

---

## Influence of Alcohol Advertising on Alcohol Consumption among School Students

Bhagawoti Sharma<sup>1</sup>

Bhimsen Devkota, PhD<sup>2</sup>

Article History: Received: June 5, 2023    Reviewed : July 13, 2023    Accepted: August 8, 2023

---

### Abstract

Alcohol advertising refers to the advertising of alcoholic beverages by alcohol manufacturers through various media. Exposure to alcohol advertising is the most important leading factor related to alcohol consumption among adolescents and youth. This study is focused on influences of alcohol advertising on alcohol consumption among school students. This study was based on online cross-sectional survey design. All of the secondary school students studying at the schools of Banke district were the population of the study. The researcher included the total 156 secondary school students as a study population by using a multistage sampling method. The data were collected from July 12, 2021 to July 29, 2021 through Google from. The collected data were analyzed by using SPSS version 20, including frequency, percentage, median, mode and chi-square test. This study found that 88.6 percent of the respondents had seen alcohol advertising. Likewise, 31.4 percent of the respondents agreed and 32.7 percent of the respondents disagreed that they pay attention to alcohol advertising on social media. Similarly 85.9 percent of the respondents reported that alcohol advertising increases the number of drunks. Furthermore one fifth of the respondents indicated that alcohol advertising attracts them to taste alcohol. Lastly, this research revealed that there is a weak positive association between respondents who see alcohol advertising and attract them to taste alcohol. It is learned that alcohol advertising influences the purchasing and drinking behaviour of school students. School age is not a legal age for purchasing and drinking alcohol so it is necessary to conduct awareness programs through formal and informal institutions.

*Keywords:* Alcohol, school students, advertising, perception, experience, influence, quantitative research, school

---

<sup>1</sup>Lecturer, Tribhuvan University, Mahendra Multiple Campus, Nepalgunj

<sup>2</sup>Professor, Tribhuvan University, Mahendra Ratna Campus, Tahachal

<sup>1</sup>Corresponding Author: bhagawoti39kafle@gmail.com

ISSN : 2091-2161

©The Author(s)



Published by Autar Dei Chaudharain Research Centre (ADCRC), Mahendra Multiple Campus, Nepalgunj, Banke

The open access article is distributed under a Creative Common Attribution (CC BY-NC 4.0) licence.

### Introduction

Alcohol consumption among school age children is a serious public health challenge worldwide (Dhimal et al., 2019). Exposure to alcohol advertising can have a significant impact on young people's attitudes and behavior (Jernigan et al., 2017), by changing alcohol expectancies, norms regarding alcohol use (Berey et al., 2017). Similarly, Getachew et al. (2019) revealed that exposure to alcohol advertising is the most important leading factors concerned with alcohol consumption among. Likewise, Agostinelli and Grube (2002) shows that public attention to and liking of alcohol advertising are related to greater knowledge about alcohol slogans and beer brands, more favorable beliefs about drinking, increased intentions to drink as an adult, and increased drinking. Study found that 18.7 percent of adults reported seeing advertisements for alcohol on various media platforms. Similarly, more than one in five (21.9%) participants who attended social events such as sporting events, fairs, and concerts saw alcohol advertising, sometimes receiving free beer and alcohol (Dhimal et al., 2019). In the same way, Snyder et al., (2006) found that greater alcohol advertising spending in the market was associated with both greater levels of youth drinking and faster increases in drinking over time. Likewise, Saffer (2002) found that advertising alcohol increases alcohol consumption. Stautz et al. (2017) revealed that participants who were exposed to alcohol promoting advertisements scored higher than those who were not, indicating a small effect on increased approach/reduced avoidance bias towards alcoholic drinks (Stautz et al., 2017) . Likewise, Owusu-Prempeh et al. (2013) found that advertising elements used in alcohol advertisement is effective in influencing consumers' purchase behaviour. Furthermore, youth are vulnerable to the impact of image advertising due to their high engagement with social media, where alcohol marketing is increasingly found (Babor et al., 2017). Alcohol remains the only psychoactive and dependence-producing substance with a significant global impact on population health, which is not controlled by a legally binding regulatory framework at the international level (World Health Organization, 2019).

The influence of alcohol advertising among school students is an important and pressing issue that needs attention(Jernigan et al., 2017). Alcohol advertising themes by liquor companies target youth because youth are productive and active workforces, and music and concerts are popular among youth (Karki, 2021). The school age populations are the early adopters of printed or digital media (Magis-Weinberg et al., 2021). Nepalese law prohibits the advertising of alcohol in print media ("The National Broadcasting Act," 1993), religious, cultural sites, archeological, health, and educational institutions, and any place away from such sites or institutions ("Advertisement (Regulation) Act," 2019). Likewise, production, distribution, transmission, and transmission of advertising materials harmful to human health including alcohol, and tobacco products are prohibited in Nepal ("The Public Health Services Act ", 2018). However, in practice, it is slightly different. Karki (2021) found that Nepal's private newspapers publish advertisements for alcohol without any restriction. In Nepal,

alcohol advertisements can be found in various places, including roads, near schools and hospitals, shops, houses, national highways, and the Internet as well as social media. Child Workers in Nepal (n.d) revealed that children's perceptions of alcohol are influenced by alcohol advertisements. In my knowledge, several studies have been conducted in different countries of the world, however, in Nepal's context many existing studies have focused on prevalence and associated factors, and textual analysis of newspaper alcohol advertising. There is a lack of research specifically, the influence of alcohol advertising on alcohol consumption among school students. Therefore, further research is needed to better understand the influence of alcohol advertising on alcohol consumption.

This study is focused on the perception and influence of alcohol advertising on alcohol consumption among school students. This study will contribute to add the body of knowledge in influence of alcohol advertising on school students and offer advice on how to decrease alcohol intake among these individuals. Likewise, this study will be useful for stakeholders, parents, teachers, students, many organizations, and policymakers to formulate and implement policies related to alcohol control.

### **Methods and Materials**

This study was based on a cross-sectional research design. The researcher conducted the online cross-sectional survey among school students of Banke district. All of the secondary school students studying at all the schools of Banke district were the population of the study. The researcher followed a multistage sampling method to select the study population. At first, the researcher decided one district from the fifteen districts of Lumbini province using a simple random sampling method. The selected district was Banke district. Following that, the researcher used a two-stage systematic random sampling technique, the first of which included a random selection of two schools from a list of all private and public schools in the Banke district. In the second stage, two classes were selected randomly from each sampled schools. The number of students in a class ranged from 45 to 50. Lastly, researcher collected each students email address and Facebook ID in each selected schools. The researcher constructed a survey questionnaire in Google form. A self-administered structured online questionnaire was used to collect the necessary data. Online survey questionnaire was prepared on Google form based on study purpose. To ensure the reliability and validity of the research the researcher was controlled for other factors that may influence alcohol consumption, such as peer pressure, parental influence, or socioeconomic status. Likewise, the researcher compared the study results with the previous study results for ensuring the face validity of the research. Furthermore, the researcher has conducted a pilot study to test the research questionnaire for conducting the full study. Prepared online survey questionnaire had been pretested in 10 percent of the total sample size in a similar setting. Then it was improved as per the need. The data were collected from July 12, 2021 to July 29, 2021 through Google form. Researcher had contacted with school administration, principal and other teachers through cell phone. Then the researcher took permission to conduct the study and requested help to conduct an online survey. From the

help of school administration, principal and other teachers researcher collected 100 students email address and Facebook ID then the researcher sent students online survey questionnaire with consent letter. Among these students only 156 students submit the complete response so this study includes only 156 students' responses. The data collected from Google form was exported as an excel sheet and converted into SPSS data. The descriptive statistics was used to analyze data frequency and percentage as well as Univariate analysis. The researcher also calculated median and mode value, and used chi-square test to show the association between different Variables.

Before conducting the research, the researcher had obtained written consent from the respondents. To taking written consent from students, the researcher prepared a written consent form. The responses received from the respondents would be kept confidential and would be used only for research purposes, the participation of the respondents would be voluntary, respondents would not be remunerated, and if the respondents do not want to fill out the survey form they could withdraw any time, was ensure them through the medium of the written consent form. After that, a question was put "Do you want to fill up the survey questionnaire?" those who ticked the yes option received the survey questionnaire

### Results

This results section this related to the findings or outcome of a study. It presents a summary of data collected from the online cross-sectional survey. This section is divided into four sub-sections including a personal profile of the respondents, respondents' experiences of alcohol advertising, respondents' perception regarding alcohol advertising, and the influence of alcohol advertising on alcohol consumption among the respondents. It includes the tables, and figures that help to analyze the findings of the study.

#### Personal Profile of the Respondents

The personal profile of the respondent is described as their sex, religion, caste and family structure which is presented as follow.

**Table 1**

*Description of Personal Profile of the Respondents (n=156)*

Variables	Characteristics	Frequency	Percent
Sex of the respondents	Female	73	46.8
	Male	83	53.2
Religion	Hindu	135	86.5
	Buddhist	3	1.9
	Muslim	12	7.7
	Christian	6	3.8
Ethnicity	Brahmin/Chhetri	78	50.0
	Dalit	12	7.7
	Janajati	48	30.76
	Terai Caste	18	11.5
Family Type	Joint Family	67	42.9
	Nuclear Family	89	57.1

Table 1 present the personal profile of the total 156 respondents responded the online survey questionnaire. More than half, (53.2%) of the respondents were male and remaining nearly half, (46.8%) of the respondents were female. Majority (86.5%) of the respondents was Hindu and least of the respondents were Buddhist. Half (50%) of the respondents were Brahmin/Chhetri and least of the respondents were Dalit. The highest proportions of the respondents (57.1%) of the respondents were lived in nuclear family and 42.9 percent of the respondents lived in joint family. These findings provide insight into the individual profile of the study population and may help inform future research or interventions targeting specific demographic groups.

**Experiences of Alcohol Advertisement**

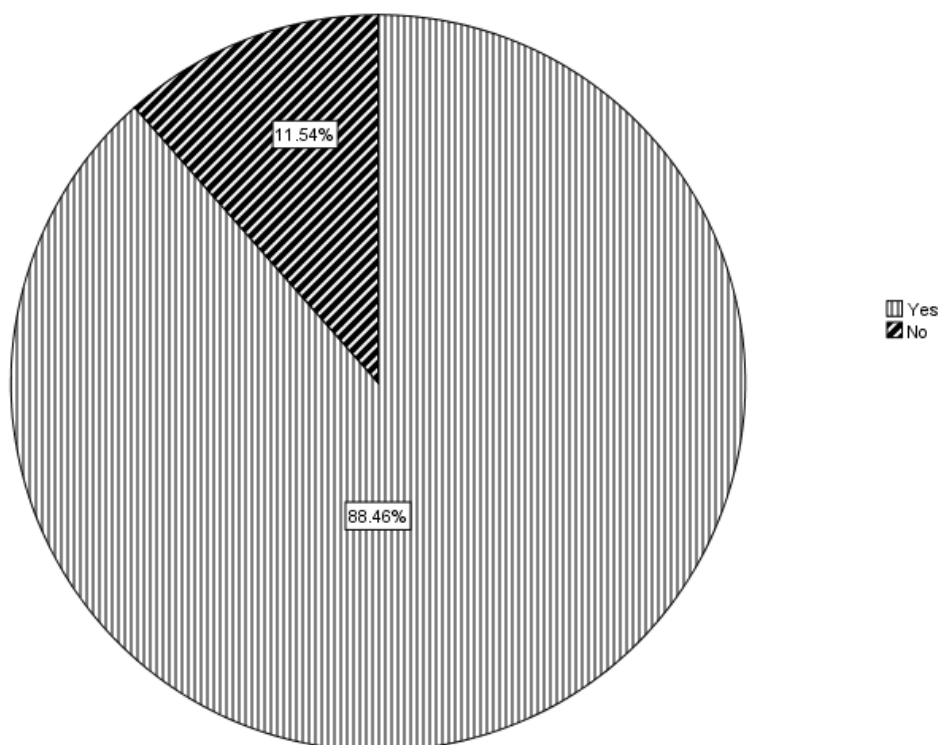
Students' experiences of alcohol advertisement have been described based on respondents' exposure to alcohol advertising, source of information on alcohol advertising, and respondents' attention to alcohol advertising.

**Respondents Exposure to Alcohol Advertising**

The respondents' alcohol advertising is presented in following pie chart.

**Figure 1**

*Respondents Response about the Seen Alcohol Advertisement*



The present research revealed that majority of respondents (88.6%) saw or heard alcohol advertisements and 11.54% of the respondent did not see or heard about alcohol advertisements. This finding suggests that alcohol advertisements are prevalent and widely accessible to the

general population. Likewise, exposure to alcohol advertisements is common among study populations, which may have implications for attitudes and behaviors related to alcohol consumption.

**Source of Information Alcohol Advertisement**

For measuring respondents' experiences with sources of information related to alcohol advertising, the researcher used a five-point Likert scale (strongly disagree =1, disagree =2, neutral =3, agree =4, and strongly agree =5).

**Table 2**

*Description of the Source of Information Concern with Alcohol Advertisement*

Source of Information	Scale					Median	Mode
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
Online news	12 (7.7%)	29 (18.6%)	13 (8.3%)	87 (55.8%)	15 (9.6%)	4	4
Social media	5 (3.2%)	24 (15.4%)	28 (17.9%)	82 (52.6%)	17 (10.9%)	4	4
Movie	9 (5.8%)	17 (10.9%)	15 (9.6%)	87 (55.8%)	28 (17.9%)	4	4
Wall, name plate of hotel or cottage	8 (5.1%)	18 (11.5%)	17 (10.9%)	90 (57.7%)	23 (14.7%)	4	4
printed media	8 (5.1%)	42 (26.9%)	23 (14.7%)	67 (42.9%)	16 (10.3%)	4	4
Holding board	4 (2.6%)	24 (15.4%)	28 (17.9%)	77 (49.4%)	23 (14.7%)	4	4
Retail shop	7 (4.5%)	35 (22.4%)	29 (18.6%)	68 (43.6%)	17 (10.9%)	4	4

Table 2 above indicates' the respondents' experience of source of information related to alcohol advertisement. The results shows that 55.8 percent of the respondents agreed and least (7.7%) of the respondents strongly disagreed that they watched alcohol counter advertisement on online news. The present study revealed that more than half, (52.6%) of the respondents agreed that they saw alcohol advertisement on social media. Similarly 57.7 percent of the respondents agreed that they saw alcohol advertisement on front side of hotel wall and name plate of hotel or cottage. Nearly half, (49.4%) of the respondents agreed that they saw alcohol advertisement on holding board and 43.6 percent of the respondents agreed that they saw alcohol advertisement on retail shop. This result is consistent with the median and mode value and similar results seen in all of the variables, where median is 4 which implies that more than 50 percent of the respondents agreed with they watched alcohol advertisement on online news, social media, front side of hotel wall and name plate of hotel and cottage, holding board and

retail shop. Mode is also found to be 4 which mean most of the respondents watched alcohol counter advertisement on online news, front side of hotel wall and name plate of hotel and cottage, holding board and retail shop.

**Attention to Alcohol Advertising**

Respondents' response regarding place or source of information for pay attention to alcohol advertising is presented as follow:

**Table 3**

*Description of the Place of Respondents Pay Attention to Alcohol Advertising*

Pay Attention	Scale					Median	Mode
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
social media	20 (12.8%)	51 (32.7%)	20 (12.8%)	49 (31.4%)	16 (10.3%)	3.00	2
way to school and home on various printed media	19 (12.2%)	57 (36.5%)	16 (10.3%)	51 (32.7%)	13 (8.3%)	3.00	2
holding boards in the market or street	14 (9.0%)	56 (35.9%)	17 (10.9%)	51 (32.7%)	18 (11.5%)	3.00	2

The present study found that 31.4 percent of the respondents agreed, 1.3 percent of the respondents strongly agreed and 6.4 percent of the respondents strongly disagreed and 32.7 percent of the respondents disagreed that they pay attention to alcohol advertisement on social media. Likewise, 32.7 percent of the respondent agreed, 8.3 percent of the respondents strongly agreed, 36.5 disagreed and 12.2 percent of the respondents strongly disagreed that they pay attention to alcohol advertising on the way to school and home on various printed media. Furthermore, 32.7 percent of the respondents agreed and 9 percent of the respondents strongly disagreed that they pay attention to alcohol advertising on holding boards in market or street. The result of calculating the median and mode of this data, It is found that 3.00 median value that means 50 percent of the respondents have neutral to agreed that they pay attention to alcohol advertising on social media, way to school and home in printed media and holding boards in the market or street and mode value is found as 2 which means the highest proportion of the respondents disagreed that pay attention to alcohol advertising on social media, way to school and home in printed media and holding boards in the market or street.

**Perception of Alcohol Advertisement**

For measuring respondents' perceptions towards alcohol advertisements, the researcher used a five-point Likert scale (strongly disagree =1, disagree =2, neutral =3, Agree =4, and strongly agree =5). The respondents' response about the perception towards alcohol advertisements is presented as follow.

**Table 4**

*Respondents' Perception towards Alcohol Advertisement*

Statements	Scale					Median	Mode
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
I easily remember messages of alcohol advertisements	15 (9.6%)	50 (32.1%)	15 (9.6%)	59 (37.8%)	17 (10.9%)	3.00	4
I believe alcohol advertising influences my decision to consume alcohol	34 (21.8%)	63 (40.4%)	9 (5.8%)	36 (23.1%)	14 (9.0%)	2.00	2
Alcohol advertising influenced me to drink earlier than I should have	35 (22.4%)	50 (32.1%)	11 (7.1%)	35 (22.4%)	25 (16.0%)	2.00	2
Alcohol advertising influenced my friends or family to consume alcohol earlier or heavier than they should	22 (14.1%)	45 (28.8%)	18 (11.5%)	41 (26.3%)	30 (19.2%)	3.00	2
Alcohol advertising increases overall consumption of alcohol	9 (5.8%)	32 (20.5%)	12 (7.7%)	70 (44.9%)	33 (21.2%)	4.00	4
Alcohol advertising increases the number of drinkers	7 (4.5%)	28 (17.9%)	12 (7.7%)	86 (55.1%)	23 (14.7%)	4.00	4

Table 4 shows that 37.5 percent of the respondents agreed and least of the respondents neutral about the statement of "I easily remembered the message of alcohol advertisement." The median value of this data is found as 3, which means 50 percent of the respondents have neutral to agree that statement. Likewise, Mode is also found to be 4 which mean most of



the respondents agreed that they easily remembered the message of alcohol advertisement. Similarly 23 percent of the respondents agreed and 40.4 percent of the respondents disagreed with the statement of "I believe alcohol advertising influences my decision to consume alcohol." This result is consistent with the median and mode value where median is 2 which means more than 50 percent of the respondents disagreed with this statement and also mode is found to be 2(disagree) which means most of the respondents disagreed that the statement of " I believe alcohol advertising influences my decision to consume alcohol." Furthermore, more than half, (55.1%) of the respondents agreed and least (4.5%) of the respondents strongly disagreed that the statement of "I think alcohol advertising increases the number of drinkers." This result is reliable with the median and mode value, where median is 4 which imply that more than 50 percent of the respondents agreed with they thought alcohol advertising increases the number of drinkers. Mode is also found to be 4 which mean most of the respondents thought alcohol advertising increases the number of drinkers.

### **Influence of Alcohol Advertising on Alcohol Consumption**

The respondents were asked if alcohol advertising affect them to thinking about alcohol consumption. Respondents' response of this question is presented as follow.

**Table 5**

*Alcohol Advertising affects the Way of Respondents to think about alcohol Consumption*

Respondents Response	Frequency	Percent
Yes	35	77.6
No	121	22.4
Total	156	100.0

In this study majority (77.6%) of the respondents indicated that alcohol advertising affects the way to think about alcohol consumption while 22.4 percent reported they are not affects.

**Table 6**

*Influence of Alcohol Advertising on Attract to Taste Alcohol*

Respondents Response	Frequency	Percent
Yes	94	39.7
No	62	60.3
Total	156	100.0

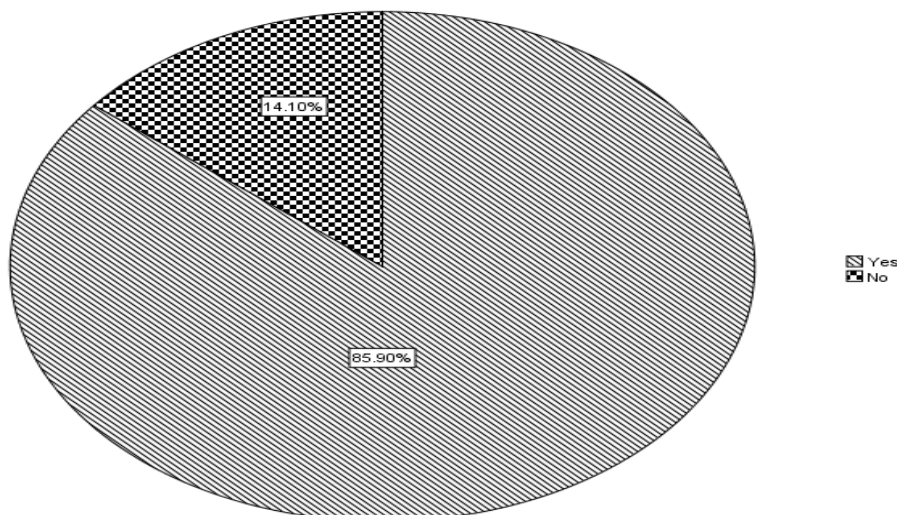
The data of this study revealed that 39.7 percent of the respondent said they are attracted to alcohol advertising to taste alcohol while 60.3 percent of the respondent said they are not attracted.

**Influence of Alcohol Advertising on Increasing the Number of Drunker**

The respondents' response about the influence of alcohol advertising related to the increasing the number of drunker is presented following pie-chart.

**Figure 2**

*Influence of Alcohol Advertising on Increasing the Number of Drunker*



This study found that majority (85.9%) of the respondents reported that alcohol advertising increased the number of drunker and 14.1 percent of the respondents reported that alcohol advertising did not increase the number of drunker.

**Table 7**

*Association between Watching Alcohol Advertisement and Attraction to Taste Alcohol*

Response/statement	Attract to test alcohol		Total	P-Value	Phi
	Yes	No			
I watched more than one alcohol ads in a day					
Strongly disagree	5(3.2%)	5(3.2%)	10(6.4%)	0.030*	0.262
Disagree	12(7.7%)	28(17.9%)	40(25.6%)		
Neutral	3(1.9%)	16(10.3%)	19(12.2%)		
Agree	30(19.2%)	37(23.7%)	67(42.9%)		
Strongly agree	12(7.7%)	8(5.1%)	20(12.8%)		
Total	62(39.7%)	94(60.3%)	156(100.0%)		

Note\*Significant at Chi-square  $p < 0.05$

A finding of the present study shows that 42.9 percent of the respondents agreed that they saw more than one alcohol ad in a day. Among them, 19.2 percent of the respondents agreed that seeing more than one alcohol ad in a day encourages them think about to taste alcohol. The bivariate analysis using chi-square at 95% CI examined the association between watched more than one alcohol advertising in a day and think about to taste alcohol. Where p-value is found 0.030 which is less than significant level (0.05) it can be said that, respondents

watched more than one alcohol advertising in a day was associated with their desire to taste alcohol. To find the strength of association between these two variables Pearson's Phi is used and Phi coefficient is found to be 0.262, this value shows that there is weak positive association between those variables.

**Table 8**

*Association between Exposures to Famous People Advertising for Alcohol and Affect the Way of Thought Alcohol Consumption*

Statement	Response	Way to think about alcohol consumption		Total	Chi	Phi
		No	Yes			
Have you ever seen famous people advertising for alcohol	No	16(10.3%)	31(19.9%)	47(30.1%)	.022*	.183
	Yes	19(12.2%)	90(57.7%)	109(69.9%)		
	Total	35(22.4%)	121(77.6%)	156(100.0%)		

Note\*Significant at Chi-square  $p < 0.05$

This study revealed that more than two third, (69.9%) of the respondents had seen famous people advertising for alcohol and 77.6 percent of the respondents reported that alcohol advertisement affect the way to think about alcohol consumption. In above table p-value of Chi-Square test of association between seen famous people on alcohol advertising and their way to think about alcohol consumption is determined as 0.022 which is found significant because it is less than level of significance (0.05). Also person's phi for this case is 0.183 which means there is weak positive association between these two variables.

**Table 9**

*Association between Seen Famous People Advertising for Alcohol and Attract to Think to Taste Alcohol*

Statement	Response	Alcohol advertising attract to test alcohol		Total	Chi	Phi
		No	Yes			
Have you ever seen famous people advertising for alcohol	No	40(25.6%)	7(4.5%)	47(30.1%)	0.000*	0.333
	Yes	54(34.6%)	55(35.3%)	109(69.9%)		
	Total	94(60.3%)	62(39.7%)	156(100.0%)		

Note\*Significant at Chi-square  $p < 0.05$

This study found that 69.9 percent of the respondents had seen famous people advertising for alcohol and 39.7 percent of the respondents reported that alcohol advertisements attract to people think about to tasting alcohol. The researcher used the chi-square test for studying the association between respondents seeing famous people advertising alcohol and attracting them to think about how to taste alcohol. The test p-value is 0.000 which is less than the level of significance (0.05), thus there is association between respondents seeing famous people advertising alcohol and attracting them to think about to tasting alcohol. Also person's phi for this case is 0.333 which means there is weak positive association between these two variables.

**Table 10**

*Association between Frequency of TV and Movies Alcohol Advertising Exposure and Affect the Way to Thought of Alcohol Consumption*

Frequency	Affect the way to think about alcohol consumption		Total	P-Value
	Yes	No		
Every Time	9 (5.8%)	16(10.3%)	25(16.0%)	0.269
Rarely	2(1.3%)	11(7.1%)	13(8.3%)	
Sometimes	20(12.8%)	71(45.5%)	91(58.3%)	
Very often	4(2.6%)	23(14.7%)	27(17.3%)	
Total	35(22.4%)	121(77.6%)	156(100.0%)	

Note\*Significant at Chi-square  $p < 0.05$

Table10 shows that more than half, (58.3%) of the respondents sometimes and least (8.3%) of the respondents rarely saw people drinking alcohol on TV and movies. The bivariate analysis using chi-square at 95% CI examined the association between frequency of Seeing People Drinking Alcohol on TV and Movies and Affect the Way to think about Alcohol Consumption, where p- value is found 0.269 which is greater than the level of significance (0.05), thus there is no association between frequency of Seeing People Drinking Alcohol on TV and Movies and Affect the Way to think about Alcohol Consumption.

**Table 11**

*Association between Frequency of TV and Movies Alcohol Exposure and Attraction to Think of Testing Alcohol*

Frequency	Attract to think about taste alcohol		Total	Chi
	Yes	No		
Every Time	13(8.3%)	12(7.7%)	25(16.0%)	0.242
Rarely	11(7.1%)	2(1.3%)	13(8.3%)	
Sometimes	55(35.3%)	36(23.1%)	91(58.3%)	
Very often	15(9.6%)	12(7.7%)	27(17.3%)	
Total	94(60.3%)	62(39.7%)	156(100.0%)	

Note\*Significant at Chi-square  $p < 0.05$

While testing the association between frequency of seeing people drinking alcohol on TV and movies and attract people to think about taste alcohol. The test p-value is 0.242 which is greater than the level of significant (p-value <5%), thus there is no association between frequency of seeing people drinking alcohol on TV and movies and attract people to think about taste alcohol.

**Table 12**

*Association between Respondents' Feelings about Alcohol Advertisements and Attraction to Test Alcohol*

Feeling towards Alcohol advertising	Attract to think about taste alcohol		Total	Chi	Phi
	No	Yes			
Angry	13(8.3%)	1(0.6%)	14(9.0%)	0.028*	0.264
Bad	57(36.5%)	36(23.1%)	93(59.6%)		
Excited	12(7.7%)	17(10.9%)	29(18.6%)		
Good	6(3.8%)	3(1.9%)	9(5.8%)		
Indifferent	6(3.8%)	5(3.2%)	11(7.1%)		
Total	94(60.3%)	62(39.7%)	156(100.0%)		

Note\*Significant at Chi-square  $p < 0.05$

Table 12 shows that 59.6 percent of the respondents reported that they feel bad towards alcohol advertising, Likewise 18.6 percent of the respondents feel excited towards alcohol advertising and least (5.8%) of the respondents feel good towards alcohol advertising. While testing the association between respondents' feeling towards alcohol advertising and their attraction to think about tasting alcohol, the test p-value is 0.028 which is less than the level of significant (p-value <5%), thus there is association between those variables. Also person's phi for this case is 0.028 which means there is weak positive association between these two variables.

**Discussion**

The purpose of this study is to investigate the perception and influence of alcohol advertising on alcohol consumption among high school students. To delve into this topic, the discussion of the study is organized around three main themes: students' experiences with alcohol advertisements, their perceptions of these advertisements, and how exposure to such advertisements influences their alcohol consumption.

**Experiences of Alcohol Advertising among School Students**

The present study found that alcohol advertising is widely prevalent and has a broad reach among school students. This findings is similar to another previous study results e.g. Owusu-Prempeh et al. (2013) found that majority (92.6%) of the respondents have seen or heard of alcohol advertising . Similarly another study revealed that 92.5 percent of the respondents have seen or heard of alcohol advertising (Anyange, 2014). Likewise, 85 percent of the respondents were exposed to alcohol advertising (Moyo, 2014).

The research revealed that the participants had been exposed to alcohol advertisements from various sources, such as social media, online news, hotel walls and nameplates, holding boards, and retail stores.it indicates that these sources are commonly used for advertising alcohol. Another similar study found that television is the most important source of information about alcohol. They receive alcohol-related messages from different sources like television, billboards,

word of mouth and magazine (Owusu-Prempeh et al., 2013). Similarly, Anyange (2014) shows that the respondents sources of seeing alcohol advertisement was television, radio, newspaper and billboards. Another study Moyo (2014) revealed that respondents were exposed to alcohol advertising on television, radio, newspapers, magazines and billboards. Moreover, Aiken et al. (2018) revealed that respondents were seeing alcohol advertisement on television, outdoor billboards or posters, printed publication social networking sites, You Tube, public transport and on radio. Likewise Child Workers in Nepal (n.d) revealed that most of the respondents had seen/ heard the different kinds of alcohol advertisement from different location such as poster, department stores, buildings of hotel and restaurants, hoarding boards, newspaper, buildings and film. It is found that the different contextual studies shows that different percentage and source of watching alcohol advertising. The reasons may be nature of study design, methods and data collection tools, difference in study time, difference in study place, respondents' access to alcohol advertising sources.

According to the findings of this study, alcohol advertisements on social media, printed media, and on holding boards were attracting a significant number of respondents, suggesting that these advertisements could potentially shape their attitudes and behaviors towards alcohol. This finding link with the result of Owusu-Prempeh et al. (2013) They found that use of specific components in alcohol advertising can effectively influence consumers' purchasing behaviour of alcohol. Another study conducted on Moyo (2014) found that there is a relationship between exposure to alcohol advertising and intention to consume alcohol among respondents. The present study also found that alcohol advertising is reaching a substantial number of individuals through various forms of media which may be particularly effective at capturing the attention of certain individuals. Similarly, another similar study found that a small percentage of respondents pay attention to such ads on different media platforms. For example, 10.2 percent agreed, and 12.4 percent strongly agreed, that they pay attention to alcohol ads on TV. Similarly, 9.8 percent agreed, and 10.6 percent strongly agreed, that they pay attention to alcohol ads in newspapers and magazines. Additionally, 10.5 percent agreed, and 9.5 percent strongly agreed, that they pay attention to alcohol ads on billboards and buildings. This suggests that alcohol advertisements may not be very effective in capturing the attention of the general population (Ledwaba, 2015). It is learned that there is no similarities between those study results. Some reasons may be the nature of the study population, study context, difference in data collection tools.

### **Perceptions of Alcohol Advertising**

According to the results, a sizable portion of the respondents were able to recall the message from the alcohol advertisement. This might be a sign that advertisements for alcohol are effective in drawing in their intended audience and promoting the product. This findings link with the Ledwaba (2015) study. He found that 14.3 percent respondents strongly agreed and 16.6 percent of the respondents agreed that they easily remember message of alcohol advertising.

This study found that a significant percentage of respondents also concurred that alcohol advertising affects their decision to drink, which may have consequences for public health and policy. Another study found that the positive perception of advertisements was connected to a greater desire to use and purchase advertised items (Aiken et al., 2018). Findings from the present study explore that most of the respondents thought alcohol advertising influenced my friends or family to consume alcohol. Likewise, most of the respondents believed that alcohol advertising also increase the number of drinkers. Furthermore, most of the respondents believed that alcohol advertising increases overall consumption of alcohol. These findings compare with the study results of Ledwaba (2015). His study found that most of the respondents believed that alcohol advertising influenced friends and family alcohol consuming behavior. Likewise, most of the respondents believed that alcohol advertising increase the overall consumption and number of drinker. These findings suggest that there may be a link between alcohol advertising and increased alcohol consumption among respondents.

### **Influences of Alcohol Advertising on Alcohol Consumption**

Findings from this study indicated that when addressing issues related to alcohol consumption and abuse, advertising may be a significant factor to take into account as it can influence people's perceptions of alcohol. This finding compare with Moyo (2014) findings. He found that teenagers who have seen more alcohol advertisements are more likely to consume alcohol after seeing more advertisements. Furthermore, the present study found that the majority of respondents believe that alcohol advertising has a positive correlation with the number of people who drink alcohol. Additionally, a significant number of respondents also strongly agree that alcohol advertising increases overall consumption of alcohol. Another study (Ledwaba, 2015) found that alcohol advertising is responsible for the increase in the total consumption of alcohol and the number of drinkers. The result of the study is consistent with that of the literature, Moyo (2014) found that the link between alcohol advertisement and drinking behavior. When people are repeatedly exposed to alcohol advertising, they eventually come to believe that it is the right thing to do.

This present study found that while some people may be drawn to alcohol advertising because they are curious to try new drinks or flavors, a large portion of the population is not affected in that way. Another similar study found that study alcohol advertising makes teenagers aware of different brands of alcohol, leading them to consume alcohol (Moyo, 2014). Likewise, the findings of the present study addressed that alcohol advertising promote alcohol consumption may encourage excessive drinking. Similarly another similar study revealed that 80 percent of the respondents said that alcohol advertising leads to drinking behaviour (Moyo, 2014). In addition, the finding of the present study shows that there is a potential connection between people's desire to try alcoholic beverages and their exposure to alcohol advertising. Likewise similar revealed that alcohol advertising attracts and tempts most teenagers to consume alcohol (Moyo, 2014).

The present study revealed that frequent exposure to alcohol advertising can influence one's desire to consume alcohol. (Anyange, 2014) found that a significant portion of the population that is frequently exposed to alcohol advertising may be influenced by alcohol advertising on their drinking behavior. Likewise, Moyo (2014) found that there is a relationship between exposure to alcohol advertising and intention to consume alcohol. It is found that the different contextual study shows that some similar results and few of dissimilar results. The reason may be depends on the research knowledge and skills of the researchers, nature of data analysis technique, different in data collection tools etc. Furthermore, this present study found that the advertising for alcohol can cause anxiety in some people, which may lead to them not enjoying it. Similar literature showed that the advertising for alcohol is not favored by two-thirds of the respondents, who express negative sentiments (Owusu-Prempeh et al., 2013). Likewise, another similar study found that the highest number of the respondents perceived that alcohol advertisement makes them; sad'(36%) followed by indifferent 27 percent and angry 20 percent and there are few respondents who feel happy or excited to see alcohol advertisement (Child Workers in Nepal, n.d). It is stated that the results of these various contextual studies are similar. Some possible explanations include perception, study context and location, respondent age and gender, and level of education.

### **Conclusion**

The study found that a significant proportion of respondents were found to be influenced by alcohol advertisements on social media online news, hotel walls and nameplates, hoarding board, retail store and in printed media. Likewise, the study found that a significant number of people believe that alcohol advertising has an impact on their perceptions and attitudes towards alcohol consumption. One third of the respondents reported feeling attracted to alcohol advertising because they were interested in tasting the alcohol being advertised. This study also found that a large majority of the respondents in the study believe that alcohol advertising has a significant impact on increasing the number of people who become drunk. Furthermore, this study shows that a minority of respondents reported feeling excited about alcohol advertising. Interestingly, very few respondents reported feeling positively about alcohol advertising. This information could be useful for understanding where alcohol advertising is most prevalent and potentially evaluating the effectiveness of regulations in limiting exposure to alcohol advertisements. These findings can be used to better understand where and how individuals are exposed to alcohol advertising. Likewise, these findings could contribute to the development of more effective public health interventions and policies aimed at reducing alcohol consumption. However, the sample is not representative of general population of secondary school students because this research is concerned with the online cross-sectional survey. In addition, this study is not addressed for other potential factors, such as family, and peer influence which may also impact students' attitudes and behavior. Therefore it is required to conduct further research on alcohol consumption and its associated factors among school students: insight of mixed method research.



### References

- Advertisement (Regulation) Act, Nepal Law Commission (2019). <https://pioneerlaw.com/resource/advertisement-regulation-act-2019/>
- Agostinelli, G., & Grube, J. W. (2002). Alcohol counter-advertising and the media: A review of recent research. *Alcohol Research & Health*, 26(1), 15.
- Aiken, A., Lam, T., Gilmore, W., Burns, L., Chikritzhs, T., Lenton, S., Lloyd, B., Lubman, D., Ogeil, R., & Allsop, S. (2018). Youth perceptions of alcohol advertising: are current advertising regulations working? *Australian and New Zealand journal of public health*, 42(3), 234-239. <https://onlinelibrary.wiley.com/doi/pdfdirect/10.1111/1753-6405.12792>
- Anyange, D. O. (2014). *The Influence of Television Advertisements on Alcohol Consumption Among Youth in Secondary Schools in Kwale County a Case of Kasemeri Location* [University of Nairobi]. <http://erepository.uonbi.ac.ke/bitstream/handle/11295/76524/Anyange>
- Babor, T. F., Robaina, K., Noel, J. K., & Ritson, E. B. (2017). Vulnerability to alcohol-related problems: a policy brief with implications for the regulation of alcohol marketing. *Addiction*, 112, 94-101. <https://core.ac.uk/download/pdf/303926922.pdf>
- Berey, B. L., Loparco, C., Leeman, R. F., & Grube, J. W. (2017, Jun). *The myriad influences of alcohol advertising on adolescent drinking*. Retrieved 2 from
- Child Workers in Nepal. (n.d). *Impact of alcohol and tobacco advertisements on children*. <http://www.add-resources.org/cwin-studies-impact-of-advertisements-of-alcohol-and-tobacco-on-children-in-nepal.444167-315773.html>
- Dhimal, M., Bista, B., Bhattarai, S., Dixit, L. P., Hyder, M. K. A., Agrawal, N., Rani, M., & Jha, A. K. (2019). *Non communicable diseases risk factors: STEPS Survey Nepal 2019*. <https://nhrc.gov.np/wp-content/uploads/2020/04/NEPAL%E2%80%93Noncommunicable-disease-risk-factors-STEPS-Survey-2019-%E2%80%93Tobacco-Factsheet.pdf>
- Getachew, S., Lewis, S., Britton, J., Deressa, W., & Fogarty, A. W. (2019). Prevalence and risk factors for initiating tobacco and alcohol consumption in adolescents living in urban and rural Ethiopia. *Public health*, 174, 118-126. <https://doi.org/10.1016/j.puhe.2019.05.029>
- Jernigan, D. H., Padon, A., Ross, C., & Borzekowski, D. (2017). Self-reported youth and adult exposure to alcohol marketing in traditional and digital media: Results of a pilot survey. *Alcoholism: clinical and experimental research*, 41(3), 618-625.
- Karki, Y. (2021). Agathokakological aspect of alcohol advertising in newspapers. *International Journal of Social Sciences and Management*, 8(3), 408-415. <https://doi.org/10.3126/ijssm.v8i3.37708>
- Ledwaba, L. P. (2015). *Evaluating the influence of alcohol advertising on alcohol consumption among the youth in the Vaal Region* [North-West University, Potchefstroom Campus]. [https://repository.nwu.ac.za/bitstream/handle/10394/15359/Ledwaba\\_L.P.pdf?sequence=1](https://repository.nwu.ac.za/bitstream/handle/10394/15359/Ledwaba_L.P.pdf?sequence=1)

18 | Sharma, B. & Devkota, B.

- Magis-Weinberg, L., Ballonoff Suleiman, A., & Dahl, R. E. (2021). Context, development, and digital media: implications for very young adolescents in LMICs. *Frontiers in psychology*, 12, 1183. <https://doi.org/10.3389/fpsyg.2021.632713>
- Moyo, L. (2014). Effects of alcohol advertisements and alcohol consumption amongst adolescents in selected high schools in the Eastern Cape, South Africa. *Mediterranean journal of social sciences*, 5(23), 1649. <https://doi.org/10.5901/mjss.2014.v5n23p1649>
- Owusu-Prempeh, V., Antwi-Boateng, C., & Asuamah, S. Y. (2013). The effect of advertisement on alcohol Consumption in sunyani polytechnic, Ghana, West Africa. *International Journal of Innovative Research and Development*, 2(4), 853-870. [https://www.internationaljournalcorner.com/index.php/ijird\\_ojs/article/view/133353/92560](https://www.internationaljournalcorner.com/index.php/ijird_ojs/article/view/133353/92560)
- Saffer, H. (2002). Alcohol advertising and youth. *Journal of Studies on Alcohol, Supplement*(14), 173-181. <https://www.collegedrinkingprevention.gov/media/journal/173-saffer.pdf>
- Stautz, K., Frings, D., Albery, I. P., Moss, A. C., & Marteau, T. M. (2017). Impact of alcohol-promoting and alcohol-warning advertisements on alcohol consumption, affect, and implicit cognition in heavy-drinking young adults: A laboratory-based randomized controlled trial. *British journal of health psychology*, 22(1), 128-150. <https://doi.org/10.1111/bjhp.12221>
- The National Broadcasting Act, (1993). <https://lawcommission.gov.np/en/?cat=437>
- The National Broadcasting Act, (1993). <https://lawcommission.gov.np/en/?cat=437>
- The Public Health Services Act (2018). <https://www.lawcommission.gov.np/en/wp-content/uploads/2019/07/The-Public-Health-Service-Act-2075-2018.pdf>
- World Health Organization. (2019). *Global status report on alcohol and health 2018*. World Health Organization.