

Consumer Behavior Faced By the Ban on the Sale of Alcoholic Beverages Whiskey Case of Lubumbashi, Drc

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ABSTRACT: The Congolese government had banned the consumption, manufacture and importation of alcoholic beverages containing whiskey of 45°C or more on the national territory. In the city of Lubumbashi, despite this ban, people continue to consume whiskey over 45°C on the market, there is an abundance of whiskey, which greatly favors banditry among young people. The object of study was for the researcher to understand the factors that influence consumers to continue to consume whiskey, the consequences of whiskey consumption on the population in Lubumbashi and the strategies that the Congolese government must put in place so that the population stops consuming whiskey over 45°C. The research applied both quantitative and qualitative approaches to collect and analyze data. The result showed that 70% of the population questioned is unaware of the ban on the sale and import of Whiskey at 45°C and 50% of the participants indicated that the factors which lead consumers to take Whiskey are favorable price, unemployment and the environment. The study therefore recommended that the Congolese government must make the population aware of the consequences of whiskey consumption on their health by setting up billboards to fight against whiskey consumption, put in place strong and firm measures at customs level to prohibit the importation of whiskey into the national territory.

KEY WORD: Whisky, Consumer, Government, Ban

I. INTRODUCTION

Nowadays the analysis of consumer behavior is an important step because the behavior and attitude of the consumer which allows companies to adapt in order to offer the most relevant products possible within a market. The consumer is at the center of all economic activity with a market economy, it is individuals who express their needs, their desires and push companies to produce goods that correspond to the consumer's desires (Judith, 2010). Starting from the market economy, we see the intervention of the government in economic activity to regulate the market by setting entry and exit rules to protect consumers against risky products and help companies to produce and sell authorized products on the market and on the market. National territory, the welfare state acts as an economic and social catalyst (Charton, 2015). The latter is responsible for the economic growth that it must regulate and the social well-being that it must ensure (social insurance). In a more restricted sense. This expression only designates the intervention of the State in the field of social protection (the government intervenes to protect individuals against the risks linked to employment, health, and the family. All living beings, men and animals need to drink to live, water has no taste but for some, it is not good to drink to make water more pleasant to drink.

This is how a large number of coffee drinks, tea drinks, drinks based on fruit juices were born finally, the alcoholic drinks that are the subject of this research. Since 2012, the Congolese government has banned the consumption, manufacture, and import of alcoholic beverages made from whiskey of 45°C or more on national territory. We have observed in the city of Lubumbashi despite this ban, people still continue to consume whiskey at over 45°C on the steps were found an abundance of whisky (Moser, 1974). That is, there is a gap between what should be and what it is supposed to be. Inevitably the consumption of whiskey over 45°C should decrease on the national territory precisely in Lubumbashi while the consumption of whiskey is still growing instead of decreasing. Is it this gap that will be the subject of our present study? The researcher must seek to understand the factors that influence consumers to continue to consume whiskey, the consequences of whiskey consumption on the population in Lubumbashi, and what strategies the Congolese government must put in place to stop whiskey consumption above 45°C (Spach, 2015). Research Objective The objective of this study was to determine the factors that influence consumers to continue to take Whiskey over 45°C in the city of Lubumbashi.

II. LITERATURE REVIEW

It is shown that these are the factors that influence the behavior of the consumer to act. Consumer behavior defines how an individual act in a given environment. By studying the processes underlying the choice, purchase, use, or abandonment of a product or service by the consumer, we can better anticipate their needs, understand their desires and wishes in order to respond more efficiently (Granges,2015). There are two factors that influence consumer behavior which are internal factors and external factors. Internal factors are linked to the decision-making process specific to each consumer. We can identify four main ones: needs, motivation, personality, perception. External factors are the building blocks of the environment that can influence individuals' choices. We are talking about family, social, economic, or even cultural influences.

Internal Factors Influencing Buying Behavior

Needs : In marketing, one of the first challenges is to identify consumer needs in order to offer them a product or service that can satisfy them. It is therefore first of all the desire to satisfy a need that dictates the act of purchase, which justifies that the consumer initiates research, makes comparisons, engages in negotiations.

The American psychologist Abraham Maslow listed them among the needs of his famous pyramid. Basically, there are physiological needs: to eat, drink, dress, sleep, breathe, reproduce. Next comes safety, with the elements responding to our desire to live comfortably, to belong, corresponding to our desire to be loved and to belong to a community. At the top of the pyramid are the needs for esteem, the desire for social or professional success, then personal fulfillment.

Motivation : Motivation is an impulse or feeling that prompts you to do something or act in a certain way. It opposes the brakes which, conversely, can slow down the consumer in his process of purchase or use of a product or diversion.

Personality : Personality brings together all the human characteristics or character traits that make the specificity of each individual. Personality defines a person in a unique way. It is distinct from motives. If the motor pushes the consumer to act in order to satisfy a need, the personality considers that each consumer acts differently to satisfy the same need (Tudisco,2009).

Perception, belief, and attitude : Depending on the perception he has of an object or an idea, an individual will consider it differently. Each individual, according to his needs, his income, his centers of interest, will not grant the same importance to what is proposed to him. In the same way, the knowledge of the product or the beliefs that he nourishes in his reduction can influence his decision of purchase or in a singular attitude. The learning associated with a brand, which induces an evolution in consumer perception, may have a role to play. Depending on the information it will communicate, the experience it can offer the consumer, the brand will seek to improve the perception he has of it, to make it important, unique, necessary for its eyes or to reinforce him in his convictions.

External Factors Influencing Buying Behavior

The family context : Family members have a decisive influence on consumer behavior. The purchase decision does not depend solely on a single individual, but for example on his spouse or children. Depending on the family situation of each, marketing envisages various messages for both the target individual to reach but also to convince the members of the closest entourage (Graillot,1998).

The social context : Humans are social beings par excellence. Throughout human life, people meet each other, personal or professional. Colleagues, neighbors, friends, members of a club or association will have an influence on consumer choices. These are called social influences. They evolve over time and are decisive.

The economic context : The economic context of the individual will also strongly determine his purchasing behavior. In general, the concept reflects the level of consumer income and the savings available to him. With a high income, an individual will seek to distinguish himself by buying more expensive products or satisfying needs in accordance with greater importance to the quality of a product. The consumer with a lower income has other priorities and will not evaluate the qualities of a product according to the same criteria. The price and nutritional qualities of a food product may be more important than attractive packaging or even the taste offered (Inksetter,2018).

The cultural context : Influences are set of beliefs and values anchored within a given community, in which the consumer finds himself. Depending on the religious or secular culture, the social class in which one evolves, the

region of the world in which one finds oneself, or even the sex of the individual, the beliefs and values conveyed will differ greatly (Sibony, 2016). An international brand will not appeal to a customer in the United States, China, or Europe in the same way. The products it offers, depending on the markets and consumer sensitivities, may even increase from one region of the world to another. Within the same market, a brand can seek to decline its messages to take into account cultural diversity and the elements that influence the reasoning of the consumer.

Consumer Theory : Consumer theory appears in discussions of economic and philosophical issues related to the value of goods. The classics (Adam Smith,1776) distinguished between the use-value of a good (utility in the ordinary sense) and its exchange value, i.e. the power to buy other goods. These two values were not necessarily identical and the paradox of water and diamond was the most striking example of the discrepancies that could be found. For the classics, the diamond had no use value (since it does not satisfy any physiological need, it is not usable according to their moral conception of use-value) but its exchange value was very high. . Water, on the other hand, had a high use value but no exchange value. To resolve this paradox, it was necessary to distinguish between total utility and marginal utility because, as we will see later, it is the latter that intervenes in the exchange value. We find the notion of utility in the writings of hedonistic philosophers. According to Jeremy Bentham (1789), the value of goods was given by utility. This author even proposed to measure the amount of pleasure (utility) or pain (disutility) in order to build a rational system of civil and criminal laws.

Usefulness and Preference : Having any amount makes it possible to satisfy a need within the limit of the amounts, since a seller is ready to sell a good corresponding to his needs, it is necessary to be able to say which must be satisfied in priority. It is, therefore, necessary to express preferences based on the usefulness or satisfaction provided by the different goods and services. We can ask whether the needs are natural or socially constructed and in this case, we can say that by producing the goods, we also produce the needs (Le Hénaff,2017).

Indifference curve : The goal is to understand consumer choices. The budgetary constraint is one of our elements of analysis. It illustrates the combinations of goods that the consumer can buy considering his income and the prices of the goods. However, the consumer's choices do not only depend on the budget constraint but also on the preferences towards the two goods (Helme-Guizon,2001). It is for this reason that consumer preferences will be another of our analysis elements. An indifference curve connects the combinations of two goods and services for which the consumer provides an identical level of satisfaction. In a hypermarket, you can fill your "basket" with a wide variety of purchased products. Once the basket is full, you should be able to tell if you prefer this one or that one. If you are in a situation of indifference because you consider that the utility provided by each of the two baskets is the same (Zollinger,1993). The consumer feels the same degree of satisfaction at any time on a given indifference curve. However, some indifference curves are preferred over others. Because the consumer prefers high consumption to low consumption, he will prefer high indifference curves rather than low indifference curves. These theories help to understand the behavior of the consumer because it is a person who performs a set of facts concerning a service or a product from its purchase to its final use. This is better to meet its expectations throughout the normal expected period of use. The consumer is the economic agent (natural or legal person) who chooses, uses, and consumes a service or carries out its partial or total destruction (Maille,2001).

III. METHODOLOGY

The research used both deductive and inductive processes to obtain data from respondents. Therefore, the research design was based on quantitative and qualitative simulations. This was done by administering questionnaires and in-depth interviews to extract research data from respondents. The main study respondents were randomly selected from specialty areas and judgmental sampling was used to identify factors that influence whiskey alcoholic beverage consumption, the questionnaires were sent to the population of Kenya/Lubumbashi, DRC and to the provincial Minister of Commerce for crucial information at work.

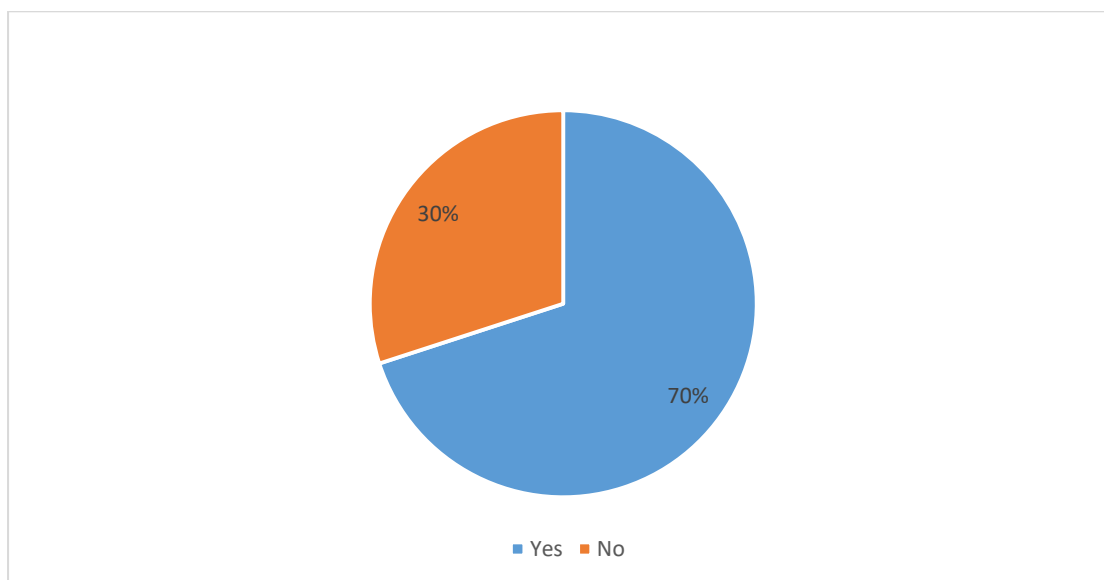
The study sample was as shown in the table below.

Participants	Provincial Minister of commerce	Youth from the commune of Kenya	Total
Number	10	40	50

Source : Research Survey 2022

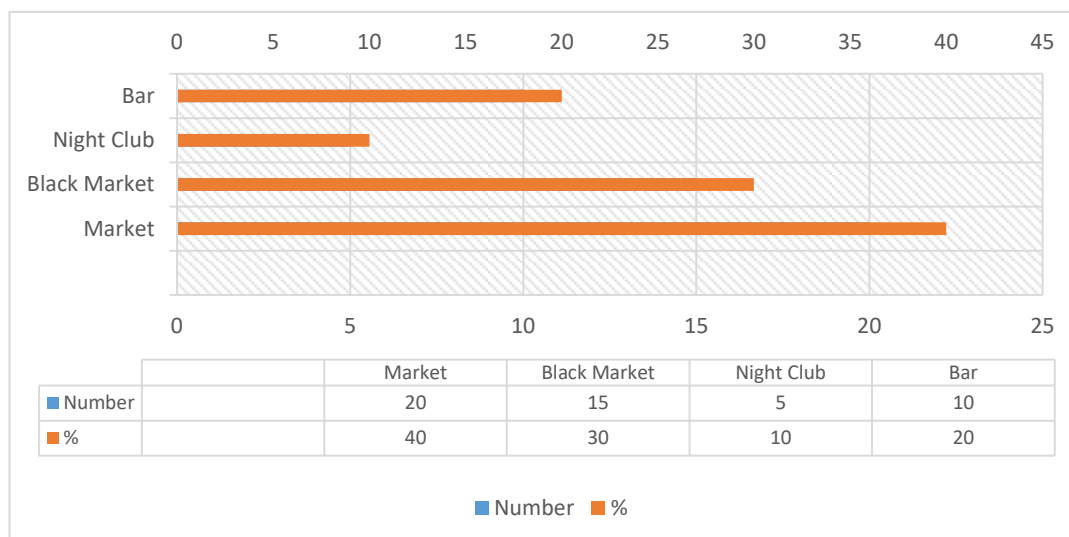
IV. PRESENTATION OF RESULTS AND DISCUSSION

Knowledge of the law prohibiting whiskey over 45°C



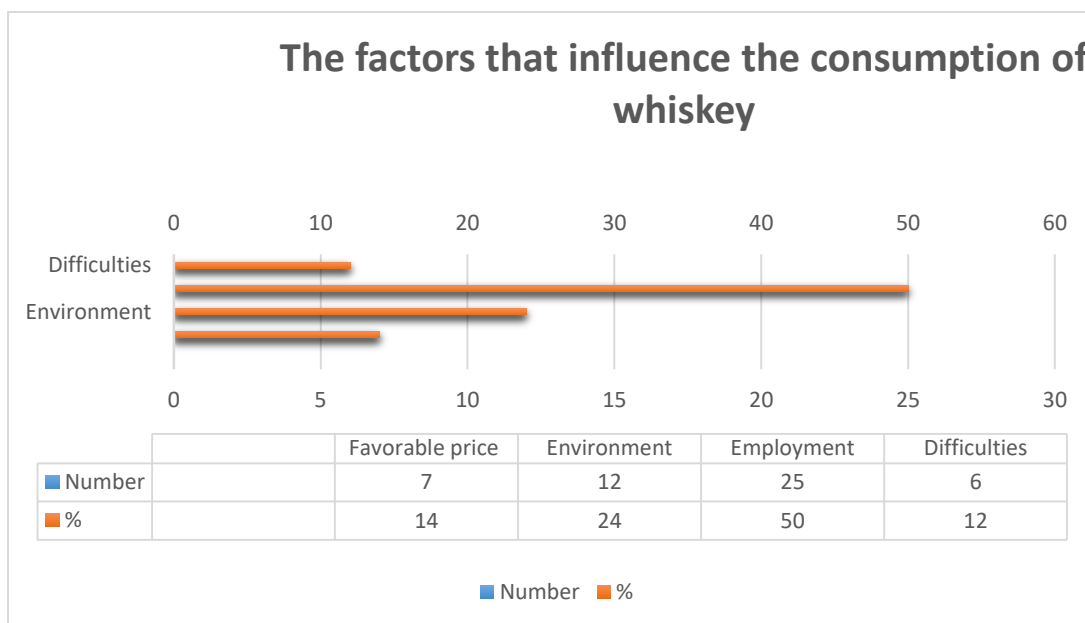
This pie chart shows participants' knowledge of the law prohibiting the sale of alcoholic beverages Whisky. The result shows that 70% of participants have no knowledge of the law prohibiting the sale of Whiskey over 45°C and 30% of participants have knowledge of the law. This result shows that most of the population interviewed do not have knowledge of the ban on the sale and import of Whiskey at 45°C. these results indicate that the Congolese government had not made an awareness campaign for the population to inform them of the ban on the sale and import of Whiskey at 45°C.

Place of proxy for whiskey



The graph above shows where consumers get their Whiskey, 20% of consumers get their Whiskey from a bar, 10% say they get their Whiskey from nightclubs, 30% from officially unknown black markets, and 40% % in Whiskey are purchased on the official market. This result shows that more consumers are getting their Whiskey from a market that is officially known despite the ban on the sale and import of Whiskey by more than 45 percent.

The factors that influence the consumption of whiskey



The graph above shows the factors that influence consumers to continue consuming Whiskey despite the government ban. The results show that 10% of consumers say that the favorable price is the factor that pushes them to consume Whiskey, 20% of respondents said that the environment is the factor that influences consumers to continue to consume Whiskey, 50% of respondents said that the employment is the factor that influences the consumption of Whiskey, 14% of respondents affirmed that difficulties such as unemployment are the factors that influence the consumption of Whiskey and 6% of respondents affirmed that illness is the factors that influence consumers to take Whiskey. The result showed that the factors influencing consumers take employment in Whiskey with 50%.

V. RECOMMENDATION

The Congolese government must make the population aware of the consequences of taking whiskey on their health by setting up publicity panels to fight against the consumption of whiskey, sensitize sellers and consumers on the laws on whiskey consumption of more than 45 degrees, the Congolese government must promote strong and firm measures at the customs level to prohibit the importation of whiskey into the national territory. The commitment of the Congolese government in the creation or strengthening of favorable environments contributes to the development of their power of action in the fight against whiskey consumption. These skills become important protective factors that can help people make informed choices in different situations in their lives, especially when it comes to consumption.

VI. CONCLUSION

The Congolese government must educate young people through advertising campaigns that have demonstrated the consequences of whiskey and the punishment that will be suffered by anyone who ignores this measure. On the other hand, first of all, he must know how to improve the environment in which young people spend their lives; because social groups and lifestyle have a great impact on the consumption of whiskey, and finally the Congolese State must develop a strategy at customs to prevent the entry of any brand of whiskey that does not ensure the good life young people in Lubumbashi.

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