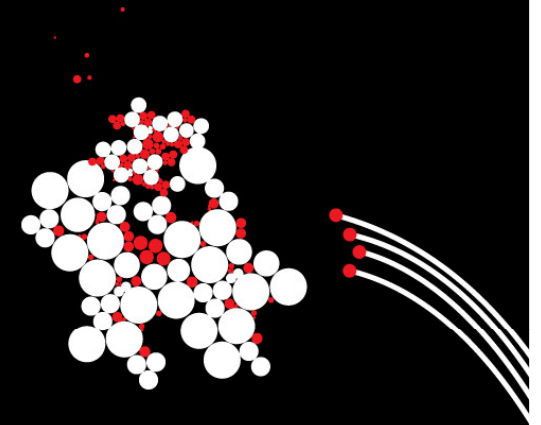


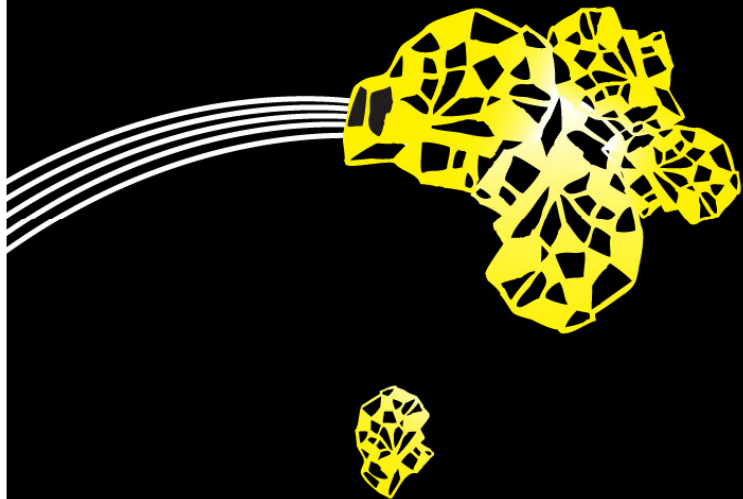
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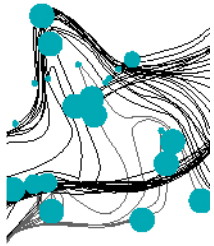


# WHY SHOULD I COMPLY?

A QUALITATIVE STUDY INTO REASONS FOR (NON-)COMPLIANCE WITH AGE LIMITS

Dr. Jordy Gosselt



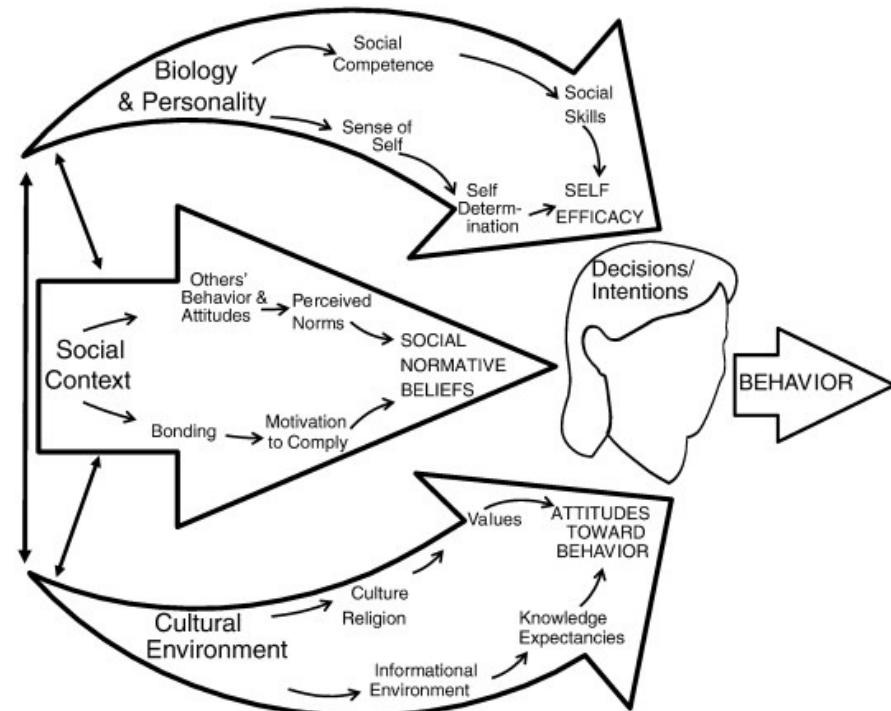


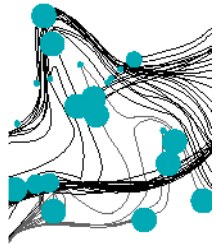
# THEORETICAL BACKGROUND: AVAILABILITY AS PREDICTOR



- Consumption influenced by many factors
- Theories + empirical studies: availability
- Theory of Triadic Influence (Flay & Petraitis)
- Type of influence
- Level of Influence:

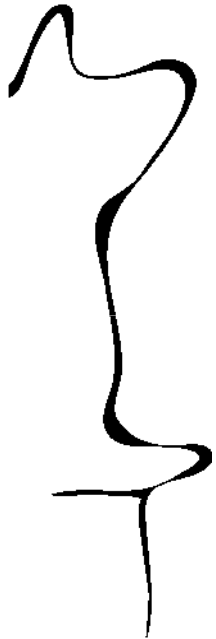
Proximal / distal / **ultimate**





## THEORETICAL BACKGROUND: AVAILABILITY AS PREDICTOR

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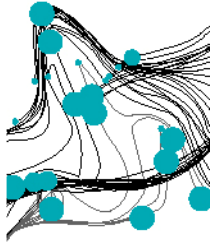


- Social availability
- Physical availability
- Economic availability
- Legal availability

Reducing availability:

- Legislation
- Self regulation
- Co-regulation





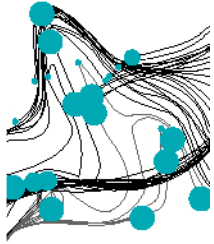
## THEORETICAL BACKGROUND: AVAILABILITY AS PREDICTOR

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- Reducing social availability (upbringing, norms and values)
- Reducing physical availability (licensing: nr and types of outlets, opening hours, products sold, characteristics outlet, other services, location)
- Reducing economic availability (minimum levels of taxation and/or pricing, limitations on price discounts and advertisements)
- Reducing legal availability (illegal to sell/serve intoxicated and underage customers)
- Age limits:
  - Threshold at which alcohol can be *sold* and/or *consumed*
  - Differences in purchasing/consuming age worldwide





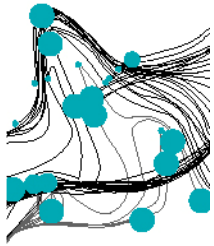
## EFFECTIVENESS OF AGE LIMITS

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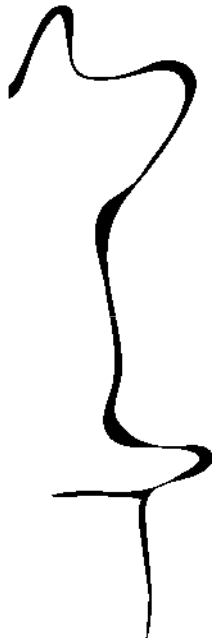


- Although governments and healthcare organizations are concerned about the health risks associated with the consumption of these products, industries are driven by profit, and customers may prefer easy access and affordable prices.
- Whether minors succeed in obtaining age-restricted products depends on both the relevant legislation and the extent to which vendors comply with these age restrictions.





## COMPLIANCE WITH AGE LIMITS

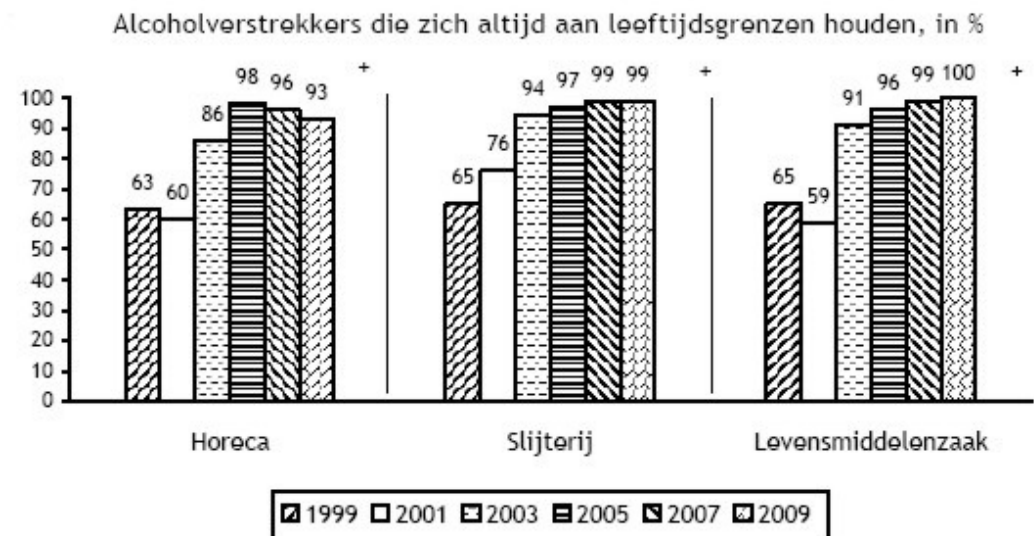


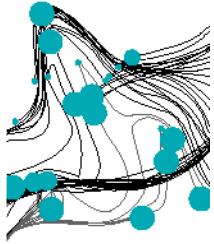
- How to measure compliance?
- Questionnaires: alcohol vendors say they accept and comply (e.g., Bieleman et al., 2010)
- Questionnaires: adolescents say buying alcohol is (very) easy (Dutch youth: 94%; e.g., Gallup Organization, 2008)

- Social desirability?
- Mystery shopping



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## MYSTERY SHOPPING

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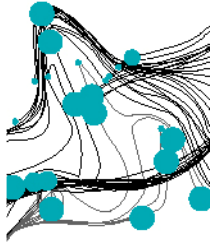
### Method:

- Adolescents visit alcohol outlets
- Mystery shoppers: “typical” 15-year old adolescents, recruitment
- Protocols (lie about age, show own ID), approval ethical commission
- Results: compliance between 0% and 50%

### Ethical/legal issues:

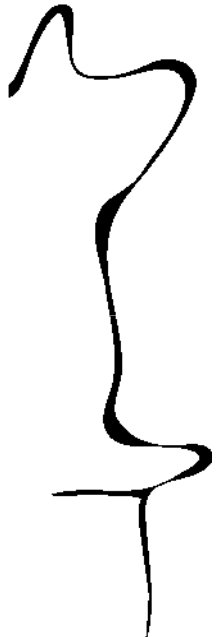
- Societal relevance of the research topic
- Inadequacy of more conventional methods (Hodges, 1988).
- Public nature of the events observed
- Avoidance of negative consequences for research objects  
(Hodges, 1988; Dench et al., 2004; ESOMAR, 2005).





## COMPLIANCE WITH AGE LIMITS

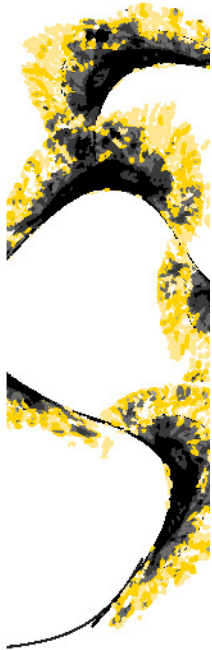
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- Descriptive studies worldwide: Compliance with age limits is problematic (Britt et al., 2006; Wagenaar et al., 2005; ....)
- Studies into the factors that may influence compliance (characteristics associated with outlet, vendor, buyer, purchase attempt itself)
- Studies into interventions that may influence compliance (education/training, raising purchase age, intensifying enforcement, personal feedback, mass media campaigns, technical solutions)
- Diagnostic perspective: Why is compliance low?
- Most prominent actors involved: vendors



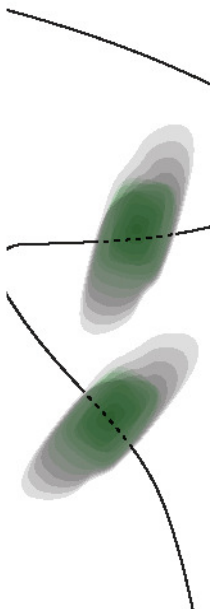




## METHOD

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- Purchase attempts 146 alcohol outlets  
(37 supermarkets, 26 liquor stores, 46 cafeterias, 37 bars)
- 4 adolescents tried to buy soft alcoholic beverage
  
- Interviews (telephone) with 106 vendors, nonresponse, introduction
- *Do you, or did you, undertake any action to prevent the sale of alcohol to minors?*
- *What are the main reasons to comply or not with the law that prohibits the sale of alcohol to minors?*
- *What would help to improve compliance?*





## METHOD

---

- Analysis: cross-sectional open coding; two coders (28%)
  - 1492 codes over 33 categories in Atlas.ti:
- |                                       |          |             |
|---------------------------------------|----------|-------------|
| ▪ Preventing underage sales           | 9 codes  | (kappa=.93) |
| ▪ Compliance-related issues           | 21 codes | (kappa=.85) |
| ▪ Reason (non-)compliance + solutions | 3 codes  | (kappa=1.0) |



## RESULTS: MEASURES TAKEN

Measure	Outlet type				Total
	Sup	Liq	Caf	Bar	
# interviews	29	24	32	21	106
Training own personnel	25	20	6	3	54
Information to the public	3	8	6	2	19
Setting higher age limit(s)	0	8	2	4	14
Internal support systems	4	4	0	3	11
Limiting secondary purchasing	2	3	0	2	7
Bouncers	0	0	0	5	5
Paying attention to other cues	0	1	2	0	3
Other actions	2	2	2	4	10
<b>Total</b>	36	46	18	23	123
Nothing (no need)	1	1	11	5	18

**Table 1: Current measures taken to prevent underage sales in supermarkets (Sup), liquor stores (Liq), cafeterias (Caf) and bars (Bar).**

*Note: One outlet may have taken more than one measure.*



## RESULTS: COMPLIANCE

		Answer		
		Com	NonC	Sol
<b>Knowledge</b>				
	(Knowledge of) rules	1	7	14
<b>Ability</b>				
	Secondary purchasing	0	39	2
	Estimating buyer's age	0	22	9
	Fear to intervene	0	20	5
	Aggression	0	23	1
	Reluctance to ask	0	9	6
	Relationship to buyer	0	10	2
	Busyness / time	0	12	0
	Unwillingness to ask again	0	9	1
	Use of fake ID's	0	5	3
	Total	0	149	29
<b>Motivation</b>				
	Intrinsic support	71	9	13
	Responsibility	8	38	33
	Blaming others	0	22	8
	Law-abiding nature	22	0	2
	Financial reasons	17	2	1
	Reputation	3	0	0
	Surveillance	0	5	4
	Integrated approach	0	0	4
	Total	121	76	65
<b>Other</b>		3	21	24
<b>Total</b>		125	253	132
<b>No issue</b>		0	6	0
<b>Don't know / no answer*</b>		6	13	17

**Table 2: Reasons for compliance (Com) and non-compliance (NonC), and solutions (Sol).**

*\*No answer was given on the question regarding why one would comply or not.*



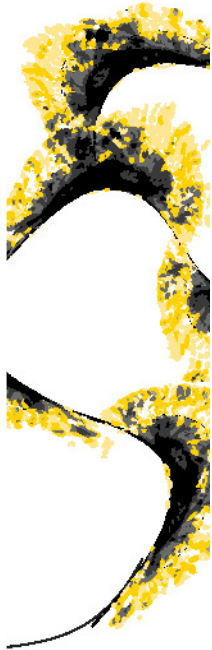
## DISCUSSION

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- 88 out of 106 vendors take measures to ensure compliance
- Compliance is only 18.5%

### Vendor level:

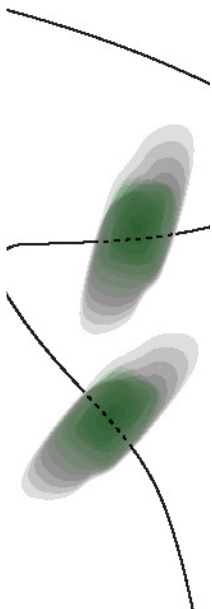
- **Knowledge:** know and understand the rules  
(mentioning age limits, age verification, vagueness, 1 age limit)
- **Ability:** capable to follow rules; practical barriers  
(aggressiveness, fear, fake IDs, secondary purchasing, estimating age, crowdedness)
- **Motivation:** willing to comply  
(intrinsic support, law-abiding nature, responsibility, blaming others, avoiding fines, reputation, surveillance)



## DISCUSSION

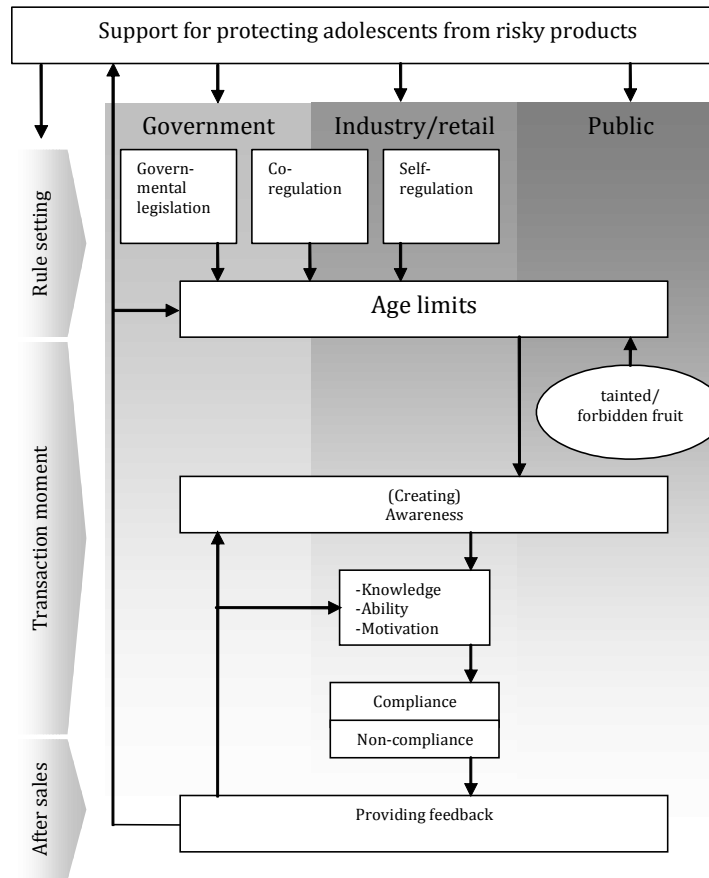
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- 2 approaches:
- Confronting vendors with positive and negative consequences of their current compliance behavior => **Feedback**
- Supplying vendors with information on the negative consequences of non-compliance / positive consequences of compliance => **Awareness**
  
- **Awareness of the importance of age limits**  
(in order to reduce ambiguities and increase motivation to comply)
- **Feedback in the form of external surveillance**  
(in order to affect perceived risk being caught and underlining legal basis)





# MODEL: COMPLIANCE WITH AGE LIMITS



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