

# Youths' Awareness of the Proliferation of Alcohol Sales and Their Perceptions of Alcohol Advertising and Consumption in Adewole Ward, Ilorin

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## Abstract

**Background of Study:** Alcohol advertising has become more prevalent in urban Nigerian communities, leading to concerns about its influence on youth attitudes and drinking behaviors. This study explores the perceptions of youth regarding alcohol advertising and its relationship to alcohol sales and consumption patterns within their community.

**Aims and Scope of Paper:** The study aims to assess two primary objectives: first, to evaluate the level of awareness among youths in Adewole ward about the proliferation of alcohol sales in their area; and second, to examine youths' views on the connection between alcohol advertising and their alcohol consumption habits.

**Methods:** A quantitative survey research design was employed. Data were gathered from 370 youths in Adewole ward using a structured questionnaire. The collected data were analyzed through descriptive statistics to uncover trends and perceptions.

**Results:** The findings indicate that youths in the community have a high awareness of alcohol sales and public consumption, especially through easily accessible packaging such as small sachets. While respondents recognized the pervasive nature of alcohol advertising across media platforms and its contribution to excessive drinking and social acceptance, they did not see advertising as a direct influence on their individual purchasing behavior. Instead, alcohol advertising appeared to exert a more indirect, normative influence within a context where alcohol is widely available.

**Conclusion:** The study concludes that alcohol advertising, in conjunction with the high physical availability of alcohol, normalizes alcohol consumption among youths. Rather than being a direct behavioral trigger, advertising plays a more indirect role in shaping attitudes toward alcohol use. The research offers valuable insights for media regulation, public health communication, and interventions aimed at youth in urban Nigerian communities.

## A. Introduction

Advertising is a central component of contemporary marketing communication, serving as a structured, paid, and non-personal means through which organisations promote products and services to targeted audiences via mass and digital media (Radakovic, 2024; Moriarty et al., 2014). Through repeated exposure, advertising plays a significant role in shaping consumer awareness, attitudes, and behavioural intentions, particularly in competitive markets where brand differentiation is essential. In recent decades, the expansion of digital and social media platforms has further intensified the reach and frequency of advertising messages, increasing their visibility across different demographic groups, including young people (Jernigan et al., 2017). One product category that has attracted growing public health and policy concern is alcoholic beverages. Alcohol consumption is widely recognised as a major contributor to preventable health risks and social harms globally, with young people identified as a particularly vulnerable population (World Health Organisation, 2018; Degenhardt et al., 2016). In many societies, alcohol advertising is pervasive across traditional media and increasingly prominent on social media platforms, where visual imagery, humour, lifestyle cues, and cultural symbolism are frequently employed to normalise and promote alcohol consumption (Campbell & Chung, 2022). In Nigeria, the availability and visibility of alcoholic products in urban communities, alongside aggressive marketing practices, have raised concerns about the potential influence of advertising on youth attitudes and consumption patterns.

Empirical literature consistently demonstrates a relationship between exposure to alcohol advertising and drinking-related outcomes among young people. Systematic reviews and longitudinal studies indicate that repeated exposure to alcohol marketing is associated with earlier initiation of drinking, increased consumption, and more favourable attitudes towards alcohol use (Noel et al., 2020; Scott et al., 2017). Studies focusing on adolescents and young adults show that alcohol advertising often employs themes that resonate with youth culture, including social bonding, pleasure, celebration, and identity formation, thereby enhancing message appeal and recall (Babor et al., 2017; Karki, 2021). Recent research has also highlighted the role of digital media in amplifying these effects, given the interactive and immersive nature of online advertising environments (Jernigan et al., 2017). Despite this growing body of research, existing studies have largely concentrated on the influence or effects of alcohol advertising on consumption behaviour, with relatively less attention given to how young people perceive and interpret these advertising messages within specific social and cultural contexts. Perception is a critical mediating factor, as individuals do not respond uniformly to media content; rather, their interpretations are shaped by prior experiences, social environments, and local norms (McLeod et al., 2017; Noel et al., 2018). Understanding perception is therefore essential for explaining why similar advertising messages may produce different attitudinal or behavioural outcomes across communities.

In the Nigerian context, empirical studies on alcohol advertising have been limited in geographical scope and thematic focus, often emphasising general consumption patterns or school-based populations without adequately addressing community-level perceptions. Notably, there is a paucity of empirical research examining how youth in specific urban wards perceive alcohol advertising in relation to the observable proliferation of alcohol sales and consumption within their immediate environment. Adewole ward in Ilorin represents a distinctive social setting characterised by the widespread availability of alcoholic products in shops, hotels, and other retail outlets, making it a relevant context for examining youth perceptions of alcohol advertising. The novelty of this study lies in its context-specific and perception-oriented approach. To the best of available academic knowledge, no published empirical study has systematically examined the perception of advertising messages on alcohol consumption among youth in Adewole ward of Ilorin, Nigeria. By focusing on youth perceptions rather than solely on consumption behaviour, this research provides an original contribution to the literature and offers nuanced insights into how advertising messages are interpreted within a local Nigerian community. This perspective is critical for informing culturally grounded media regulation, public health communication strategies, and youth-focused interventions aimed at addressing alcohol-related harms.

**Research objectives :** To investigate the level of awareness of youth in Adewole ward of Ilorin about the proliferation of alcohol sales in the area, To find out the views of youth in Adewole ward of Ilorin about the relationship between alcoholic advertisement and alcoholic consumption.

**Advertising Messages and Consumer Behaviour.** Advertising is widely conceptualised as a paid, non-personal form of communication through which identified sponsors promote products, services, or

ideas to a target audience using mass or digital media (Rabindranath & Singh, 2024; Moriarty et al., 2014). Within marketing scholarship, advertising is recognised as a strategic tool designed to inform, persuade, and remind consumers, thereby influencing brand awareness, attitudes, and purchase intentions (Alqaysi et al., 2024; Martins et al., 2019). Empirical research consistently demonstrates that advertising contributes to brand differentiation and consumer decision-making by shaping perceptions and preferences over time (Terkan, 2014). Beyond its informational function, advertising has a persuasive dimension that affects consumer attitudes and behavioural intentions. Moriarty et al. (2014) argue that advertising seeks to create favourable associations between products and consumer needs, emotions, or aspirations. Fill and Turnbull (2019) further note that the effectiveness of advertising messages depends on message content, creativity, and relevance to the target audience, emphasising the importance of audience-centred communication strategies. While advertising is typically a one-way communication process directed at audience segments rather than individuals, repeated exposure can produce cumulative attitudinal and behavioural effects (Kumar & Gupta, 2016). Despite its economic and communicative value, advertising has also been criticised for its dysfunctional consequences. Scholars have identified materialism, stereotyping, deceptive practices, and the exploitation of vulnerable populations as recurring concerns (Mutum & Ghazali, 2023; McDonald et al., 2021). Ahmed and Othman (2024) highlight that exaggerated or misleading advertising claims can erode consumer trust and contribute to harmful consumption behaviours. These critiques are particularly salient in the context of advertising for potentially harmful products such as alcohol.

**Alcohol Consumption and Associated Social Outcomes.** Alcohol is a psychoactive substance widely consumed across cultures and social contexts, often associated with recreation, celebration, and social interaction (Heath, 2012). Alcoholic beverages, including beer, wine, and spirits, are consumed in diverse settings such as homes, restaurants, bars, and social gatherings, with consumption patterns shaped by cultural norms and individual characteristics (Järvinen et al., 2014). Research indicates that individuals consume alcohol for various reasons, including socialisation, relaxation, and the pursuit of psychoactive effects such as reduced inhibition and temporary euphoria (Powell, 2014). However, extensive public health literature has established that excessive alcohol consumption is associated with a range of adverse outcomes, including impaired cognitive and motor functioning, increased risk-taking, and diminished self-control (Müller et al., 2023). These effects have been linked to antisocial behaviours such as aggression, public disorder, and violence. Antisocial behaviour is commonly defined as conduct that causes harm, distress, or disruption to individuals or communities, including acts such as vandalism, aggression, and public disturbances (Ikediashi & Akande, 2015). Empirical studies demonstrate a strong association between alcohol intoxication and antisocial outcomes, particularly among young people. Olufemi and Iyabode (2019) found that alcohol consumption significantly increases the likelihood of involvement in violent incidents, while Taylor et al. (2015) reported higher rates of antisocial behaviour in environments characterised by high alcohol availability.

**Alcohol Advertising and Youth Vulnerability.** A substantial body of research has examined the relationship between alcohol advertising and youth attitudes and behaviours. Exposure to alcohol advertising has been linked to earlier initiation of drinking, increased consumption levels, and more favourable perceptions of alcohol use among young people (Jernigan et al., 2017; Gupta et al., 2016). Jernigan et al. (2017) report that alcohol marketing across traditional and digital media platforms plays a significant role in shaping youth perceptions of drinking norms and acceptability. Youth are widely regarded as a vulnerable population in the context of alcohol marketing due to developmental, social, and psychological factors. Hebden (2023) argues that young people are particularly susceptible to image-based advertising that associates alcohol with social success, enjoyment, and identity formation. The rapid expansion of social media has further intensified youth exposure to alcohol marketing, increasing the frequency and immediacy of advertising messages (Karki, 2021). Empirical evidence from both developed and developing contexts indicates that alcohol advertising contributes to increased consumption among adolescents and young adults. Dumbili and Williams (2017) identify regular exposure to alcohol advertising as a key factor associated with higher drinking prevalence among young men. Similarly, Ibimiluyi (2023) highlights that adolescents are especially susceptible to alcohol use due to the interaction of social influences, peer dynamics, and transitional life challenges.

**Theoretical Framework.** Social Learning Theory (SLT), proposed by Bandura, posits that individuals acquire behaviours, attitudes, and values through observation, imitation, and reinforcement. According to this framework, exposure to models—such as peers, celebrities, or media representations—can lead individuals to adopt observed behaviours, particularly when such behaviours appear rewarding or socially accepted. SLT has been widely applied to explain media influences on behaviour, including substance use and aggression (Kruis et al., 2020). Davis et al. (2019) argue that repeated exposure to

media portrayals of alcohol consumption can normalise drinking behaviour, especially among young people. Advertising that depicts alcohol consumption without negative consequences may therefore encourage imitation, increasing both consumption and associated antisocial behaviours. Beck and Heinz (2013) provide empirical support for this pathway, demonstrating that alcohol consumption reduces inhibitions and increases aggressive responses. While SLT provides a robust explanatory framework, scholars have noted limitations, including challenges in measuring observational learning and its relative neglect of biological or emotional factors (Li et al., 2023; Wosidlo & Kunkel, 2017). Nonetheless, its emphasis on environmental and media influences makes it highly relevant for examining alcohol advertising effects.

Perception Theory focuses on how individuals select, organise, and interpret information from their environment to construct meaning (Pitcher, 2015). In the context of advertising, perception theory emphasises that individuals do not respond uniformly to messages; rather, responses are shaped by cognitive, affective, and social factors (Fennis & Stroebe, 2020). Research demonstrates that individuals may perceive the same advertising message differently depending on prior experiences, cultural background, and contextual influences (La Ferle & Lee, 2019). This variability is critical in understanding why alcohol advertising may produce diverse attitudinal and behavioural outcomes across different audiences. Scott et al. (2017) argue that perceptions of alcohol advertising play a central role in shaping consumer attitudes and subsequent behaviours, including drinking patterns and antisocial actions. However, perception theory also has limitations, particularly its inherent subjectivity, which complicates prediction and measurement (Searle, 2015). Misinterpretation of advertising messages may lead to unintended outcomes, such as advertisements designed to promote moderation being perceived as endorsing excessive drinking (Zharekhina & Kubacki, 2015).

By integrating Social Learning Theory and Perception Theory, this study adopts a comprehensive framework for examining how youth interpret alcohol advertising messages and how these interpretations influence attitudes and behaviours. While existing literature has largely focused on the behavioural effects of alcohol advertising, fewer studies have examined perception at the community level, particularly within specific Nigerian urban contexts. This study addresses this gap by exploring how youth in Adewole ward perceive alcohol advertising and relate these perceptions to observed patterns of alcohol consumption and antisocial behaviour.

## **B. Research Methods**

The study adopted a quantitative survey research design to examine youth perceptions of alcohol advertising and alcohol consumption in Adewole ward, Ilorin, Kwara State, Nigeria. The survey method was considered appropriate because it enables the systematic collection of data from a relatively large population and supports descriptive analysis of attitudes and perceptions, consistent with established social science research standards. The population of the study comprised youths residing in Adewole ward of Ilorin West Local Government Area. Adewole ward was selected purposively due to the noticeable availability of alcoholic beverages in shops, hotels, and other retail outlets within the area. Based on the 2006 National Population Census, Adewole ward had an estimated population of 10,438 residents. Using the Krejcie and Morgan sample size determination table at a 95% confidence level and a 0.05 margin of error, a sample size of 370 respondents was determined. A purposive sampling technique was employed to select youths within the ward, as the study specifically targeted individuals within the youth demographic who were presumed to have direct exposure to alcohol advertising and sales activities in the area. Data were collected using a structured questionnaire consisting of closed-ended items measured on a four-point Likert scale (Strongly Agree, Agree, Disagree, Strongly Disagree). The instrument was designed to address the stated research questions. Data analysis was carried out using descriptive statistics, specifically frequencies, to summarise respondents' views and levels of awareness. The results were presented in tabular form and interpreted in line with the research questions and the guiding theoretical frameworks of Social Learning Theory and Perception Theory.

## **C. Results and Discussion**

This section presents and discusses the findings of the study based on data obtained from the survey of youth in Adewole ward of Ilorin. The results are organised in line with the research objectives and research questions, and are presented using descriptive statistical analyses. The discussion interprets the findings in relation to existing empirical literature and the theoretical frameworks underpinning the study, namely Social Learning Theory and Perception Theory. By integrating empirical evidence with theoretical insights, this section highlights the implications of youth perceptions of alcohol advertising for alcohol consumption patterns and associated social behaviours within the study area.



RQ1: What is the level of awareness of youth in Adewole ward of Ilorin about the proliferation of alcohol sales in the area?

Table 1. Items Measuring Youth Awareness of the Proliferation of Alcohol Sales in Adewole Ward, Ilorin

S/N	Item Statements	SA	A	D	SD
1	Alcoholic beverages were frequently observed being sold in shops within Adewole ward, especially in small sachets, leather packs, and containers.	169	99	60	42
2	People were commonly observed purchasing alcoholic drinks from shops and hotels and consuming them publicly within Adewole ward.	163	105	50	52
3	The sale of different brands of alcoholic beverages was regularly observed in shops and hotels alongside other goods within Adewole ward.	173	101	46	50

Note. SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree.

Table 1 presents respondents' level of awareness regarding the proliferation of alcohol sales in Adewole ward of Ilorin. The data indicate a generally high level of awareness among youths concerning the availability and sale of alcoholic beverages in the area. For the first item, a total of 268 respondents (169 strongly agreed and 99 agreed) affirmed that alcoholic beverages were frequently observed being sold in shops within Adewole ward, particularly in small sachets, leather packs, and containers. This represents a clear majority of the respondents, while 102 respondents (60 disagreed and 42 strongly disagreed) expressed contrary views. The dominance of agreement responses suggests widespread visibility of alcohol sales within local retail outlets. Regarding the second item, 268 respondents (163 strongly agreed and 105 agreed) indicated that people were commonly observed purchasing alcoholic drinks from shops and hotels and consuming them publicly within the area. In contrast, 102 respondents (50 disagreed and 52 strongly disagreed) did not share this view. The distribution of responses further reinforces the perception that alcohol consumption in public spaces is a common occurrence in Adewole ward. For the third item, 274 respondents (173 strongly agreed and 101 agreed) reported that the sale of different brands of alcoholic beverages was regularly observed in shops and hotels alongside other goods. Meanwhile, 96 respondents (46 disagreed and 50 strongly disagreed) disagreed with this observation. The higher number of agreement responses on this item indicates that alcohol sales are perceived as routine and integrated into everyday commercial activities within the ward. Overall, the pattern of responses across all three items demonstrates that the majority of youths surveyed were aware of the high prevalence and regularity of alcohol sales in Adewole ward. This suggests that alcoholic beverages are not only widely available but are also visibly marketed and consumed within the community, thereby contributing to heightened awareness among youths.

RQ2: What are the views of youth in Adewole of Ilorin about alcohol advertisement and alcohol consumption?

Table 2. Views of Youth on Alcohol Advertising and Alcohol Consumption in Adewole Ward, Ilorin

Statement	SA	A	D	SD
Continuous advertisement of alcohol in Adewole ward was perceived to make people regularly purchase and consume alcohol.	50	46	101	173
Alcohol was perceived to be promoted across mainstream and social media, encouraging excessive drinking among youths in Adewole ward.	167	99	60	42
Proliferation of alcohol advertisement in Adewole ward was perceived as a shift in societal acceptance of alcohol consumption among youths.	163	105	50	52

Note. SA = Strongly Agree; A = Agree; D = Disagree; SD = Strongly Disagree.

Table 2 presents respondents' views on alcohol advertising and alcohol consumption in Adewole ward of Ilorin. The responses reveal varying perceptions across the three statements, indicating both agreement and disagreement regarding the influence and prevalence of alcohol advertising. For the first statement, which examined whether continuous alcohol advertising was perceived to encourage regular purchase and consumption, 96 respondents (50 strongly agreed and 46 agreed) expressed agreement. In contrast, a larger proportion, 274 respondents (101 disagreed and 173 strongly disagreed), expressed disagreement. This distribution indicates that a majority of the respondents did not perceive continuous

alcohol advertising as a direct driver of regular alcohol purchase and consumption within the area. The second statement assessed perceptions of alcohol promotion across mainstream and social media and its role in encouraging excessive drinking among youths. In this case, 266 respondents (167 strongly agreed and 99 agreed) indicated agreement, while 102 respondents (60 disagreed and 42 strongly disagreed) disagreed. The predominance of agreement responses suggests that most respondents perceived alcohol promotion across media platforms as widespread and as encouraging excessive alcohol consumption among youths in Adewole ward. For the third statement, which focused on whether the proliferation of alcohol advertising was perceived as a shift in societal acceptance of alcohol consumption among youths, 268 respondents (163 strongly agreed and 105 agreed) expressed agreement. Conversely, 102 respondents (50 disagreed and 52 strongly disagreed) did not share this view. This pattern indicates that a substantial majority of respondents perceived increased alcohol advertising as reflecting or contributing to greater social acceptance of alcohol consumption among youths. Overall, the responses in Table 2 show that while opinions were divided on whether alcohol advertising directly drives regular purchase and consumption, a clear majority of respondents perceived alcohol advertising as highly prevalent in the media and as associated with changing social norms surrounding alcohol consumption among youths in Adewole ward.

The findings reveal a high level of awareness among youths in Adewole ward regarding the proliferation of alcohol sales within their community. The majority of respondents reported frequent exposure to alcohol sales in shops and hotels, including the sale of alcohol in small sachets and other easily accessible packaging formats. Public purchase and consumption of alcohol were also commonly observed. These results indicate that alcohol availability and visibility are deeply embedded in the everyday commercial and social environment of Adewole ward. Regarding perceptions of alcohol advertising and consumption, the findings show a nuanced pattern. While most respondents did not perceive continuous alcohol advertising as a direct and immediate driver of regular alcohol purchase, a substantial majority acknowledged that alcohol is heavily promoted across mainstream and social media.

Respondents further perceived that such advertising contributes to excessive drinking among youths and reflects or reinforces a growing societal acceptance of alcohol consumption. Overall, the results suggest that although advertising may not always be consciously recognised as a direct cause of individual consumption, it is perceived as influential in shaping social norms and attitudes toward alcohol use. The findings of this study align with a broad body of empirical research demonstrating a relationship between alcohol advertising exposure and youth drinking-related outcomes. Consistent with Jernigan et al. (2017) and Noel et al. (2020), respondents acknowledged the pervasive presence of alcohol promotion across media platforms and its role in encouraging excessive consumption among young people. Similarly, the observed high availability of alcohol within the community supports prior Nigerian studies that link widespread access to increased consumption (Dumbili & Williams, 2017; Ibimiluyi, 2023). However, a notable divergence emerges in respondents' views on the direct effect of continuous advertising on regular purchase and consumption. Unlike studies that report a strong perceived causal link between advertising exposure and immediate consumption behaviour (Gupta et al., 2016; Scott et al., 2017), many youths in Adewole ward did not explicitly attribute their purchasing behaviour to advertising alone. This difference may reflect contextual factors, such as normalisation of alcohol consumption due to its physical availability, cultural acceptance, or peer influence, which may overshadow the perceived role of advertising as a single causal factor.

#### **D. Discussion**

The findings signify that alcohol advertising operates less as a direct behavioural trigger and more as a cultural and normative influence within the Adewole ward context. From a broader perspective, this reflects a larger phenomenon in which sustained exposure to alcohol marketing, combined with high product availability, contributes to the normalisation of alcohol consumption among youths. Through the lens of Social Learning Theory, repeated exposure to alcohol-related cues in media and everyday environments may reinforce observational learning, making alcohol use appear socially acceptable and routine. Perception Theory further explains how youths interpret these messages within their local social realities, shaping attitudes even when direct behavioural influence is not consciously acknowledged. At the societal level, the findings point to a gradual shift in social norms, where alcohol consumption becomes increasingly integrated into daily life and youth culture. This normalisation has implications for public health and social order, particularly in communities where regulatory oversight is limited. The implications of this research are multifaceted. For public health stakeholders, the findings highlight the need to address not only individual drinking behaviour but also the broader media and commercial environments that shape youth perceptions. For policymakers and regulators, the results underscore the

importance of reviewing alcohol advertising practices, especially those targeting or easily accessible to youths through mainstream and digital media. For communication scholars, the study contributes empirical evidence from a community-level Nigerian context, enriching the literature on youth perception of alcohol advertising. Practically, the findings suggest that interventions focused solely on restricting advertising messages may be insufficient without addressing the widespread physical availability and social acceptability of alcohol within communities.

The observed results can be explained by the interaction of environmental, cultural, and media-related factors. The high visibility and accessibility of alcohol in Adewole ward likely reduce the salience of advertising as a distinct influence, as alcohol consumption is already normalised through everyday observation. Additionally, youths may be more influenced by peer behaviour and community norms than by formal advertising messages, even though advertising indirectly reinforces these norms. Furthermore, the packaging of alcohol in small sachets and its sale alongside everyday consumer goods may blur the distinction between ordinary products and regulated substances, contributing to reduced risk perception. These contextual realities help explain why respondents recognised the normative influence of advertising while downplaying its direct role in individual purchasing decisions.

Based on the findings, several actions are necessary. First, stronger regulatory frameworks should be developed and enforced to limit youth exposure to alcohol advertising, particularly on digital and social media platforms. Second, community-based awareness programmes should be implemented to challenge the normalisation of alcohol consumption and promote critical media literacy among youths. Future research should adopt mixed-method approaches to explore deeper interpretive processes behind youth perceptions of alcohol advertising, including qualitative insights into peer influence and cultural norms. Longitudinal studies are also recommended to examine how sustained exposure to advertising and availability influences consumption patterns over time. Finally, public health interventions should be reformulated to address both symbolic influences, such as advertising, and structural factors, such as availability and retail practices, to effectively mitigate alcohol-related harms among youths.

#### **E. Conclusion**

This study reveals that while youths in Adewole ward, Ilorin, exhibit a high level of awareness regarding the availability and visibility of alcohol in their community, they do not uniformly perceive continuous alcohol advertising as a direct and immediate cause of their alcohol purchase and consumption. This contrasts with much of the existing research that suggests a clear cause-and-effect relationship between advertising exposure and consumption behavior. Instead, the findings indicate that alcohol advertising is seen more as a pervasive background influence that reinforces social acceptance and normalization of alcohol use, rather than a direct trigger for individual consumption decisions. The widespread availability of alcohol in retail spaces and public consumption appears to reduce the prominence of advertising as a singular influence, highlighting the significance of local environmental contexts in shaping youth perceptions.

#### **F. Recommendations**

Based on these findings, this study recommends that policies aimed at addressing alcohol-related harms among youths should not solely focus on advertising regulation but also consider other structural factors, such as the widespread availability of alcohol in the community and existing retail practices. Interventions to reduce harmful alcohol consumption should therefore be integrated, encompassing youth-focused media literacy, regulations on alcohol retailing, and broader public health initiatives. Additionally, the study suggests that future research should adopt mixed-methods or qualitative designs to explore in greater depth how youths interpret alcohol advertising messages and how peer influence, cultural norms, and environmental factors shape these interpretations. Longitudinal studies are also recommended to observe changes in perceptions and behaviors over time, as well as comparative studies across different locations to understand the broader societal trends reflected in the patterns observed in Adewole ward..

#### **G. Author Contribution Statement**

This research is the outcome of a collaborative study conducted by the authors, each contributing to various aspects of the research process. Abubakar Sidiq SULEMAN was responsible for formulating the research background, identifying the research problem, and coordinating the data collection process. Ameer MUMIN contributed to the design and development of the research methodology, including the creation of the survey instrument. Abdulhafeez Taiye OYEWOLE played a key role in analyzing the data and interpreting the results, particularly focusing on the relationship between alcohol advertising and youth perceptions. Bashir Amoda AJIJOLA provided valuable insights into the theoretical framework and

assisted in writing and editing the manuscript. Tope Joseph OLORUNMOLA contributed to the literature review and provided expertise in reviewing and refining the final draft of the paper. Sa'adat Kehinde KATIBI assisted in the final proofreading and ensured the manuscript met all publication standards. Each author played an integral role in the research process, ensuring a systematic approach and contributing to the high-quality findings presented in the study.

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