

regular weekend night, number of drinks next time you want to have fun, number of drinks appropriate for a friend to drink and number of drinks appropriate for other students) on ordinal scales (i.e., 1=none, 2=1, 3=2-3, 4=4-5, 5=6<). Items were adapted from the required Smith et al. (2006) article.

*Company image.* Participants reported their perceptions of the company's image as ( $M=3.81$ ,  $SD=1.46$ ;  $\alpha=.88$ ) by reporting the degree to which they agree or disagree with five statements (i.e., would purchase from the company, company expressed responsibility, positive thoughts about the company, company promotes healthy behavior and like of the company) on a 7-point Likert scale (i.e., 1=disagree strongly and 7=agree strongly). Items were developed by the researchers for the purpose of this study.

## Results

Survey results showed that Hypothesis 1 does not have statistical significance between males and females because the significance value of .06 is greater than the scientific convention of alpha value .05. The results indicate that males ( $M=4.3$ ,  $SD=.84$ ) have a higher number of appropriate drinks to consume than females ( $M=3.7$ ,  $SD=.81$ ). Survey results showed that Hypothesis 2 has statistical significance between males and females because the significance value of .04 is less than the scientific convention of alpha value .05. The results indicate that males ( $M=4.00$ ,  $SD=1.53$ ) have a better image of the alcohol company than females ( $M=3.72$ ,  $SD=1.46$ ).

*Hypothesis 1.* An independent samples t-test was performed to compare the appropriate number of drinks thought to be consumed between participants viewing the Tanqueray

advertisement and participants viewing the Belvedere advertisement. Results indicated that there was a significant difference between the two groups,  $t(29) = 2.29, p < .05$ . The results indicate that participants who viewed the Tanqueray advertisement ( $M = 4.25, SD = .94$ ) have a higher number of drinks that they think are appropriate to consume than participants who viewed the Belvedere advertisement ( $M = 3.59, SD = .67$ ). Thus, hypothesis 1 was supported.

*Hypothesis 2.* An independent samples t-test was performed to compare the different perceptions of the alcohol companies based on participants who viewed the Tanqueray advertisement and participants who viewed the Belvedere advertisement. Results indicated that there was a significant difference between the two groups,  $t(29) = 2.21, p < .05$ . The results indicate that participants who viewed the Tanqueray advertisement ( $M = 4.41, SD = 1.60$ ) viewed the company as having a significantly better image than participants who viewed the Belvedere advertisement ( $M = 3.32, SD = 1.17$ ). Thus, hypothesis 2 was supported.

#### Discussion

The data confirmed that both Hypothesis 1 and Hypothesis 2 were supported. Both the Tanqueray advertisement and Belvedere advertisement are explicit in their own ways. Due to the difference in participant opinion, it was found that participants viewing the Tanqueray advertisement believed it was appropriate to consume a higher number of alcoholic beverages on any given night in comparison to participants viewing the Belvedere advertisement. Participants viewing the Tanqueray advertisement also believed that Tanqueray had a more positive company image than participants viewing the Belvedere advertisement.

Due to the findings, participants viewing the Tanqueray message will be more likely to consume a higher number of alcoholic beverages on any given day. In relation, they will feel that it is appropriate for their friends to consume a higher number of drinks as well. Being in