Rosenstock, 1974). Moreover, Rosenstock (1990) argued that multiple researchers were proponent for the merge of the severity and susceptibility into perceived threats. Likewise, different studies on voluntary screening, like chest X-rays and breast self-examination, proved that the easiness of predicting the severity increases when a certain disease becomes dangerous and eventually can lead to dysfunctions (Becker, et al., 1977b; Hochbaum, 1958; Champion, 1984). Therefore, combining the two components is more relevant when analysing the health-related behaviour (Strecher & Rosenstock, 1997).
Furthermore, the other main component is the behavioural evaluation, where perceived benefits and perceived barriers are the subcomponents (Livi, Zeri & Baroni, 2017). Performing a specific health-related action can be beneficial for a person as it can reduce the sensibility towards the condition as well as the harshness (Rosenstock, 1974). Likewise, a person must cope with different barriers such as pain, cost, and embarrassment if she chooses to engage. Besides the two main components, the modifying variables and cues to action are the other factors within the model (see Figure 2). The 6 factors of the theory will be discussed further in the following sections.

![Health Belief Model](image)

**Figure 2: Health Belief Model (Livi, Zeri & Baroni, 2017)**

a. **Perceived susceptibility**

Every individual has its own opinion and assumptions regarding diseases and illness (Janz & Becker, 1984). Some people rely on doctors and their diagnoses, while others prefer researching on their own and are not persuaded by the advice given by a medical expert. The internet makes it possible for people to access an everlasting database of information on medical conditions and this can lead to an increase in individuals’ knowledge (Vize, 2015). Eventually, several factors like doctors and the internet imply subjective beliefs on the risk of getting a condition (Janz & Becker, 1984; Becker, et al., 1977a). Regarding this study, as an example, the consumption of alcoholic beverages can lead to an addiction. However, some believe that no condition can ever affect them. On the opposite, other individuals are extremely aware for any health-related condition that can harm them. Besides, more rational individuals are looking at the numbers and determine the statistical probability (Rosenstock, 1974). Thus, the perceived susceptibility refers to a person’s subjective perception of contracting a condition.
b. Perceived severity

The perceived severity refers to the seriousness of consequences after being affected by a sickness (Janz & Becker, 1984). Like the perceived susceptibility, the perception towards this component differs from person to person. When an individual suffers from an illness, he evaluates the medical and possible social consequences. Moreover, it is important to emphasize how harmful the condition is for the body since it can lead to death or heavy pain. Likewise, it can affect family and surroundings (Rosenstock, 1974). Both susceptibility and severity are cognitive factors and, therefore, depend on a person’s knowledge. In fact, individuals without a medical background are not able to measure the changes that a condition can cause disability for example and this can decrease the perceived severity. On the other hand, if a person in someone’s surrounding experienced the same health problem, then she can estimate the damages it can possibly cause for her own family and friends.

c. Perceived benefits

Some people believe that engaging in some alternative health-promoting behaviours can decrease the risk of suffering from illness (Janz & Becker, 1984). Thus, the perceived benefits may lead to certain preventive actions. Important is the fact that, if a person believes that the action reduces the chances of contracting a sickness or decrease the risks, she will be willing to engage in the specific behaviour (Rosenstock, 1974; Sapp & Weng, 2007). Moreover, the perceived benefits are subjective and in such a case, the individual does not consider the objective facts such as effectiveness or pain (Rosenstock, 1974). If the goals of the preventive action are well-established, the individual will be more likely to ignore scientific facts provided by medical specialists. Additionally, surroundings can be an essential factor in the decision-making process. At last, a person’s behaviour heavily depends on the benefits of her actions (Rosenstock, 1974).

d. Perceived barriers

Before taking any action regarding the health-related behaviour, an individual also considers the perceived barriers (Glanz, Rimer & Viswanath, 2008). Moreover, if a person wants to modify her behaviour, the perceived benefits must outweigh the perceived barriers (Janz & Becker, 1984). In fact, different barriers can retain a person from asking for medical help. Likewise, people suffer from emotional damages and trauma when they think of injections and going to a hospital (Rosenstock, 1974).
The perceived barriers and benefits can be compared with a cost-benefit analyse. A person must consider whether the benefits are worth the possible expenses: side effects, time for recovering and most importantly, the risk of modification of the person’s body after an operation for instance (Janz & Becker, 1984; Wang & Li, 2015).

e. Self-efficacy

In 1988, a fifth component was added by the developers of the HBM (Glanz, Rimer & Viswanath, 2008; Rosenstock, Strecher & Becker, 1988). The Self-efficacy describes whether an individual believes that he has the competence to successfully perform a certain behaviour (Glanz, Rimer & Viswanath, 2008). This process is related to the perception. When the model was designed, the intention was to understand and explain one-time health-related behaviours (e.g. an operation or inoculation). However, a component was missing to give a relevant explanation of the differences among individuals regarding health behaviours (Rosenstock, Strecher & Becker, 1988). Therefore, to examine long-term behaviours such as stopping drinking, self-efficacy was added to find out if a person can change the outcome of her behaviour (Glanz, Rimer & Viswanath, 2008). Hence, if the person considers herself capable of performing the behaviour, she will be more likely to engage.

f. Cues to action

It has been emphasized that the benefits must outweigh the barriers and yet, individuals need additional motivation to make the final decision (Hochbaum, 1958). The extra motivation comes in the form of cues to action during the decision-making process, this can be external or internal (Janz & Becker, 1984). On the one hand, internal motivation can be symptoms such as a constantly increasing pain which could be the final motivation for visiting the hospital after concluding that there are more benefits than barriers. On the other hand, external motivations can be reminders from health care providers or messages in social media.

g. Modifying variables

The perception on health-related behaviour can be affected by different variables such as demographic, structure and psychosocial (Rosenstock, 1974; Glanz, Rimer & Viswanath, 2008). Measuring these variables is essential since they have an indirect influence on the behaviour (Janz & Becker, 1984).
Examples for demographic variables are age, gender, and nationality. Lastly, psychosocial variables include social class and personality and structural variables can be, for instance, the knowledge about a certain sickness.

2.7. Proposed model for health-related attitudes & behaviour

The HBM is applicable for multiple health behaviours since different studies were conducted for example on condom use, bicycle helmet use and cervical cancer screening in order to analyse the process (Adih & Alexander, 1999; Byrd, Peterson, Chavez, & Heckert, 2004; Lajunen & Räsänen, 2004; Laraque, Mclean, Brown-Peterside, Ashton, & Diamond, 1997; Li et al., 2003). Consequently, the HBM is a valuable mean to get insights and understanding of the behaviour and intentions associated with Systembolaget’s communication. Moreover, the TRA focuses on the components of attitudes, intentions, and their connection to the behaviour. This specific model stands as one of the classic theory for persuasion and provides material, not only on the factors of influence for the behaviour, but also on the several ways of influencing consumers (Sheppard, Hartwick & Warshaw, 1988). In this case, the TRA associates the main aspects sought in this thesis: behaviour, attitudes, and influence.

Following the presentation of the two theories, generating a conceptual framework allows to cope with their respective weaknesses. More specifically, components of the two models were connected, merged, and consolidated for the sake of the data collection and analysis. The Figure 3 depicts the framework with detailed connections and factors which is valuable to understand and analyse the health-related intentions, behaviours, and their potential modification associated with Systembolaget’s communication strategy.

First, the behavioural evaluation is the result of the merging of three component: perceived benefits & barriers, outcome evaluation, and behavioural beliefs. In fact, these components refer to the outcomes of the behaviour, in that case, health-related.

Within the collection and analysis of the results, the behavioural evaluation component as a factor of influence encompasses the beliefs of individuals together with their perception of the outcomes. The aforementioned component has an influence on the attitude.

Moreover, it has been previously mentioned that combining the perceived seriousness and perceived susceptibility into perceived threats is appropriate (Rosenstock, 1990).
Therefore, the new model depicts perceived threats which, as a factor of influence, affects the attitude and thus, the likeliness of engaging into health-promoting behaviour. Additionally, several studies affirm that consuming alcohol is a social behaviour and, in this regard, subjective norms from the TRA are essential (Montes et al., 2017; Erevik et al., 2017; Skog, 1985). Consequently, as presented in the TRA, this component is linked to the intentions.

Besides, self-efficacy has been defined as the beliefs of the individual whether he feels able to perform the behaviour. In the Figure 3, this element is directly influencing the attitude towards the health-promoting behaviour. Undeniably, these specific opinions form the person’s attitude. Also, cues to actions are additional motivations, internal or external and they occur during the decision-making process (Janz & Becker, 1984). Therefore, it is relevant to link it to intentions rather than attitudes.

It has been mentioned in the frame of reference that factors such as education, age and culture can have an influence on individuals’ beliefs, attitudes, and intentions when it comes to alcohol consumption (Merline, 2014; Montes et al., 2017; Van Damme et al., 2016; Erevik et al., 2017; Nielsen & Mai, 2017). As a result, modifying variables have been integrated to the proposed framework to be linked to all the factors of influence.
III Methodology and method

After reviewing the literature and selecting the relevant theories, the following section will present the overall strategy of the research. It is essential to clearly define the research design, philosophy, and methods for the sake of gathering adequate results to answer the research question.

3.1. Methodology

For the sake of the research’s quality, it is essential to clearly define the various stages in the research. This decision-making process is helpful not only for the planning but also for the fulfilment of the research objectives (Babin & Zikmund, 2016). The methodology chapter will provide relevant information regarding the various methods and procedures used to collect, analyse, and draw conclusions. In this context, the framework from Saunders, Lewis, & Thornhill (2016) depicts the different steps in designing the relevant research process from the philosophy to the data analysis. Consequently, this section will make use of this model to clarify the purpose of this thesis (See Figure 4).

3.1.1. Research strategy

To reach the goal of this study, a plan of actions must be composed to give structure to the process. It is, therefore, important to implement a suitable approach concerning the purpose of this study. Esaiasson et al. (2003) and Saunders, Lewis & Thornhill (2012) discuss three assorted styles: explanatory, exploratory, and descriptive. On the one hand, descriptive approach uses already existing methods and theories and aims at studying the description of a problem or situation with the empirical findings. Questions like ‘who’, ‘when’ and ‘where’ can be answered with this research approach. On the other hand, exploratory studies firstly focus on gathering data to provide conclusions and answers the research question.
In fact, Saunders et al. assert that an exploratory research design “aims to clarify ambiguous situations or discover ideas” (Saunders et al., 2016, p.54). Saunders et al. (2009) also stress that qualitative approaches are commonly used in exploratory studies. When only focussing on the question ‘why?’, then the explanatory approach is suitable as a next step for the descriptive method (Esaiasson et al. 2003).

Thus, the exploratory strategy aims at exploring the subject of interest and collecting the relevant data which leads to defining problems and making decisions (Babin & Zikmund, 2016). Therefore, taking the main research question into consideration; “How does the communication strategy of Systembolaget affects the consuming behaviour of Swedish students?”, we choose an exploratory strategy. Part of the specific method is to review existing literature to gain deeper insights on the subject (Saunders, Lewis & Thornhill, 2012). In this case, the frame of reference offered information on health-related advertisement, consumer behaviour, and drinking behaviour. Moreover, another way of gathering information is to interview consumers that are engaged with the subject of inquiry (Babin & Zikmund, 2016). Indeed, we choose to conduct 20 semi-structured interviews among Swedish students. Since intentions and attitudes are leading factors of the consuming behaviour, a proposed model resulting from the merging of the HBM and the TRA is used as helping tools to collect and interpret the data. Finally, exploratory strategy aims at uncovering new facts, data, and conclusion on the effects of Systembolaget’s communication strategy (Saunders, Lewis & Thornhill, 2012).

3.1.2. Research philosophy

When conducting a study, defining the research philosophy is crucial since it helps defining the purpose of this investigation. In other words, it refers to the reason for this data seeking-process and the nature of the knowledge (Saunders, Lewis & Thornhill, 2016). Important is the fact that it highlights the ‘what’, ‘why’, and ‘how’, of the research projects. According to Saunders et al. (2016) there are four different philosophies which reflect the researcher’s position and perspective: positivism, realism, pragmatism, and interpretivism. The significant differences are in the ontology, epistemology, and methodology where the ontology defines the reality and epistemology the relationship between the researcher and this reality (Carson, Gilmore, Perry & Gronhaug, 2001).
As this thesis aims at understanding the effect of a specific communication strategy on Swedish students, it is relevant to use the interpretivist philosophy. Indeed, based on the research’s objectives, this investigation will concentrate on interpreting and understanding rather than describing or predicting. Additionally, the word “interpretivism” implies that a certain degree of involvement is necessary from we to make sense of the specific phenomena (Carson et al., 2001). In business and marketing studies, the interpretivist researcher is concerned with the understanding of human behaviour based on the specific frame of reference (Carson et al., 2001).

Similarly, in this thesis, it enables to get a deeper comprehension of consumer’s health-related attitudes, intentions and behaviour using the proposed framework combining the TRA and the HBM. In fact, the interpretivist philosophy takes humans into consideration as social actors to assess the differences between them (Saunders, Lewis & Thornhill, 2016). This research does not aim at differentiating the effect of Systembolaget’s message on different populations but at assessing the different impacts that the advertising can have on individuals part of a group: Swedish students. More specifically, as the subject of interest is highly related to social influences and people’s interpretation of their environment, interpretivism is adequate to appraise the meaning Swedish student make of Systembolaget’s advertisement and the subsequent effects (Van Damme et al., 2016; Erevik et al., 2017; Nielsen & Mai, 2017).

3.1.3. Research approach

Knowing to which extent certain theories are used in the beginning of a research is important before deciding on a research approach (Saunders, Lewis & Thornhill, 2012). An inductive approach would mean that the researchers choose to develop a theory after collecting and analysing the data. Saunders et al. (2006) argues that the inductive method is especially focussing on data collection using qualitative methods to understand humans’ attachment concerning various circumstances. On the other hand, the deductive approach is supported by a strong theoretical framework. The aim is to develop a hypothesis (or hypotheses) to be tested using of instrumental variables translated from the data (Saunders, Lewis & Thornhill, 2012).
As mentioned in the research philosophy section, interpretivism suits this research because it aims at a better comprehension of the human behaviour and therefore, the inductive approach is applicable for this research. In fact, this study wants to investigate how Systembolaget’s communication strategy affects consumers. Thus, instead of answering the question; “what is happening?” (deductive), we are interested in understanding “why is it happening?” (inductive) (Babin & Zikmund, 2016).

In fact, combining the two approaches is possible in a study and can be beneficial in some cases (Saunders, Lewis & Thornhill, 2012). Indeed, when considering the frame of reference, it is obvious that this study cannot make use of an entirely inductive approach. Indeed, two theories (HBM & TRA) have been implemented while knowing that a study based on an inductive approach does not rely on theories. Therefore, a semi-inductive approach is suitable for this study since deductive characteristics are visible in the frame of reference in the form of a discussion of the health-related theories. As mentioned before, attitudes and intentions have a prominent role in changing the behaviour. The two theories are helpful during the research process to answer the research question.

3.1.4. Research design

According to Saunders et al. (2006), the research design can be defined as the way in which the researcher answers the research question(s). In other words, it states the objectives and means utilized to reach them. As the previous sections emphasized the research strategy, philosophy, and approach, it is, subsequently, fundamental to draw attention on the qualitative methods. It has been seen that this thesis’ purpose is focusing on individuals’ behaviour and attitudes. More specifically it emphasizes attitudinal and behavioural modifications resulting from Systembolaget’s messages. In this context, measurement tools are not effective and for the sake of the analysis, qualitative methods are relevant.

“Not everything that counts can be counted, and not everything that can be counted counts.” Albert Einstein

Indeed, rather than measuring the “amount” of feelings or attitudes, it allows to gain deeper insights and understanding (Bradley, 2010). Likewise, using the adequate frame of reference and data collection, the investigation intends to provide meaning in regards of the existence and nature of consumers’ comportments, attitudes that are socially constructed (Babin & Zikmund, 2016).
In this regard, providing qualitative data is crucial since consumer behaviour and attitudes are a complex concept that cannot be quantified but rather explained (Evans, Jamal & Foxall, 2009). Given the background, an exploratory design is an effective mean to bring out inner meanings and characteristics to achieve the objectives since no previous study is covering the specific subject of interest.

Although we collected data on the health-promoting attitudes, behaviour, and the influence of communication, there is no existing knowledge on the effect of Systembolaget’s communication strategy. Therefore, the qualitative exploratory methods and procedures for gathering the data are particularly valuable. Furthermore, it must be considered that when using an exploratory design, the researcher must be willing to change and adapt the direction, owing to new findings or insights that might arise (Saunders et al., 2016). In that case, the proposed model associated with the data collection will lead to novel findings emphasizing new factors of influence. Nevertheless, is it important to highlight that the purpose remains; only the broad goal becomes narrower (Adams & Schvaneveldt, 1991). Therefore, this thesis considers Systembolaget’s communication strategy and explore its effect on consumers.

3.2. Method

The following sub-sections will cover the data collection techniques used as well as the sampling, data analysis, research quality and ethical considerations. In other words, it allows to get a better understanding of the means employed to collect the material needed to answer the research question.

3.2.1. Data collection

a. Secondary data

In a qualitative exploratory research, secondary data must be collected before primary data. Indeed, it helps not only refining the research purpose but also designing primary data gathering (Bradley, 2010). According to Saunders et al. (2017), secondary data allows to investigate what has already been specified by pre-existing literature in the subject. For the sake of the research, it was relevant to collect documentary written materials as well as multi-sources studies and reports. Since most of the documents are stored online and readily available, it allows to cover the subject of interest and identify valuable theories and facts related to the objectives.
For this study, most of the secondary data was collected from literature and databases from the Jönköping University Library (JUL). Moreover, we used various databases through JUL like Emerald Publishing, Sage Knowledge, and other Management Journals. Besides the databases of JUL, Google Scholar was used for gathering information together with several books in business research and social sciences.

Furthermore, different topics within the research field are covered to provide a qualitative frame of reference. To find the relevant information within the marketing and social science area, we used keywords such as: Theory of Reasoned Action, Health Belief model, health-communication campaigns, alcohol consumption Sweden, Swedish students drinking patterns, influence Systembolaget, advertising, etc. Additionality, during the research process we refined the keywords since the findings were broad. Therefore, adjustments were necessary to concentrate on a specific subject within the study field.

Consequently, the studies in various research areas allow us to compare our own research with other findings. Therefore, studies discussed in the frame of reference recurs in the analysis. Although it does not deliver all the information needed, secondary data allows to define the research direction and processes (Saunders et al., 2017). Indeed, it enables to delineate the research and thus, deliver a narrow purpose with precise objectives of primary data collection.

b. Primary data

When collecting primary data, researchers intend to find information for an explicit goal or purpose (Bradley, 2010). The challenge regarding primary data is to gather new and original information, where on the other hand, secondary data is available and already existing. In this study, we conducted interviews, and, in this regard, interviewing skills are required to capture the adequate data (Bradley, 2010). The interviews were conducted in the form of personal interviews; this allows to communicate face-to-face in order to both comprehend and identify individuals’ decisions and beliefs. In fact, it is essential to structure the interview in a way that the answers of the questions are in conjunction with the purpose and the research question (Saunders, Lewis & Thornhill, 2012). Therefore, we conducted personal interviews to have control on the conversation rather than choosing, for instance, the internet (Bradley, 2010).
Besides, the interviewers chose to avoid questioning participants in the presence of others (e.g. focus groups or group interviews). Indeed, the consumption of alcoholic beverages is a taboo theme and some respondents might not be willing to disclosure such information (Feldman, 2014). Therefore, to prevent a certain form a response bias that can lead to uncomplete answers or no answer, the one-to-one interview was preferred. For the interviewees to feel comfortable and thus, divulge personal information on their intentions, opinions, and feelings, the interviewers ensured that the ethical aspects of the research are respected. Likewise, a special attention was paid to the atmosphere of the discussion which must remain pleasant, stress-free, and hassle-free.

From a research perspective, the word “interview” refers to several types of interviews and in this regard, selecting the adequate method allowed to gather relevant and accurate data (Saunders, Lewis & Thornhill, 2012). Therefore, we used semi-structured interviews for gathering primary data. This method allows the interviewers to ask the respondents specific open-ended questions where the duration of the answers can vary (Babin & Zikmund, 2016). Semi-structured interviews are non-standardised, also known as “qualitative research interviews” (Saunders, Lewis & Thornhill, 2012). In fact, we designed the questionnaire using the proposed model. Dividing the questions into different sections allowed to get relevant insights and was helpful for the analyse. In other words, it enables to collect a wide range of data and analyse them to answer the research question.

Moreover, the non-standardised method permits to change the structure of the interview together with the questions. This occurs when the interviewer believes it more valuable to discuss a subject emphasized by the respondents, naturally, in coherence with the research topic (Saunders, Lewis & Thornhill, 2012). Since the study aims at gaining knowledge, semi-structured interviews were suitable due to the possibility for new insights and inner meaning during the discussion. It has been previously stated that this thesis is making use of an exploratory qualitative method. Consequently, the method allows the researcher to change the sequence of the questions or add new questions to highlight new feelings or opinions (Saunders, Lewis & Thornhill, 2012). The questionnaire designed for the data collection is depicted in a following sub-section (see 3.2.3 questionnaire design).
3.2.2. Sampling

Defining a sample is one of the key factor of success within the research area, it allows to collect quality primary data, and provide accurate and reliable results. As each research has its limitations regarding time and means, sampling is helpful to select a representative number of individuals from a larger population (Saunders et al. 2016).

As previously stated, we conducted semi-structured personal interviews. In this regard, considering the limitations of time and resources for the research, convenience sampling was a valuable mean to gather the data needed. Indeed, for investigating the effects of Systembolaget’s advertising strategy on consumers, the targeted population is Swedish students between 20 and 30 years old. Considering the limitations, the sampling frame included each student living in Jönköping. The exploratory design guided the research process, therefore, non-probability sampling is relevant to use (Babin & Zikmund, 2016). In this context, each element of the population has an unknown probability of being selected (Saunders et al., 2016). As the exploratory design aims at emphasizing new inner meanings, non-probability techniques rely on researchers’ personal judgment.

Among the different sampling techniques, convenience sampling refers to the selection of sampling units that are conveniently available geographically, and timely (Babin & Zikmund, 2016). In other words, when conducting the interviews, researchers selected students that were available and willing to answers the questionnaire and express their opinion. Finally, the sampling units’ selection process was maintained until the reach of the desired sample size. In a matter of obtaining results that are relevant with the selected population, the sample size is 20. Conducting 20 interviews allows to have a diversity of age, level of education, gender, and opinions. The specific population of Swedish students (20-30 years old) was selected since it is the most vulnerable group regarding alcohol consumption (Montes et al., 2017). Indeed, the drinking behaviour associated with student life is qualified as irresponsible and this population often engage into patterns such as binge drinking (Systembolaget, 2017; IQ, 2018; (Andersson et al., 2009).
3.2.3. Questionnaire design

The aim of the interviews is to identify relevant opinions and behaviours of students associated with Systembolaget’s advertisements. Consequently, the two theories implemented within the theoretical framework were valuable means to design the questionnaire. Firstly, the participants were asked broad questions about their drinking behaviour and their perception of Systembolaget as an actor participating in the increase of the responsibilities in the drinking patterns. The TRA provided relevant insights on the factors influencing the attitudes in relation with the behaviour while the HBM enabled to investigate health-related attitudes, behaviour, and associated factors of influence. Therefore, using a combination of the theories allowed to identify aspects proper to health-related communication and appraise the efficacy and impact of such messages. Thus, different advertisements were chosen to collect a wide variety of data.

First, the participants were exposed to in-store posters and flyers displaying information about alcohol, food, and health (see Appendix 1, Appendix 2, Appendix 3, & Appendix 4). These messages, associated with specific questions on the attitude, perception, and behaviour allow to both identify specific health-related variables and assess the effectiveness of the message. Secondly, the interviewers displayed two informative advertisements stressing the harmful impact of alcohol, both on individuals and society. Comparable questions were asked to highlight the possible modifications in the triggered opinions and behaviour.

The third material displayed is part of a campaign on the reasons for drinking associated with student life and in this regard, it is essential to emphasize its effect on the sample. Lastly, a video on the group pressure was shown to the contributors and they were, once more, questioned on their perception and behaviour. To conclude the discussion, the last section aimed at assessing the overall influence of Systembolaget’s communication strategy. This assessment enabled us to understand and identify Swedish students’ overall attitude and behaviour rather than for a specific advertisement.

Taken as a whole, this questionnaire was a valuable mean to emphasize facts and characteristics on students’ attitudes, intentions, beliefs, and other opinions towards both Systembolaget’s advertisement and their own drinking behaviour. More specifically, broad questions allowed to explore and identify novel aspects and factors of influence while more specific questions uncovered attitudes and behaviour.
Lastly, it is essential to consider that, for the sake of the exploratory design, the interviewers stayed alert and always look for comments and other thoughts from the participants, although it is not part of the questionnaire.

3.3. Data analysis

In this study, a content analysis is used to analyse the data which was collected from semi-structured interviews.

> “Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the right contact of their use” Krippendorff & Bock, 2009, p.18

Replicable means that the findings stay consistent if the conditions are different or if the researchers choose to work in another time frame. The qualitative content analysis is, according to Bryman (2004), one of the most frequent approaches to use in qualitative studies. Additionally, it has been widely used in health-related studies since it allows the researchers to immerse themselves in the data and emphasize novel facts and information (Hsieh & Shannon, 2005). Likewise, an exploratory design requires a flexibility in the research process and this data analysis technique offers a high suppleness (Elo & Kyngäs, 2008).

In that case, data was collected through open-ended questions and probes and therefore, the first step is to read repeatedly the results in order to get a global understanding (Tesch, 1990). Subsequently, it allowed to categorise the information. Besides, the scientific tool aims at creating new insights and increasing the researcher’s understanding of a specific study field (Krippendorff & Bock, 2009). Regarding this research, the purpose is to get a better understanding of the communication strategy of Systembolaget and its effects on Swedish students. Hence, with this technique, we can structure the empirical results in a way that is coherent with the research question and the objectives of the study. In fact, content analysis was adequate to lay emphasis on attitudes, intentions, and behaviour that Systembolaget intends to modify. Therefore, the method aims at searching for specific information in the data that has been gathered. Similarly, the content analysis allows the researchers to categorize the data into concepts and provide a distilled overview of the 20 interviews (Moore & McCabe, 2005).
In fact, the analysis was divided in different concepts using the proposed model discussed in chapter 2. In other words, reading repeatedly the data allow researchers to make sense of the results and thus, identify the main trends and characteristics brought out by the personal interviews. Afterwards, sections were created by identifying the main findings together with the proposed model depicting the factors of influence. The important concepts of the model that are deemed valuable and that are identified in the results formed the data division. Moreover, another advantage of dividing the content into categories is to simplify the data. Indeed, there is an important quantity and a wide range of data resulting from the 20 interviews and the categories allowed to abridge information and thus, attain the research objectives. Nevertheless, the occurrence of a human error is relatively high when implementing the content analysis due to the risk of misinterpreting the data. Consequently, this can lead to untrustworthy and incorrect conclusions (Krippendorff & Bock, 2009). However, we made use of both the notes taken during the discussion and the recordings, to ensure that the results and analysis section of this thesis is similar to the reality. Similarly, the interviewers read and analysed the data, mutually, and individually in order to reduce the bias.

3.4. Ethical considerations

Ethical considerations are one of the key parts of the research process. When gathering data through personal interview, one must consider ethical concerns for the sake of the research quality and credibility. Throughout the research process and during the interviews, we remained highly aware of the following aspects (Diener & Crandall, 1978):

- Research participants will not be subjected to harm in any way whatsoever
- The dignity of participants is prioritised
- Full consent of the participants
- Anonymity of the participants
- State and ensure the privacy of the respondents
- Confidentiality of the research data
- All participants were volunteers and they can withdraw partially or completely at any moment

Preceding the interview questions, the purpose of the study as well as the aspects above were clearly stated to the participants (see Appendix 1).
Additionally, the interviewers asked for the consent of the participants for recording the discussion and ensured them of their anonymity. Overall, a special attention was paid to the atmosphere of the interview. Alcohol can be a taboo topic and, it is, consequently, essential to maintain a comfortable climate that allows to gather valuable opinions and feelings. These ethical concerns are valuable means to reduce the respondent bias.

3.5. Quality of the research

An appropriate quality study is capable of making the reader “understand a situation that would otherwise be enigmatic or confusing” (Eisner, 1991, p.58). In quantitative studies, the empirical results are analysed using an instrument like SPSS, wherein a qualitative study, the researcher is the instrument (Patton, 2001). In general, three tools are applicable for establishing the quality of a study: the reliability, validity, and generalisability (Golafshani, 2003; Leung, 2015). In quantitative studies, the researchers test the validity and reliability with tools to assess, for example, the replicability (Leung, 2015). However, even if the findings could be used to assess certain attitudes and behaviours towards advertising, this qualitative study implements a unique semi-structured questionnaire design, meaning that it is not developed to be generalisable to other researches. Therefore, aspects to focus on as a qualitative researcher are participants’ objectivity and reduction of the bias. Hence, it is essential to accentuate particularly the trustworthiness (Curtin & Fossey, 2007). Thus, instead of focusing on validity and reliability, this study emphasizes the overall trustworthiness since it is considered more valuable. Furthermore, Guba & Lincoln (1994) highlight four criteria when appraising the trustworthiness in a qualitative study.

Credibility

Guba & Lincoln (1994) stress that assuring credibility is an important aspect when discussing the trustworthiness. Moreover, critical to ask when establishing the credibility according to Merriam (1988) is: are the findings compatible with the reality? For this investigation, we are confident about the credibility of the study. By choosing a large sample of 20 semi-structured interviews, the empirical results are representative and credible. Likewise, by avoiding focus groups or group interviews as a data collection method, we aimed at minimizing the social desirability bias that can occur when discussing a sensitive topic like alcohol consumption. Indeed, a participant could give an answer only to make sure that he or she is accepted and appreciated, especially in the presence of other people.
Hence, having personal interviews in a secure environment contributes to a convenient atmosphere for the participant. Moreover, beneficial is the fact that both researchers are students and thus, they are aware of alcohol consumption associated with student life. Therefore, contributors feel less ashamed or uncomfortable when talking about their drinking behaviour, implying that the findings are closely related to reality.

Transferability

As stated by Merriam & Tisdell (2015, p. 253) “external validity is concerned with the extent to which the findings of one study can be applied to other situations”. Regarding the transferability, we commenced the report with a frame of reference covering multiple aspects within the research field. Moreover, the method is widely discussed in order to have a clear overview of the different tactics and approaches that we use for collecting and analysing the data. Hence, this report provides a well-balanced guideline for other researchers aiming at employing the same methods in a different environment, with the objective to test whether the finding are true concerning individuals in various situations (Curtin & Fossey, 2007).

Dependability

The dependability is in line with reliability, meaning that if the research would be replicated using the same methods, context and participants, the same empirical results would be uncovered (Curtin & Fossey, 2007). To guarantee the dependability, a detailed description of the methods and processes is necessary. The report should function as a handbook for other readers, aiming at further research on the consuming behaviour of Swedish students associated with Systembolaget. We can assure that the dependability is taken into consideration. Indeed, a thorough description is made regarding the research design and the way in which it is implemented in the study. Moreover, the interview guide is presented in the appendix (see Appendix 1). Additionality, the empirical results, and analysis are distinguished in different sections with relevant introductions that clarify the methods implemented in this study. Lastly, the section 2.7 propounds the model but also function as a clarification for the headings of the analysis.
**Confirmability**

It is almost impossible to prevent researchers’ biases when the questionnaire is developed by individuals (Patton, 2010). Indeed, the difficulty of staying impartial is high when the instruments rely on a person’s perception and interpretation. However, we attest that the findings are extracted from the participants and presented without any modification whatsoever. We use a clear interview guide and explain in-depth the process of collecting data and elaborate the choices that they make. Therefore, the reader is able to recognise a logical work structure regarding the data collection, which means that we preserved the objectivity.

Finally, both investigators are not from Sweden, which suggests that their perception of Systembolaget is unbiased. Thus, they have no intention to push the findings in a certain direction to provoke positive or negative opinions concerning the alcohol retailer. Although it does not eliminate the bias, it reduces it.
IV Empirical findings

The following chapter will present the findings and data gathered during the 20 interviews. It allows to identify the trends and opinions that will be valuable to analyse further in order to answer the research question and attain the objectives.

4.1. Introduction

To gather valuable and relevant empirical data, we designed an interview guide (see Appendix 1). 20 interviews were conducted to get in-depth insights on the attitude and perception of Swedish students regarding Systembolaget’s communication strategy. The following section provides details on the composition of the sample.

Participants were exposed to different kind of advertisements using loss-framed design. Indeed, Systembolaget mainly uses loss-framed messages depicting the harmful effects, whereas gain-framed showed higher effectiveness for health-related communication (Kang & Lee, 2017). Additionally, we considered it valuable to question respondents on their perception towards Systembolaget. The following sections present the information collected during the interviews.

For the sake of the analysis, questions were divided according to different themes. More specifically, each advertisement was followed by questions on the participants’ attitudes and behaviour. For this reason, the categories allow to identify, comprehend, and compare the effectiveness of the different messages. Moreover, it can be noticed in the questionnaire that broad questions were asked at the beginning and the end of the interview. Subsequently, the overall data on students’ drinking and buying behaviour, and their beliefs on the influence Systembolaget has on them must appear in the thesis. This chapter will present the drinking behaviour, customer experience and influence of the messages displayed on attitudes and behaviours of the sample.
4.2. Demographics

In a matter of diversity, the selected sample contains 10 females and 10 males. Thus, it helps ensuring the diversity of opinions and the fact that the results offer a representative sample of Swedish students. In fact, in Sweden, there are as many women than men (Statistiska centralbyrån, 2016). The table above (Table 1) depicts the respondents, their gender, age, and level of education.

4.2.1. Gender

The selected population for this study is Swedish students from 20 to 30 years old. Indeed, the age limit to buy alcohol in Systembolaget is 20. The average age is 23, which ensures that the sample contains several individuals between 30 and 20 years old. As the gender diversity, the diversity of age enables to obtain representative data and different opinions. The age difference also implies that the students have had a variety of experiences with Systembolaget and even alcohol in general both regarding frequency and duration. Thus, they can react differently to the stimulus and advertisements displayed.
4.2.3. Level of education

Only students were selected for the sample and they are studying at distinct levels such as Master or Bachelor. This may also have an influence on the answers of the interviewees and in this regard, the sample includes 8 Master students and 12 Bachelor students. Together with the gender and the age, this is an opportunity for gathering a wide range of feelings and opinions from the sample.

4.3. Current drinking behaviour

Most of the participants find it problematic to estimate their current drinking behaviour on a weekly basis. The size of the study load is a determining factor for some of them since they are students. Therefore, a standard drinking pattern is difficult to recognise. Nevertheless, the most common answer is that they consume alcohol twice a week. The answers are similar when the participants are asked to evaluate the drinking behaviour of their surroundings. Indeed, 10 out of 20 argue that they drink less compared to their friends. F2 claims that the drinking patterns of her friends affect her sometimes, resulting in a certain pressure. Moreover, the other 10 students estimate their consumption of alcoholic beverages as equal.

When asking the contributors about their main motivations for consuming alcohol, 16 out of 20 drink alcohol since it is contributing to the process of socialising. F5 identifies alcohol as a mean to stay awake while going out with friends. F7, F8 and M8 emphasize that the taste is essential for them. Undeniably, other participants like the taste and yet consume alcohol to socialise. M8 states “I’m not drinking alcohol when I don’t enjoy the taste of it”. Contrarily, M9 affirms “I drink alcohol just to socialise, even without liking the taste of the served beverage”.

Furthermore, 8 out of 20 relate drinking alcohol with having fun. For instance, M3 states “I like the whole experience of drinking with friends, getting drunk is something that can happen but is not the aim for the night”. M2, M4 and F9 do admit that alcohol helps them to make the first step and “break the ice” with strangers. Other participants argue that alcohol is not necessary to talk with foreigners.
4.4. Current buying behaviour

As stated before, all the respondents drink and in this regard, asking questions about their current buying behaviour helps to determine their consuming patterns associated with Systembolaget. Thus, it allows to analyse the influence of Systembolaget’s communication. All the respondents are going to Systembolaget and the average for the 20 interviewees is 1.5 time a week. Additionally, due to the restricted opening hours of Systembolaget, all the respondents except F5 are buying extra products and stock at home each time they go to the store. Similarly, all the respondents state that the opening hours of the alcohol retailer makes them plan more their dinners, nights out and other occasions for drinking.

On the one hand, 4 respondents out of the 20 explain that they are used to the accessibility of the store and that the distance, opening hours, and availability do not bother them. On the other hand, M4, M5, F5 and F6 agree on the fact that the accessibility of the store is inconvenient, and the opening hours are the main difficulty. For instance, F3 asserts that Systembolaget’s opening hours are not suitable for her since she is working during week days. As stated before, Systembolaget increased the price of the alcoholic beverages to reduce the consumption and consequently, 6 interviewees are going abroad to buy their alcohol. Indeed, they affirm that the prices are excessively high and going to Germany or Denmark allows them to save a substantial sum of money. On the contrary, F1, F2 and M8 buy less alcohol due to the availability of Systembolaget.

Moreover, M3 and F6 often organise with their friend and select one person to go and buy for the group to simplify the buying process. It is, therefore, easier to fit in the schedule. Additionally, F4 and M4 do not buy as much as they would like to. M4 lives far from the city-centre of Jönköping and the opening hours do not always allow him to go in store. Finally, M2 states that planning sometimes changes his buying patterns: “It makes me think about my behaviour. Do I really need that much?”.

To summarize, due to the accessibility, the respondents go less often to Systembolaget and buy more in order to stock. Most of them find alternative ways to buy alcohol such as going abroad, asking friends, or taking from their family. Few interviewees are conscious that they buy less because of the existence of Systembolaget.
4.5. Customer experience

4.5.1. Aim of Systembolaget

Among the broad questions of the interview, one was dealing with the perceived aim of Systembolaget. In fact, it helps understanding the image of the brand and people’s general perception of the alcohol retailer. In this regard, all the interviewees agree on the fact that the purpose of the Swedish shop is to reduce alcoholic beverages’ consumption in Sweden. Similarly, M2 and M3 affirm that their main goal is to save lives.

Nevertheless, the whole sample except F4 emphasizes that Systembolaget wants to educate Swedish consumers to drink responsibly. Additionally, 4 interviewees stress that the alcohol retailer aims at controlling and regulating the consumption. According to some of the respondents, age limit is crucial for the brand, they trigger responsible behaviour in regard of the age at which individuals start drinking. Furthermore, M8 states that the alcohol retailer is “trying to make it difficult for people to find alcohol”. Communicating on the harmful effects of alcohol is crucial for the government-owned company and similarly, 6 out of the 20 contributors affirm that informing people, increasing knowledge, and depicting the negative sights of alcohol is among the firm’s main goals. Lastly, M6 insist on the fact that Systembolaget communicates an important message: “Do not buy more than you need to”.

4.5.2. Systembolaget’s communication

Systembolaget is trying to reach consumers with their advertisements by using a variety of communication tools. Therefore, we asked the participants where they mainly see the advertisements from the alcohol retailer. In this regard, 17 out of 20 participants named the television as the primary channel. Regarding social media platforms, most contributors agree on the fact that they do not notice any sign of Systembolaget. Nevertheless, a minority admits seeing messages on Facebook or Instagram.

Furthermore, a statement of Systembolaget’s’ responsibility report was read during the interview; “We must sell alcoholic beverages responsibly, offer a top-quality service, and provide information on the harmful effects of alcohol”. Questions were asked to emphasize participants’ perception about this announcement and the way in which the government-owned company fulfils this statement.
Firstly, almost all the contributors are aware that employees are knowledgeable regarding alcoholic beverages and they appreciate the recommendations. Nevertheless, M5, M7 and F9 never experienced an employee offering his help and advices. As mentioned before, F7 and F8 consume alcohol due to the taste and have preferences for wine. Both admit that the employees have knowledge on wine and are always capable of giving relevant advices. Therefore, the top-quality service is an aspect that most of them experience, especially when the store is less busy.

Moreover, Systembolaget’s aim to sell responsibly is noticeable by some of the participants when visiting the alcohol retailer. F4 states “I believe that the main message is to enjoy alcohol as an added value with food for example”. M7 noticed that showing the identification is compulsory. Therefore, the alcohol retailer ensures that minors cannot buy alcoholic beverages. This is an important aspect for him since he cares about the youth and considers that they should be the main priority. Finally, all agreed that the harmful effects of alcohol are neither displayed in store nor explained by employees. Like M7, most of the contributors experience this kind of information in the commercials.

4.6. Influence of the messages displayed

4.6.1. In-store communication

To analyse the in-store communication, the participants were asked to evaluate three different kind of flyers presented in Systembolaget:

- Information about health and wine (Appendix 2)
- Information on association between food and wine (Appendix 3)
- Information for a specific wine (Appendix 4)

The participants also had to evaluate the service of the employees together with the flyers. Combining these two aspects within the in-store communication, we were able to analyse the attitudes, beliefs, and the consuming behaviour of the contributors.
Empirical findings

a. Attitude & perception

The first question was to determine which of three printed flyers contained the most valuable information. Most of the participants favour content for associations between wine and food. In fact, M2 states “I enjoy my wine more in combination with food instead of just getting drunk”. F6 is surprised by the flyers and never saw them before in the store. She states, “I really like the association between wine and food, especially with cheese, I will definitely look for the flyers next time!”. Other participants had a more favourable attitude towards flyers about a specific wine. M7 states “My knowledge about wine is limited but I want to learn more about it”. Moreover, F3 has the same interest.

Some participants argue that being students affects their perception. Likewise, F5 is interested in wine and food because she is not anguished about her health. Moreover, she considers herself too young for being an expert in the wine area and needs advices. Student life also affects F10: “Since I’m a student, I cannot spend a lot of money on expensive food. For me it is only good wine, not good food”. Both agreed that their choice can evolve after their student life. Wine and health is a category that only attracts the attention of 3 participants. For instance, M9 states “I do a lot of sports, so I try to balance it out with my choices regarding the alcoholic drinks”.

To conclude, most of the participants blame their student life for the choices that they make. Most of them agree that in a later stage of their life, their preferences might change due to a higher income for example. Likewise, the fact that concerns about the health arise when getting older is a shared opinion among the sample.

b. Behaviour

The next question about the in-store communication of Systembolaget was to find out if the flyers could influence their decision-making process and therefore lead to a change in the consuming behaviour. In general, 16 out of 20 participants agree on the fact that they are influenced by the flyers, together with the knowledge of the employees. However, not all will automatically change their buying behaviour and buy particular alcoholic beverages. When planning a dinner, M3 will ask for advices and buy the bottle of wine that the employee recommends to him. Therefore, he will not buy the wine he initially intended to. In comparison, M2 states “It definitely influences me, I prefer personal advices than flyers. I will buy more alcohol, my own and the bottles that the flyers or employees recommend”.
F6 shares the same behaviour and will surely buy more when she receives advices since she considers the information very useful.

The flyers on the health will change the consuming patterns of F1 “I buy less, I will go for a better choice regarding the health”. Similarly, M9 states “It influences me, I am always looking for drinks with less calories”. In both cases, the health-related information affects their buying behaviour resulting in less purchases. Furthermore, M6 is interested in wine but his taste is not well developed yet. The flyers help him to make a suitable choice of specific wine.

A minority of participants are not influenced by the in-store communication of the alcohol retailer. F4 enters the store with only one goal: “I always want to buy the cheapest bottle of wine, I’m a student so I have to save my money for the food and the rent”. M4 and M7 have enough knowledge on the alcoholic drinks and thus, consider the flyers unnecessary. However, they do appreciate the extra information and service offered by Systembolaget.

To conclude, almost all participants admit that the advices from the employees together with the flyers are important factors in their decision-making process. Some individuals would buy more while others would buy the same amount but trust the advices of the employee and choose the advised product. It is important for them that the store offers valuable and relevant information. For example, F10 states “I do not have the money for buying the expensive food and drinks that are recommended by the store”. She argues that the firm must take students into account when making the flyers.

4.6.2. Advertising

"Va som folk!"

During the interview, the interviewers displayed an advertisement called “Va som folk!” This specific message is well-known in Sweden and most of the respondents saw it in the past. It depicts co-workers having ‘fika’ around a table and sharing some cookies. Suddenly, a man refuses to take a cookie and following this, everybody chants his name and claps to influence him. At the end of the video, he finally eats the cookie but does not look satisfied. Systembolaget created this advertisement to depict the social pressure associated with the consumption of alcohol. It is directed towards young adults and students and to uncover its effect, interviewees were questioned on their attitudes, opinions, and behaviours.
Empirical findings

a. Attitude & perception

First, all the respondents state that this video reflects the reality, they consider it as an “eye-opener”. F1 says that “It reflects the reality, everybody is doing it” and F4 affirms “We do it all the time”. Moreover, M1, M5 and M8 find it greatly effective since it reflects the truth. Likewise, M1 stresses the fact that showing an easily recognisable problem increases the penetration of the message and thus, its influence on him. Besides, all the contributors are already aware of the social pressure associated with alcohol. Nevertheless, it has a profound influence on their attitude and perception of these behaviours as explained by M1, F4 and M8. In fact, 4 out of the 20 interviewees consider that the message is not directed towards themselves. Indeed, they emphasize that adolescents or younger students mostly perform these behaviours. On the contrary, F1, M2, M3 and M9 argue that these situations can still occur in university; the 4 interviewees feel affected by the message. According to F8, reflecting the reality increases the effect of the advertisement. He explains that “With cookies, it makes everybody realise. Why do we accept such behaviours?”. In contrast, M10 avows that, in his view, it affects his beliefs only to a certain extent since accepting this pressure allows him to fit in and be part of the group.

Furthermore, some interviewees stress that having been previously aware of the social pressure lessens the influence of the message. Indeed, M4, M5 and F10 engage in such behaviours only in some situations and exclusively with friends. To their opinion, this advertisement incites them to think about these behaviours in general but does not change their perception of their own conduct. Yet, the rest of the sample states that it triggers negative opinion towards this social pressure and more particularly on their own attitude.

Overall, this advertisement on the group pressure has an influence on people’s attitudes and perception of such behaviour. Although respondents were already aware of this social pressure, it incites them to think. However, some interviewees affirm that they are not part of the target group for this message.
Empirical findings

b. Behaviour

Surprisingly, the influence of Systembolaget’s message is evenly distributed: 9 interviewees state that it will have an influence on their behaviour and 11 affirm that it will not affect them. First, 5 contributors stress that this advertisement will surely affect their own behaviour. They have all previously performed and experienced such behaviours and they will try to put less pressure on their peers in the future. For instance, M3 says “It makes me feel bad because I do it all the time. I will definitely try to do it less now.”. Besides, M8 has already seen this video before and it influenced him the first time. He affirms that since he saw it, he tries not to put pressure on his friends and seeing the message once more acts as a reminder.

Secondly, 4 other respondents, stress that it will not affect their own behaviour but instead they will try to stop others from putting pressure on their peers. For example, F9 declares “I already suffered from this pressure and I will try to stop people from doing next time. To me or to other people”. The 3 other interviewees insist on the fact that it does not affect their own behaviour since they never put pressure on their peers.

However, 11 other contributors emphasize that Systembolaget’s communication on peer pressure will not affect their behaviour. Moreover, F6, while being aware of social pressure, never experienced any from her surroundings. Similarly, F7 never acted to increase the alcohol consumption of others. As a result, they do not consider that the message will have an influence on their future actions.

Additionally, M9 goes along with his surroundings. He stresses that if his friends are performing such actions, he will take part, although he has a negative opinion of social pressure associated with drinking. M4, M5, M10, and F10 affirm that they put pressure only on their friends and that pushing surroundings to drink is “safe”. They think that drinking excessively will not hurt their friends. Lastly, F2 and F5 were already considering these behaviours as senseless and thus, avoiding them. Therefore, they consider their behaviour responsible and state that it is, at present, in accordance with Systembolaget’s message.

At last, the fact that this message reflects the truth influences several students and their behaviour. Nevertheless, the rest of the sample has specific reasons and opinions and although it has an influence on their attitude, it will not change their behaviour.
Empirical findings

4.6.3. Informative advertising

For this section, we chose to show the participants two different commercials:

- **Commercial 1:** In the first place, it seems a whisky commercial ending with the words “Smoothness in a bottle”. However, in the middle, the commercial has a twist by showing harmful effects of alcohol while depicting numbers and facts about alcohol and society. It emphasizes the effect on surroundings such as children, ending with the words “Now, how smooth is that?”.

- **Commercial 2:** This commercial presents people practicing different sports while depicting the number of calories for several drinks such as wine or gin & tonic.

Both inform the viewer about facts and numbers related to the consequences of alcohol. Moreover, one of the reasons for presenting two commercials simultaneously was to assess the contributors’ concerns about him and the others around him. Moreover, we considered it valuable to reveal the way participants perceive these kinds of commercials and the influences on their perception of the consequences of alcohol. Subsequently, they were questioned about the influence of this message on their attitudes, intentions, and consuming behaviour.

a. Attitude & perception

In fact, the contributors agree on the aim of Systembolaget when showing both commercials. For commercial 1, remarks are used like “educating the consumer”, “drinking responsibly”, “being aware of the surroundings”, “playing on the emotions and the warnings about the harmful effects of alcohol”. The majority is shocked by the facts given by Systembolaget. Commercial 2 has a clear purpose according to the participants: “think of the calories”. Some contributors are confused by this advertisement. M5 finds it peculiar to see people working out while giving the numbers of calories per drink “What are they trying to say here? You can only drink if you do sport?”. M9 is aware that calories are a sensitive topic in Sweden. F8 states “by showing the number of calories, Systembolaget is trying to scare people”.

In fact, most of the participants agree that at least one of the commercials changed their beliefs. M8, M2 and F10 are only affected by calories. M2 states “Looking at myself, I think calories are important and it changes my perception on the consequences of drinking too much alcohol”.

44
Likewise, M8 is not aware of the facts and numbers on the calories but will think of it next time. F10 links her student life with her belief. She states “At the moment, I only care about my body. I don’t have any children, I can misbehave in a student bar but not in a regular bar when I’m older”.

Furthermore, this answer is in contrast with M3; he says, “The first advertisement with the kids has more impact on me, I don’t care about my body”. Likewise, M4 and F8 are not concerned about their body. For M9, both commercials have an impact on his perception, he states “The first one is an eye opener and the second makes me think more about my body”.

Finally, 9 participants experienced no change in their perception after evaluating both commercials. F4 does not care about her body and thinks that commercial 1 is more related to adults “I’m a student now, I live my life and have fun, I will be responsible later”. F6 and M7 both argue that they are familiar with the numbers, therefore, their beliefs remain unchanged. F9 states “Both are not relevant for me, I’m aware of the consequences regarding the calories”.

b. Behaviour

The last question on the two advertisements was to determine whether their decision-making process would be influenced next time the contributors enter Systembolaget. However, the majority is not affected by these commercials. In fact, 4 participants state that they intend to change their decision-making process due to one or both commercials of Systembolaget. F7 will choose alcoholic beverages with less percentages of alcohol. She claims that the strong liquor is the main reason for harming surroundings, especially young children. The calories are the main reason for M2, F1 and M6 to change their purchasing behaviour next time they enter Systembolaget.

This is in contrast with M4; he states, “Always thinking of calories makes you crazy, you cannot enjoy your life in this way”. Furthermore, M3 and M9 both argue that the commercials are in the mind of the participants but is not affecting their behaviour in any way. As M3 states “It makes me think about it, nothing more”. Most contributors think that they can control themselves when consuming alcohol. Likewise, F5 states “I know my limits and always drink the same amount of alcohol, the commercials don’t have to tell me this”. Being student makes a difference for some of the contributors; M8 states “It does not affect me at the moment since I’m a student, maybe later when I have children”.

45
In general, the facts and numbers are a wakeup call for most of the participants and brings awareness to them. However, to change their decision-making process, alcohol must affect their lives.

4.6.4. Student health campaign

As part of the interview, the respondents were exposed to two advertisements part of a specific campaign on student drinking patterns. In fact, the first message was a radio spot listing several reasons for drinking (“because you want to make friends, because you don’t have any friends”) for people to realise the countless reasons used for drinking alcohol.

The second message was a poster depicting a picture of a young girl, divided in two. On the right, she is lying on a bed with a bottle of red wine because she failed her exam. On the left side, she is lying on a table, drunk at a party because she passed her exam. Following the radio spot, it depicts the unjustified student drinking behaviour. Subsequently, the interviewers asked questions about the attitudes, perception, and behaviour to get deeper insights on the effect of Systembolaget’s messages.

a. Attitude & perception

First, all the respondents agree on the fact that students always find a reason to drink. For the interviewees, this advertisement reflects the truth in regards of students’ drinking patterns. Similarly, M2 stresses that “This is typically Swedish” and M6 says “We always have a reason to drink. But we never have a reason not to drink”. However, the contributors do not all associate their behaviour with this message. Indeed, only 9 interviewees out of 20 can recognize themselves in the poster and the radio spot. For instance, F4 affirms “All the reasons apply to me. I can easily identify myself”. Furthermore, F9 is realising “Couple of years back I would have never thought I could recognise myself in these reasons!”.

However, a small number of respondents insist on the fact that they do not drink for negative reasons such as failing an exam. As a result, they do not feel to be part of the target group for this advertisement (M5, M8, and M10). For example, M10 insist on the fact that he does not use alcohol as a medication, only to “boost” his “positive sights”. Besides, F6 wonders why the alcohol retailer is constantly depicting the negative aspects of alcohol. She supports that there are positive sights in drinking alcohol.
Empirical findings

On the one hand, this message influences the perception and attitude of 13 contributors out of 20. Indeed, it encourages them to think about their own drinking behaviour and change their opinion on their reasons for consuming alcoholic beverages. F10, for instance affirms that this is an effective advertisement and according to him, depicting the reality augment its influence. Likewise, the specific campaign makes F3 wonder “Do I really have to do that?” when thinking about her motivations for drinking. In the same way, F10 says “It makes me reconsider my drinking behaviour”.

On the other hand, 7 respondents consider that they are not affected by this message. According to M1 while reflecting the truth, this advertisement depicts extremes. He does not identify himself in the reasons and considers that he is already conscious of the harmful effects of alcohol. Similarly, M4 and F8 have been previously informed on the damaging consequences of non-responsible drinking patterns. M5 and F6 believe that this communication message is directed towards young adolescent and thus, it does not affect their behaviour or attitude. Furthermore, M6 deem that this advertisement is not effective. In his opinion the message is not correctly displayed and is, as a result, unsuccessful.

This specific message reflects the reality of student habits. Thus, half of the respondents identify themselves in these reasons for drinking. However, several interviewees are not affected by the campaign for several reasons such as having been previously or considering that they are not part of target group.

b. Behaviour

First, the interviews show that the campaign on student drinking habits does not have much influence on the respondents’ behaviour. Indeed, only 5 contributors affirm that they will change their behaviour after seeing this message. Indeed, they state that they will stop finding excuses for drinking alcohol and possibly reduce the frequency of their consumption. F10 declares “I will drink less and stop finding excuses. Yet it is difficult because of my friends”. Moreover, M9 utters “I will definitely consider it next time I am planning a night out. I will drink less”.

In contrast, 15 contributors affirm that seeing the message will not modify their behaviour. F4 does not consider that she needs to change her habits. In her opinion, student life is associated with unreasonable drinking behaviour and she would rather be preoccupied in the future when she has responsibilities such as family or employment.
In addition, M7 drinks only when he wants to, he does not need “excuses” and thus, he has control over his behaviour. Moreover, M5 affirm that he does not suffer from alcohol problems or dependence and although this advertisement changes his opinion, he will not modify his habits accordingly. Similarly, M6 insists on the fact that he knows his limits. Furthermore, maturity is crucial as stated by F6 since it allows her to be aware of the consequences. According to M4, “These reasons are justified, as students we need to relax sometimes. Then we can keep studying and be motivated in university”. The rest of sample stresses that they have control over their drinking behaviour and consider themselves responsible.

Overall, this specific message does not have a noteworthy influence on the students. Most of them consider that they have control over their behaviour and thus, that they do not need to change their patterns.

4.7. General influence of Systembolaget’s communication

At the end of the interview, participants were asked to choose the advertisement that has the most influence on them. Both on their perception and behaviour. This specific question allows to determine which advertisement has a strong influence and why. Subsequently, it helps uncovering the characteristics of the message that increase its influence on Swedish students. In fact, it appears that the video on the group pressure was mentioned 9 times. Indeed, the 9 respondents all agree on the fact that this message reflects the truth and makes them realise how senseless this type of behaviour is. Although most of the participants had been previously aware of the social pressure associated with student drinking.

To get better insights of the overall influence of Systembolaget’s communication, the last question of the interview deals with the respondents’ perception of their attitudes and behaviour associated with Systembolaget’s advertising. First, several contributors consider that they consume more responsibly. M8 says “I drink more responsibly. For example, I think twice before buying more beers”. Similarly, F3 affirm that she is more conscious of the harmful effects and cautious regarding her drinking patterns: “I am sensible to Systembolaget’s education”. Likewise, F5 buys less thanks to Systembolaget’s educating message. “I am used to it and I think Systembolaget is constantly educating me. That is why I buy less and responsibly”. M2, M7, and F7 also insist on the fact that they drink less. Besides, F1 and M1 do not drink less, but they select more carefully the products. In fact, for them it is essential to select high-quality products and savour.
Additionally, F4 stresses that the communication strategy of the Swedish brand increases the positive brand image. Nevertheless, it does not make her consume less, or more responsibly. Secondly, other respondents believe that they are not affected by the advertising. For instance, M3 knows her own limits and thus, does not need education. Similarly, M4 says "I am already aware of all this. I do not need any education". For some students, the independence in the decision-making process is crucial and consequently, M10 and F2 do not want to get influenced by advertising. Likewise, M2 utters, "If I want to drink, I drink". Comparably, M9 states that he is not affected by advertisements in general. Moreover, F6 explains that she does not like the negative message that they convey. Therefore, it is not affecting her. Lastly, M6 feel that the communication incites her to think about her behaviour and patterns, but it is not effective enough for her to modify her habits.
### 4.8. Summary of the findings

*Table 2: Summary of the findings*

<table>
<thead>
<tr>
<th><strong>Swedish students</strong></th>
<th></th>
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| **Current drinking behaviour** | - Study load is a determining factor.  
- Difficult to recognise standard patterns.  
- Most common answer: consume alcohol twice a week.  
- The entire sample thinks their surroundings drink equally or more.  
- Drinking patterns of surroundings result in a certain pressure.  
- Drinking is associated with socialising and having fun. |
| **Current buying behaviour** | - The average visit to Systembolaget is 1.5 time per week.  
- The majority of the sample buys extra products and stock at home.  
- Many participants find the accessibility inconvenient. Therefore:  
  - More than 25% of the sample goes abroad to buy alcohol.  
  - Participants from the same group of friends tend to buy for each other.  
  - Students have to plan their nights out in advance. |
| **Experience with Systembolaget** | - The aim of Systembolaget is clear among the interviewees: reduce alcohol consumption in Sweden.  
- Most of the participants witness Systembolaget’s messages on the television.  
- Negligible presence of the alcohol retailer on social media.  
- Almost all the contributors state that the employees are highly knowledgeable.  
- The sample does not receive information on the harmful effects of alcohol in store or from the employees. |
## Empirical findings

### In store communication

| Influence on the attitudes & behaviour | Most of the participants have positive attitude towards the depicted information.  
| | Being student affects the perception (e.g. lack of money or limited experience with wine).  
| | Irresponsible behaviour is due to their student life (e.g. no responsibilities).  
| | Most of the participants would follow the advices of employees or the in store communication (e.g. buy a specific type of wine) |

### Advertisement on group pressure

| Influence on the attitudes & behaviour | The fact that this video depicts the reality influences strongly the attitudes.  
| | It is an “eye-opener”. Student realise how senseless social pressure is.  
| | Half of the sample changed their behavioural intentions. Stop putting pressure on surroundings or stopping others from doing it.  
| | The other half is not influenced:  
| | - They do it only with friend and thus, consider it as “safe”.  
| | - They consider their own behaviour as responsible. |
### Informative advertising

**Influence on the attitudes & behaviour**
- Overall positive attitude towards the messages.
- Change in the perception of harmful effects of alcohol for half of the interviewees.
- The other half does not feel concerned. Being student implies that they do not feel the need to be responsible.
- Swedish students are overall highly aware of the harmful effects of alcoholic beverages.
- Most of the respondents will not change their behaviour, they feel in control of their habits and patterns.

### Student health-campaign

**Influence on the attitudes & behaviour**
- The majority of the students can identify themselves with the message. This increases the influence on the attitude.
  - Encourage them to think about and reconsider their drinking behaviour.
- However, some respondents do feel influenced.
  - They are already aware of these facts.
  - For some of them, drinking only has positive effects.
- Almost no influence on the behaviour. The students feel that they are responsible and that they have control over the amount they drink.

**Overall influence of Systembolaget’s communication**
- The video on the group pressure has the most influence on students (attitudes & intentions). It depicts the reality and make individuals realise that the exemplified behaviour is absurd.
- Some students feel educated by Systembolaget and are conscious that they drink less and more responsibly.
- Others do not feel affected:
  - Their patterns are already responsible.
  - Systembolaget influences their attitudes but not behaviour.
V Analysis

The following section presents the analysis of the results. In other words, the raw data from the previous section is analysed using the two theories. It will allow to emphasize facts that will enable to answer the research question.

After presenting raw data in the empirical findings section, we provide an analysis of the results. As previously argued, we considered it adequate to use content analysis to prevent missing valuable information. Moreover, the results from the 20 interviews present a wide range of information. Therefore, it is important to separate the empirical findings into several sections. Indeed, a well-structured analysis is essential to emphasize the main findings, and therefore, provide the required information for achieving the purpose and answering the research question.

Thus, as discussed in paragraph 2.7, the different sections of the analysis have been chosen according to the concepts of the proposed framework combining the TRA and the HMB (see Figure 3). As suggested by the framework, the intentions depend on several components, which means that the analysis starts with intentions, influenced by the attitudes, subjective norms, and the cues to action. Finally, intentions lead to the health-related behaviour; therefore, the last section of this chapter is allotted to the behaviour, as it is the final component of the proposed framework. To summarize, the several concepts selected allows to assess the influence of Systembolaget’s communication on the different components of attitudes, intentions, and behaviours and thus, be able to provide relevant conclusions for the research.

5.1. Intentions

5.1.1. Attitudes

As mentioned before, the attitude towards the behaviour is a person’s general feeling of favourableness or unfavourableness for that behaviour (Ajzen & Fishbein, 1980). For this study, the behaviour is health-promoting: reducing alcohol consumption. As suggested in Figure 3, we emphasize three factors for uncovering positive or negative attitudes: perceived threats, behavioural evaluation, and self-efficacy. Therefore, after analysing the three components, we are capable to determine the influence of Systembolaget on students’ attitudes and if this leads to intentions.
Perceived threats

The perceived severity and the perceived susceptibility are two components within the perceived threats. The aim of Systembolaget is to increase the perceived threats with their communication strategy and create intentions that lead to the health-related behaviour. Firstly, the two components are discussed separately.

The first element within the perceived threats is the perceived susceptibility. It refers to a person’s subjective perception of contracting a condition (Rosenstock, 1974). In this case, students assess the risk of developing health-related problems due to their drinking habits. Overall, perceived susceptibility has no major influence on the students’ attitudes. Furthermore, the main concern for excessive alcohol consumption is becoming addicted. However, student life and the concomitant pressures makes it problematic for individuals to assess their dependence. Indeed, Swedish students admit that their current lifestyle is related with hard-work and intense partying (Montes et al., 2017). Additionally, as Erevik et al. (2017) discussed, students drink more than their non-university peers. However, the empirical results show that none of the students admits drinking more than their surroundings, which means that most students are not aware of their own drinking behaviour. They always blame the student life for drinking alcohol and therefore exclude the possibility of being addicted.

One of the health problems emphasized by Systembolaget is excess weight. When showing the negative effects in the form of calories, the company aims at increasing the desirable behaviour (Campbell et al., 2011). However, when it comes to alcohol, most of the Swedish students do not feel concerned about their body. One of the aims of health-related messages according to Campbell et al. (2011), is to deliver information for students to control their drinking behaviour. After receiving information, students can make their own decision to engage, or not into the health-promoting behaviour (Gattis, 2014). In this situation, Systembolaget communicates on physical harmful effects and it does not influence their attitude. Therefore, it does not lead to intentions. Moreover, student life is a crucial factor. In fact, students admit that it will affect them more in a later stage of their lives. Currently, the perceived susceptibility is low since there is no fear or concern of contracting a condition and therefore, there is no influence on students’ attitude.
The perceived severity refers to the subjective assessment of the severity regarding the potential consequences after consuming alcohol (Janz & Becker, 1984). Swedish students know the underlying thought of Systembolaget commencement, which means that they are aware of the seriousness of problems that alcohol causes and caused in Sweden. Additionally, students are aware of the high-risk drinking behaviours in Sweden; over-consumption of alcohol is a well-known problem (Erevik et al., 2017). Thus, as argued by Erevik et al. (2017), Scandinavian culture plays a vital role in the high perceived severity present among the students. Since alcohol consumption is a familiar problem, students grasp the damage it can cause to their surroundings (Rosenstock, 1974). Personal experience is, therefore, essential in their perception (Rothman, Salovey & Eisenberg, 1997). Consequently, the perceived severity increases.

As discussed by Ling, Piew & Chai (2010), advertising triggers changes in consumers’ attitudes and indeed, favourable attitudes occur for most students after being exposed to advertisements where Systembolaget presents different facts about the harmful effects of alcohol. Moreover, they are surprized by the numbers and thus, the perceived severity increases. Therefore, when using informative advertising to present facts on the harmful effects of alcohol, Systembolaget creates favourable attitudes, leading to intentions (Lister, 2016). Likewise, lifestyle is a determining factor for perceived severity, students are less sensitive to an advertisement with topics like child abuse. In other words, the influence on attitudes is insignificant when advertisements do not reflect the reality of student life (Wang, Zhang, Choi & D’Eredita, 2002).

Furthermore, Wolburg (2001) stresses that a successful way of communicating is to ensure that it affects individuals personally. Indeed, with the student health campaign, the company focuses on individuals’ belief about alcohol and describes multiple reasons students have for drinking. The fact that students can relate this message to their situation intensifies the perceived severity and creates favourable attitudes.

Finally, perceived threats are a significant factor for influencing intentions. Moreover, where the perceived susceptibility is low, the perceived severity is high. As discussed by Rosenstock (1974), is it crucial that students are convinced by the fact that alcohol can personally harm and affect people’s lives. As shown in the results, the communication strategy of Systembolaget affects students when showing real-life occurrences, in the form of exemplified behaviours, relating to their own lifestyle.
Hence, as discussed by Wang et al. (2002), the alcohol retailer personalises the message to generate maximum response and therefore, create favourable attitudes.

Nevertheless, culture plays part in the awareness and perceived seriousness among students. However, Systembolaget is part of the Swedish culture and the alcohol retailer has a long-term influence on students. We agree on the fact that there is a strong relationship between providing information and consumers’ attitude towards advertising (Haghirian & Madlberger 2005; Ducoffe 1996; Ramaprasad & Thurwanger, 1998). Indeed, delivering suitable information increases the perceived threat, influences the attitude and thus, intensifies the intentions of students to engage into health-promoting behaviour.

**Behavioural evaluation**

Behavioural evaluation refers to the perceived outcomes of drinking alcohol. Aspects to be aware of, are the barriers and benefits for engaging in the health-promoting behaviour together with the general behavioural beliefs.

The benefits lead to certain preventive actions to decrease the risk of suffering from a certain illness (Janz & Becker, 1984). Students are aware that engaging in the responsible behaviour will profit their physical condition. However, the majority does not currently care about their bodies. Another benefit is the money students will save. Therefore, there is a high influence of the modifying variable: being student. It plays a key role in the limited amount of money individuals can spend on drinking. However, although the students acknowledge several benefits, they have concerns regarding the barriers that retains them from reducing the amount drunk.

Furthermore, Sapp & Weng (2007) argue that a person truly has to believe in the fact that reducing or stopping drinking will benefit her. However, in this case, beliefs are absent and thus, attitudes are unfavourable. In fact, the positive outcomes or drinking overcome the positive consequences of a responsible behaviour. Indeed, several studies emphasize that positive expectancies overcome the negative aspects (Montes et al., 2017; Wicki, Kuntsche & Gmel, 2010). According to the results and the proposed model, one of the benefits is to save a considerable amount of money. Nevertheless, the study emphasized that students ignore the benefits and this finding is similar to other studies (Montes et al., 2017; Wicki, Kuntsche & Gmel, 2010).
Furthermore, a barrier for engaging in the health-promoted behaviour is socialisation. Indeed, the amount drunk has a positive influence on the student atmosphere (Van Damme et al., 2016). The majority drinks alcohol to socialize and “have fun”, therefore, drinking less makes it more difficult for students to get acquainted. Additionally, students attend several social events during the year where alcohol is a determining factor in making it a success. Van Damme et al. (2016) stress that students are easily influenced by others. Indeed, they acknowledge that drinking is part of the event and surroundings deciding to drink are a crucial factor of influence. Thus, favourable attitudes are difficult to create since student always drink together.

Moreover, Swedish students appreciate their food when it is associated with a tasty bottle of wine. Therefore, another barrier is that reducing their alcohol consumption would put a stop to such combinations. Likewise, students are willing to learn more about diverse types of wine, which means that the learning process is in opposition with the health-promoting behaviour.

To conclude, students must consider whether the benefits are worth the possible expenses (Janz & Becker, 1984; Wang & Li, 2015). Hence, they argue that saving money and being healthy does not outweighs the barriers, which means that the attitudes are unfavourable and do not lead to intentions.

**Self-efficacy**

The self-efficacy deals with the belief of the individual, whether he or she has the competence to successfully stop a long-term behaviour (Glanz, Rimer & Viswanath, 2008). This last component added to the HBM is suitable for this study since the health-related behaviour is to quit or reduce irresponsible alcohol consumption. Swedish students instigate the impression that they are conscious of their drinking patterns and aware of the consequences. Indeed, this is mainly due to Systembolaget’s messages that provided individuals with information and knowledge about alcohol. Moreover, the study load distributed throughout the year can retain them from drinking weekly. Likewise, during the exam period, students have no difficulties putting their reckless patterns on hold. Therefore, it seems that students are capable of successfully stopping the behaviour if willing to do so. As mentioned before, student life is associated with heavy drinking which makes it difficult to clarify whether individuals are suffering from an addiction or not (Montes et al., 2017). Thus, the period following student life will enable to establish if individuals have the competence to stop or reduce drinking.
Nowadays, drinking is part of the student life and as mentioned in Systembolaget’s communication: there is always a reason to drink (Systembolaget, 2018). Students perceive that they have the strength to engage into health-promoting behaviour since some of them drink only when they want to. Although, they admit the presence of a considerable peer pressure, self-efficacy is related to the own beliefs of individuals (Skog, 1985; Glanz, Rimer & Viswanath, 2008). Therefore, the high self-efficacy leads to favourable attitudes.

5.1.2. Subjective norms

It has been seen that social pressure is a crucial factor influencing alcohol consumption; some studies describe a collectivistic drinking culture (Skog, 1985; Erevik et al., 2017). Especially among students, there is a high influence of peers and individuals rely heavily on the drinking patterns of their surroundings. Similarly, the findings show that the main motivation for drinking is social: students drink to socialise. Alcohol consumption is highly related to groups and consequently, health-related advertising must concentrate on social factors to trigger responsible behaviours (Baranowki, 1989; Glanz et al., 2008). In fact, Systembolaget’s communication strategy pays a special attention to depicting emotions using family and friends (Systembolaget, 2017).

Additionally, within the subjective norms, there is a high influence of a modifying variable: the age. Indeed, developing an addictive behaviour is easier for young people, partly due to social factors (Erevik et al., 2017). As a result, Systembolaget’s communication aims at triggering socially-responsible behaviour when it comes to alcohol consumption. Moreover, Rothman, Salovey & Eisenberg (1997) stated that personal experience is a crucial factor of influence for health-related advertising. In this case, it has been noticed that, among Swedish students, the high misconception of peers’ drinking habits and patterns decreases the influence of the depicted messages. Therefore, the students’ normative beliefs can reduce the influence of Systembolaget’s communication (Trongmateerut & Sweeney, 2013). This is consistent with the findings of several studies; individuals almost always consider that their surroundings consume more alcohol than them and, as a result, they perceive their own patterns as responsible (Montes et al., 2017; Su et al., 2018).
Besides, using narrative content has shown more effectiveness when it comes to health-related behaviour and attitudes (Kang & Lee, 2017). Likewise, the narrative content in form of exemplified behaviours depicted in Systembolaget’s messages has a strong influence on student’s intentions to drink less and more responsibly.

Dramatization has been commonly used in anti-drinking campaign to depict the harmful effect (Muller et al., 2011; Becheur & Das, 2018). However, for Swedish students, it is crucial that the message reflects the truth since, in that case, dramatization is not effective to trigger certain social intentions.

Additionally, as previously mentioned, there is normalisation of high-risk drinking behaviours (Russett & Gressard, 2015). Consequently, Swedish students are aware of the peer pressure associated with alcohol consumption, but they do not feel its effects because student life made them accustomed to it. In this regard, Systembolaget’s message acts as a revelation for the selected population and triggers negative perceptions of these behaviours. In regards of more responsible social-related drinking habits, Systembolaget’s communication strategy demonstrated a positive effect on the intentions. In fact, providing quality information and expertise on alcohol implies that students will share the advices and thus, influence each other to opt for quality over quantity.

On the one hand, the sense of belonging is essential for students and therefore, stressing the influence of irresponsible behaviours on others highly affects their intentions to drink. Young individuals do not want to be perceived negatively when drinking. On the other hand, patterns such as binge drinking implies that students can fit in the group. Thus, it appears that social factors can diminish the motivation to comply (Cialdini & Trost, 1998). Health-related advertisement must target specific populations and among Swedish students, drinking patterns and personal experience differ and this can lessen the influence of the message.

Nevertheless, Systembolaget’s communication strategy has a significant impact on the intentions of Swedish students, related with social norms. They perceive the peer pressure differently and are increasingly willing to drink less and consume alcoholic beverages more responsibly.
5.1.3. Cues to action

In the case of Systembolaget, cues to action can be defined as factors that will increase the readiness of the targeted population to engage into responsible behaviour (Hochbaum, 1958). In other words, it refers to the whole communication characteristics which extends the influence of the message on the intentions to reduce the amount that they drink. First, as aforementioned the alcohol retailer aims at providing information, creating, and sustaining consumers’ awareness on the harmful effects of alcohol partly through informative advertising (Rubin, 2002).

In fact, if informative advertising is about presenting facts, Systembolaget also uses content marketing to help students understand alcohol, its characteristics, effects, and the ways to drink it responsibly (Lister, 2016; Gattis, 2014). In this regard, the multichannel messages have a strong impact on Swedish students’ intentions. Indeed, the young targeted individuals’ experience with the alcohol retailers’ education allows them to be aware of the effect of irresponsible behaviours and thus, decrease their intentions towards irresponsible patterns.

More specifically, we identified that the fact that Systembolaget uses narrative content to depict exemplified behaviours triggers positive response. In fact, anti-drinking advertising must target individuals and group of individuals very specifically by considering various personal factors and other demographic variables (Glanz et al., 2008). In fact, when students are identifying their behaviour or personal experience in a specific advertisement, the intentions to decrease their alcohol consumption are drastically strengthened. Furthermore, the specific cues to action are reducing the number of individuals that do not feel affected by alcohol for assorted reasons such as not feeling any dependence. As stated before, selecting the relevant appeals and strategies on the relevant population implies an amplification of the advertisements’ effects and this is valuable for Systembolaget (Baranowski, 1989).

Among students, there is an important lack of knowledge and in this regard, health-advertising’s objective is to inform and give more control to the targeted population (Wicki, Kuntsche & Gmel, 2010; Schenker & London, 2017). The several cues to action provided by the company fill a gap regarding the student’s knowledge and thus, give them more control over their drinking behaviour. The knowledge, availability and advices given by the employees also serves the similar purpose.
Consequently, it has been noticed that Systembolaget’s communication triggers more responsible attitudes and intentions. The targeted population intends to reconsider its drinking behaviour and the associated amounts drunk.

Besides, external cues to action include the accessibility of the store. Indeed, Swedish students drink less due to the opening hours, the distance, and the prices. This external motivation is part of Systembolaget’s strategy to decrease alcohol consumption in Sweden and it has been identified as effective among students (Systembolaget, 2017). Associated with the communication strategy, these are effective means to trigger responsible intentions among Swedish students. However, although dramatization has shown positive influence in anti-drinking campaigns, it has not been identified effective within Systembolaget communication (Muller et al., 2011).

Indeed, depicting the harmful effects using exaggerated traits and characteristics triggers a negative perception of the message. Moreover, the cues to action are not effective in all situations since older and more mature individuals do not identify themselves with the advertising specifically directed towards students. Similarly, individuals tend to find alternative solutions to the accessibility. Indeed, students buy more and stock, buy from other countries or assign one person to buy for the group.

5.2. Behaviour

5.2.1. Intention-behaviour gap

Within the consumer behaviour area, one of the main concept is the “intention-behaviour gap”. Indeed, following several types of influence, people might have the intention to change their behaviour. However, in some cases, individuals might not take any action, this is called the intention-behaviour gap (Sniehotta, Scholz & Schwarzer, 2005).

It has been emphasized in the previous sections that Systembolaget’s communication strategy has a relatively high influence on the attitudes and intentions of students. They are increasingly aware of the harmful effects of alcohol and willing to drink less or more responsibly. In the proposed model for the analysis of health-promoting behaviour and intentions, the several factors are directly linked to behaviour (see Figure 3). This suggests that there is a connexion between intentions and behaviour. However, the analysis of the intention-behaviour gap shows that there is an important discontinuity.
Indeed, in line with the literature, we reported that the modifying variable’s influence is strong since being a student implies modifications in both consumption patterns and advertisement’s perception (Erevik et al., 2017; Glanz et al., 2008).

Swedish students feel that they have control over their behaviour and thus, do not deem Systembolaget’s influence valuable. Likewise, health-related communication aims at providing individuals with information to give them control over their behaviour (Campbell et al., 2011). Subsequently, consumers must make their own decision (Gattis, 2014). Similarly, Systembolaget’s advertisements do not trigger changes in the behaviour but enhance individuals’ responsibilities. It has been stressed that the education of Systembolaget provided on the long-term has been successful since students are aware of the consequences of over-consuming alcoholic beverages. However, this awareness does not automatically lead to responsible behaviour.

Swedish students’ belief on their drinking behaviour is not objective and thus, some of the behaviours remain irresponsible. This is due to the collectivistic drinking culture, highly noticeable in a student environment (Skog, 1985; Montes et al., 2017).

Although the impact on intentions is homogeneous, the influence on the behaviour is heterogeneous. It has been stressed that health-advertisement influence has to be personalised and use specific appeals and, in this case, there are disparities resulting from differences in personal experience and current consumption habits (Glanz et al., 2017). In that case, in store communication and expertise from the employees have the most influence. In fact, becoming mature implies that Swedish students are increasingly seeking for quality drinking and knowledge. As a result, they are more receptive to Systembolaget’s expertise depicted in the communication.

In regards of the behaviour, the literature associated with the data collection provides relevant insights. Indeed, when it comes to health-related communication, triggering responsible behaviours is challenging and must be done through very specific information and appeals. Individual experiences and situations differ and therefore, adapting the communication to the different target groups is essential. In the case of Swedish students, providing information and appeals allow to increase awareness among the individuals but the communication itself does not demonstrate much impact on the drinking behaviours and patterns.
5.3. Summary

**Attitudes**
- Increased awareness:
  - Students feel in control of their behaviour
- However:
  - Students do not feel concerned or affected by the injurious effects
  - Perception of the positive outcomes of alcohol still overcomes the harmful effects

**Health-promoting behaviour**
- Insignificant influence on behaviour
- Being student implies a bias in the perception: increase in irresponsible behaviour
- Counteractions to the advertisements' effect: high intention-behaviour gap
  - High influence of social factors
  - Normalisation of high-risk behaviour

**Intentions**
- Increase intentions to consume responsibly:
  - Depicting social behaviours related to surroundings is an effective appeal
  - Systembolaget's accessibility is an additional motivation to reduce the amount drunk

*Figure 5: Summary attitudes, intentions, and behaviour*
VI Conclusion & discussion

The following section will present the conclusion of the research. In fact, it will not only conclude on the results but also on the research process and the several research objectives. Additionally, this concluding section will enable to present a discussion in regards of the study. It will allow to assess the strengths, weaknesses, the academic, and managerial contributions of the study and lastly, the suggestion for further research.

6.1. Conclusion

The purpose of this study was to get a deeper understanding of the communication strategy developed by Systembolaget and the extent to which it affects the consuming behaviour of Swedish students. The following research question guided the investigation: “How does the communication strategy of Systembolaget affects the consuming behaviour of Swedish students?”. By collecting primary data in the form of 20 in-depth interviews, we found information for the specific research objectives. In fact, the primary data provided new and unique findings to support the study. Additionally, the secondary data reinforced the empirical findings, achieve the purpose of the study, and successfully answer the research question. Furthermore, the proposed model has proven that the different components of the two theories were helpful to analyse the empirical results.

To present an adequate and complete conclusion, we answer the research question together with the sub-research questions.

SRQ1: How does the communication strategy of Systembolaget affects the attitudes and intentions of Swedish students towards alcoholic beverages?

Overall, Systembolaget’s communication generates favourable attitudes. This is due to the exemplified behaviour associated with informative advertising. In fact, using narrative content to reflect the reality of student life together with delivering relevant information triggers favourable attitudes. Indeed, after observing multiple advertisements, a recurrent insight is that all students process the information and consider the messages.
Moreover, where on the global scale students lack knowledge, Swedish students emphasize their awareness of the harmful effects of alcohol, showing that the store is achieving some of its goals (Wicki, Kuntsche & Gmel, 2010). Nonetheless, students’ perception of the positive outcomes still outweighs the harmful effects and they, generally, do not feel concerned or affected by the negative consequences.

Moreover, the several actors leading to attitudes trigger intentions towards health-promoting behaviour. Indeed, depicting social behaviour using surroundings in the messages is an effective strategy. Additionally, Systembolaget’s accessibility is an additional motivation for students. As a result, both intentions and attitudes are positively affected by Systembolaget’s communication.

**SRQ2: How does the communication strategy of Systembolaget affects students’ drinking behaviour?**

Previous literature associated with primary data allows to affirm that although Scandinavian culture is highly related to alcohol, Swedish students do not drink more than students in general (IQ, 2018; Erevik et al., 2017). However, as discussed in the intention-behaviour gap in chapter 5, the main finding is that the intention towards health-promoting behaviours increases. After capsulizing the entire study, we concluded that Systembolaget is positively educating students on the harmful effects of alcohol together with individuals’ responsibilities. Nevertheless, affecting the drinking behaviour seems unfeasible for the store. Indeed, being a student implies subjective perception and thus, irresponsible patterns. Additionally, the high influence of the surroundings associated with the normalisation of heavy drinking retain students from engaging into health-promoting behaviour.

The quantity of alcohol drunk is something that students decide independently of the influence of the alcohol retailer. In fact, the findings, and the literature show that Systembolaget’s communication aims at delivering information to change beliefs and attitudes rather than directly triggering certain behaviours. Moreover, each person gets affected differently by the communication strategy of the store. Indeed, individuals are influenced by many factors such as personal experience and this makes it challenging for Systembolaget to guide everyone towards the health-promoting behaviour.
Finally, for the sample, drinking is part of the lifestyle. However, not all students favour the taste but consume alcohol due to the social events where it contributes to the socialisation process. Indeed, the study showed that Systembolaget is using effective advertising strategies. Therefore, Systembolaget is able to affect the consuming behaviour on a certain level when showing a specific advertisement to the right population group. With the use of informative advertisements, in-store communication and health campaigns, the firm indeed grasps the attention of individuals and educate them regarding alcohol consumption. Their influence on attitudes and intentions appears to be effective. Nevertheless, an actual change in the behaviour asks for a different kind of influence, stronger, more specific, and personalised. Indeed, among the different tactics used by the alcohol retailer, personal in-store advices showed the most effectiveness in changing the behaviour. As the aim of Systembolaget’s communication is to trigger attitudinal and intentional changes, it can be concluded that the company is successful in attaining its goals.

6.2. Limitations and strengths

Firstly, both researchers are not capable of understanding the Swedish language. Therefore, this is a limitation since most of the articles and other published content regarding Systembolaget are in Swedish. Likewise, research and translation were needed to collect secondary data and gain knowledge about the subject of interest. Fortunately, the responsibility report of the company is published in English. In general, alcohol is for most individuals a personal, or even a taboo topic to discuss. It is a familiar phenomenon that interviewees wish to make themselves socially desirable when discussing their drinking and buying behaviour. Similarly, this limitation is known as the social desirability bias. Indeed, it can occur that a participant provides an answer in order to be accepted and appreciated. Naturally, we must assume that the respondents are honest since we cannot verify the answers.

One of the main strengths of this study is the proposed model made by the researchers. The combination of the TRA and the HBM made it possible to use a variety of components to analyse the attitudes, intentions, and behaviour of students. Indeed, the HBM gave a positive extension to the TRA and contributed to designing the questionnaire together with configuring the clear analysis of the empirical results.
Furthermore, another strength is the large sample of 20 semi-structured interviews which offered a wide range of primary data. Likewise, the equal amount of men and women is one of the factors that makes the sample representative. Lastly, the final strength is the uniqueness of the topic chosen regarding the entire study. Indeed, no qualitative research was previously conducted and published on the subject of interest, even from the alcohol-retailer. The company published an annual report depicting mostly numbers and facts. A study providing deeper insights regarding their communication strategy is unique and can be used for evaluating their performances.

6.3. Contributions

Academically, this research adds some knowledge to the consumer behaviour research area. Indeed, it fills a gap in regards of the perception and consuming behaviour of Swedish students associated with a specific brand. Systembolaget is part of the most distinctive features of Sweden and it has a well-defined purpose, strongly linked to Swedish inhabitants and more particularly, young individuals. Their mission of education is understood by consumers but there has been no research on the effectiveness of the communication strategy implemented by the alcohol retailer. More specifically, the results of this study will be helpful both for further research in the alcohol-related behaviours and influences in Sweden and for Systembolaget to apply some changes in the appeals and tactics used. The findings of this study can help other non-profit organisations to influence the consuming behaviour by modifying their communication strategy. Likewise, companies with the same aim as the alcohol retailer (informing the consumer), can benefit from the fact that different communication tools are assessed in the study.

6.4. Managerial implications

The findings of this study can be beneficial for Systembolaget for future decisions regarding the communication strategy. Indeed, one of the purposes of this research is to influence the way managers think together with their way of executing business operations. Firstly, the alcohol retailer can consider emphasizing the harmful effects of alcohol in the in-store communication. Swedish students stress that the commercials have a certain influence on their attitudes. Likewise, seeing the advertisements and hearing the statistics is shocking for most of the students.
However, when entering the store, these facts and numbers are forgotten and as discussed in the analysis, it decreases the likeliness of engaging into the health-promoting behaviour. Hence, depicting this information in the store is a way to trigger students’ responsible attitudes and thus, influence the buying and drinking behaviour before the purchase. There is a need to influence students to feel more concerned about the negative outcomes and their susceptibility of being affected. As an improvement in the message framing, the firm should emphasize the problems that can occur, especially for students, and that it can affect all individual.

It has been seen that using exemplified behaviours depicting reality without using dramatization is an effective way of influencing Swedish students. Additionally, within the health-related communication area, gain-framed messages depicting positive outcomes showed more effectiveness when it comes to responsible behaviours. As a result, Systembolaget should implement changes within the communication strategy to put more focus on this type of messages.

Furthermore, most of the students claim to see the advertisements of the store on television, while social media is a rare answer. Therefore, with the rise of different social media platforms and knowing that most students own a smart-phone, Systembolaget should work on their social media advertising. The commencement of Netflix and other similar parties are contributing to the abatement of watching television, which means that the company must use other communication tools more effective to reach students, and consumers in general.

6.5. Suggestion for further research

This thesis offered relevant insights about the influence of Systembolaget’s communication on Swedish students. Further work includes a focus on other populations to be able to compare and emphasize the factors of influence. Besides, it would be interesting to investigate the effect of certain type of advertisement such as gain-framed, loss-framed related to responsible drinking behaviour. It would allow to provide relevant advice to companies willing to communicate on these health-related behaviours.

Systembolaget is partly evaluating the effectiveness of their missions through sale figures and one could wonder about the other ways of assessing responsible behaviours. Consequently, further research could include an evaluation of specific patterns and habits such as binge drinking concomitant Systembolaget’s education.
Lastly, it has been seen that the government-owned company is a distinctive feature of Sweden. In this regard, appraising the impact of anti-drinking campaigns in other countries would enable to compare and thus, provide relevant information for Systembolaget to implement its communication strategy. Such studies would enable to provide further advices and measurement of advertising’s effectiveness accompanying health-promoting behaviours.
References


Hammer, E., Petrovic, A. (2016), Are we positively or negatively affected?: A study on how people react to food-related communication messages. (Unpublished master’s thesis). Jönköping University, Jönköping, Sweden


### Appendices

*Appendix 1: Interview guide*

<table>
<thead>
<tr>
<th>Clarification of the topic</th>
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<tbody>
<tr>
<td>Systembolaget was created in 1955. By that time, Sweden was suffering from alcohol-related problems resulting in unemployment, violent death, diseases etc. Additionally, during the nineties, alcohol consumption among young Swedish was drastically increasing and to cope with this societal issue, the government created Systembolaget.</td>
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<table>
<thead>
<tr>
<th>Purpose of the interview</th>
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<tbody>
<tr>
<td>The purpose of this interview will be to question you about your perception and attitude towards Systembolaget’s advertising. We are writing our thesis about “Systembolaget’s communication strategy and its effect on Swedish students”.</td>
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</table>

<table>
<thead>
<tr>
<th>The interview</th>
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<tr>
<td>This interview is semi-structured: it means that we have existing questions and depending on the answers, we will use probes to get additional thoughts or opinions.</td>
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<table>
<thead>
<tr>
<th>Confidentiality</th>
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<tbody>
<tr>
<td>In a matter of confidentiality, we will not disclosure your name or other personal information about you. The participants will be coded as female 1, male 1, etc. Although, your age and status (student) will appear in the results of the interviews.</td>
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<th>Recording</th>
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<tbody>
<tr>
<td>Do you agree that this interview is audio-recorded? It is just for our personal use and the recording will not be published or showed to anyone.</td>
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<table>
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<tr>
<th>Questions</th>
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<tbody>
<tr>
<td>During the interview, if you are not sure of the meaning of a specific question, feel free to ask for more details or information. You are also welcome to ask questions at any moment.</td>
</tr>
</tbody>
</table>
If there are some questions that you do not want to answer for personal reasons, you are free to decline.

<table>
<thead>
<tr>
<th>General questions</th>
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<tr>
<td><em>One interviewer takes notes and the other questions the participant.</em></td>
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</tbody>
</table>

- How many times a week/month do you consume alcohol?
- How often are you going to Systembolaget?
- To your knowledge, how often do your surroundings drink?
  - Friends?
  - Family?
- What are your main reasons or motivations for consuming alcohol?
- Systembolaget is the only store allowed to sell alcoholic beverages above 3.5%. How does this influence your buying behaviour?
  - Accessibility?
  - Distance?
  - Opening hours?
- What do you think is the main message/strategy of Systembolaget?
- Where do you mainly see advertisements from Systembolaget?
  - Television?
  - Internet?
  - In-store?
  - Social media?
  - Cinema?

Systembolaget states in its Responsibility Report: “*We must sell alcoholic beverages responsibly, offer a top-quality service, and provide information on the harmful effects of alcohol*”.

- In which way do you think Systembolaget fulfils this statement?
  - Do you ask or receive advices from the employees?
  - Do you find in store information on the different kind of alcohol?
Show the two flyers and the poster.

Systembolaget uses this type of in-store communication to give advices and information such as association between food & alcohol.

➢ Which of these three printed information would be the most valuable for you?
  • General information about wine and health
  • Specific information about a variety of wine
  • Association between wine & food

➢ Why?

➢ How would this in-store advice modify or influence your decision-making process?
  • For example, if you organise a dinner and you see these flyers, how would it influence your buying process?
  • How would this influence your decision to buy certain kind of alcohol? Or even alcohol in general?

Videos: informative advertising

Show the videos: calories & alcohol and society & alcohol.

➢ What comes to your mind when observing these advertisements?
  • What do you think is the aim of Systembolaget?

➢ How is this advertising influencing your perception of the consequences of alcohol consumption?
  • Were you aware of these facts and numbers before?

➢ Regarding the message they want to convey, how would this affect your decision-making process next time you enter Systembolaget?
Show the poster and the radio spot part of the campaign on students’ drinking behaviour.

For most people, student life is associated with an intense social life, party, new friends, and alcohol.

➢ What comes to your mind when seeing these advertisements?
   ● What do you think is the aim of Systembolaget?

➢ How would these messages have an influence on your perception regarding your drinking behaviour associated with your student life?

Video: group pressure

Show the video “Va som folk” on group pressure.

➢ What comes to your mind when observing this advertisement?
   ● What is the aim of Systembolaget?

➢ Did you already witnessed individuals influencing others to drink during parties?
   ● Do you often perform such behaviours?
   ● After seeing this video, how would you consider such behaviours?

Conclusion

After seeing all these different advertisements:
- In store poster and flyers about alcohol & food.
- Videos with facts and numbers about alcohol (calories, number of people addicted)
- Part of a campaign on student drinking habits (poster and radio spot)
- Video on the influence of surroundings

Show the advertisements again if necessary.

➢ Which message has the most influence on you?
   ● Why?

➢ After seeing all these advertisements, what influence would you say Systembolaget’s communication has on you?
   ● Your perception of alcohol consumption?
   ● Your future buying behaviour?
➢ What is your age?
➢ What is your status?

*The interviewer takes notes on the gender of the interviewee.*

Appendix 2: In store-communication, health & wine, from Systembolaget, Jönköping
Appendix 3: In-store communication, wine & food, from Systembolaget, Jönköping

First side

Vi får ofta frågan "Vad dricker jag till ost?". Olika drycker passar till olika ostar. Det behöver inte vara svårt att kombinera ost och dryck.

Här får du tips och råd om hur du kan kombinera din favoritost med passande drycker, och en vägledning i hur du bygger ihop en bra ostbricka.

Den svenska ostbrickan...


I praktiken finns det inte hela världen. Precis som i andra stora ostländer som Italien och Spanien väljer man ofta ut 2–3 ostar, som liknar varandra i smakintensitet. Om man väljer på det sättet blir det betydligt enklare att hitta klocktippa kombinationer med dryck. Ett annat tipps kan vara att välja ostar från en och samma region och sedan välja en dryck från samma plats.

Tips & tillbehör

Trevliga tillbehörsmedel är exempelvis såtadkex, lokaler och potatis, oavsett att för alla kex, ostarna är ofta saltas nog i sig.

Söta tillbehör som söta kex, matrader, honung och söta frukter bakar ofta upp stället och unami i ostens flera små bitar. Många tillåter det socker och såda och väljer att drikka dryck en dryck där du får socker tillbehör.

Många lagrar en klassisk vintränare på sin ostbricka vilket förekommer och kan ställa till det om man vill dricka Justine till sin ost. Synas och fruktfullt sötslockar i vindräktersna krockar sålpaden med synas i vinet och effekten blir lite som att dricka en citrus.

I princip allt öst samt snus slät vid rumstemperatur. Friska skåler av desta är en eller två bitar innan den ska finnas. I flera galenter finns en mer smakrik upplevelse.


Lär mer om ost och dryck.
OSTFAMILJERNAS

VITMÖGELOST

De vitmögeloster som de flesta känner till är Revé och Cambemert.

Genomgående för dessa ostar är att de är milda och ketsiga. Det som har störst påverkan på smaken är om osten tillskrivs av plasterröran mjölk eller inte. En klassisk beklädning gjord på plasterröran mjölk är receptet mild i smaken, medan en plasterröran bröd de mest är betydligt mer smakrik med en tydlig ton av champignoner och nötter.


Color: torr

Vitt vin, fylligt 9-smakrikt

Alkoholfritt 6

En miljd plasterröran vitmögelost passar bra med både friska 6 fruktiga viner, exempelvis på dresviken sauvignon blanc är en klassiker till. Ett syrakt vetot 6 läskigt.

Vitt vin, frisk 6-fruktigt

Vetot 6

Alkoholfritt 6

GRÖNMÖGELOST


Den intensiva smakan, skikt och uransikt.matchas finst med en smakrik dryck med smak och ool. Söta vinar och portvin är klassiska loomparningar till dessa ostar. För den manigant kan det också vara apelsinnast att prova ihop med en draklott med lite ool, exempelvis en kirés.

Vitt vin, sött

Rött portvin

Alkoholfritt läskigt

GETOST


Då de flesta getoster har hög sysa passar den bra med drycker som också har hög sysa, frisk 6 fruktiga viner, exempelvis på dresviken sauvignon blanc är en klassiker till. Ett syrakt vetot 6 läskigt.

Vitt vin, frisk 6-fruktigt

Vetot 6

Alkoholfritt 6

KITTOST

Dessa oster har nästan alltid ett sott, orangefärgat skall och en speciell, lite stålgrå färg. De är halmiga till hård och har en liten och ketsig konstistens. Port sault, tallego och multer är exempel på vanliga kottost.

Dessa kalkbärs, kryddiga ostar passar ofta med en lik fylligt dryck, gärna med lite kryddiga ämnen.

Ett drygt 6 blommigt vitt vin på dresviken gewurzvintner är en klassiker. Ett annat exempel på passande dryck ö och en torr cider i fransk allt som helst. En alt i begåvad stil med lite söta och fyllighet brukar också fungera fint till.

Vitt vin, drygt 6 blommigt

Color: torr och alkovin

Alt

Alkoholfritt läskigt

HÄRDEST OST

Härdost, även kallad pressost, är ofta satte och mer eller mindre feta. Härsmåls里的 är bete fyllt på hur länge osten lagras. En en som lagrats länge blir smakrikt, mindre ketsig och mer grön i konstistensen. Exempel på några härdost eller västbottenost, parmesan, gorgonzola och preston.

Härdest passar med många olika drycker, både torra och söta. Härdostpassar vanligtvis söta och fylliga och passar däremfor med smakrika, fylliga drycker, gärna med marknade fruktvina eller babler. Det är också lätt att fatta uron i både alt och vitt vin som harmoniserar med de riktiga konstisternas men många härdostar.

Vitt vin, fylligt 6-smakrikt

Rött vin, dryftigt 6-söt

Rött portvin

Alkoholfritt läskigt

En passande dryck till Härdost blir en hög sysa för att möta sysan i osten samt hög sysa eller babler för att möta osten gräddiga konsistens.

Vitt vin, frisk 6-fruktigt

Muskatanritte

Rött vin, mjölk 6-härdigt

Alkoholfritt 6

Back side
Appendix 4: In-store communication, specific type of wine from Systembolaget, Jönköping

First side
En ökört konung

**Cabernet sauvignon** är utan tvekan en av de mest välkända blå druverna. Den odlas i princip hela världen och med sin klassiska karaktär av svarta vinbär, gräs och ceder, sin mörka färg och sin tydliga strävhet, har druvan gjort sig ett namn som kungen av de blå druverna. Cabernet sauvignon hittar du framför allt bland de fruktiga & smakrika och strama & nyanserade röda vinerna.

**USA och Chile**

Det finns flera distrikte runt om i världen som utmärker Bordeaux. En av de platser som jockats allra bäst med att skapa unika viner i världsklass är Napa Valley i norra Kalifornien. I Kalifornien uppvisar druvan mer generös frukt och en ökändhet som drar mot sydost, men även här kryddiga druvor och reellt rostade ekbladen. Tunninsider är även här påtagliga men ofta mer mognar i sin struktur och mer inhärdade i frukten. Till skillnad från i Bordeaux står cabernet ofta ensam i blandningen.

I cabernet från Chile är frukten lite mer utslag och ofta använda svarta vinbär. I Bordeaux så är det man inte misstänker på druvsorten här. Svarta vinbär i pari och minst ihop med gräs, vanilj och rostade fiskar arkär.

**Nyvässad blyertspenna?**

Så beskrivs ofta den karakteristiska doften associerad med ceder.

**Sydafrika**

Distriktet Stellenbosch i Sydafrika har gjort sig känt för sina eleganta men koncentrerande röda vin. Sydöstraurlandet är cabernet sauvignon representerat och deras doftar är både kraftiga och koncentrerade och ofta en liten rolig ton. Istället för gräs hittar man ofta grön paprika i doften.

**Sydafrika och Australien**

Distriktet Stellenbosch i Sydafrika har gjort sig känt för sina eleganta men koncentrerande röda vin. Sydöstraurlandet är cabernet sauvignon representerat och deras doftar är både kraftiga och koncentrerade och ofta en liten rolig ton. Istället för gräs hittar man ofta grön paprika i doften.

**Passar till**

- Fyllighet
- Smak
- Fruktar


**Är det svarta vinbär i vinnet?**

När det gäller cabernet kan man nästan tro det, men smakställningar är inte tillåtna och alla dofter och smaker kommer från druvan, tillverkning och lagring.

**Europa**


I Bordeaux blandas vanligtvis cabernet sauvignon med merlot och cabernet franc.

I övriga Europa hittar vi cabernet sauvignon i bland annat Toscana i Italien och i Priorat i Spanien. I Italien gick långa viner, som innehöll cabernet, under beteckningen superbordeauxviner då druvan inte tillhörde de tillåtna regionen.

**Tjockt skal ger färg och strävhet**

Cabernet sauvignonns druvor är små och har tjockt skal. Det är skalen som ger färg och strävhet och det är på grund av det tjocka skalen som vinet blir mörkt och strävigt.

**Till de fruktiga & smakrika vinerna från exempelvis Australien eller Chile är det gott med grillet kött med smakrika tillbehör. Exempelvis grillad entrecôte med rostade rotfrukter och bearb assaults.**

**Älskar fat**

En tuff druvor tål en hel del efterbehandling och cabernet villkomnar hjärtigt små, välrostade ekblad som ger toner av kaffe, choklad och vanilj.

När vinet får mogna gift sig fästräkten med frukten och ger vinet komplexitet.

**Mais现代化的** cabernet vinorna är inte fullt så sträviga. Till de fruktiga & smakrika vinerna med lite lägre strävhet passar det bra med lite lättare, men ändå smakrika, grillade rätter av fisk och fisk. Exempelvis grillad fisksköld med örter, smör och hönaallad.