

EFFECTS OF ALCOHOL CONSUMPTION ON UNDERGRADUATE STUDENTS' BEHAVIOUR IN UNIVERSITIES IN SOUTH-EAST, NIGERIA

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ABSTRACT

This study aimed at determining the effects of alcohol consumption on undergraduate students' behaviour in universities in South-East, Nigeria. Two research questions and one null hypothesis guided the study. The study adopted a cross-sectional design. The population of the study was 1,158 students in South-East, Nigeria. The study sampled 232 respondents made up of 125 males and 107 females' was respectively drawn using simple random sampling representing 20% of the population. The instrument for data collection was structured questionnaire developed by the researchers. The instrument was validated by three experts from the selected universities. The internal consistency of the instrument was determined using Cronbach's Alpha methods for reliability analysis with coefficient of 0.78 obtained. The research questions were answered using mean and standard deviation, while the null hypothesis was tested at 0.05 level significance using z-test. The findings of the study revealed among others that, alcohol consumption has negative effects on undergraduate students' behaviour in universities such as poor performance, liver disease or failure, public disorder, unintended pregnancy, domestic violence, mental, sexually transmitted diseases, unprotected sexual activities, poor high-risk behaviours, crime, violence, poor academic performance, brain damage and heart. Based on the findings of the study, it was recommended among others that university authority should involved parents, psychologists, health practitioners and school, counsellors in enlightening students through awareness on health programmes to avoid alcohol consumption.

Keywords: Alcohol consumption, students' Behaviour, Students, Drinking

INTRODUCTION

Alcohol consumption has socio-economic and socio-cultural among individuals in the society, especially students. It is provided and taken in ceremonies, oath taking, vow-taking, celebrations and other enjoyment activities. It was introduced as a sign of regard and respect in south-east Nigeria in the early years. Alcohol drink consumed in south-east region was palm-wine tapped from the oil-palm trees and raffia-palms. Korieh (2003) Okonkwo (2018) noted that, from the fifteenth century, contacts between the Europeans and the people of the eastern Nigeria particularly during the Atlantic slave exchange time, fundamentally brought varieties of alcohol drinks, gin and whisky. As a result, Okonkwo (2018) further stated that starting from this period, gins particularly schnapps from Holland got incorporated in home and culture of the people. Globally, the study of alcohol consumption on undergraduate students in the universities has generated interest in the society at large. Alcohol consumption as used in this study is generally defined as an excessive

intake of liquid substance form by the fermentation of sugar such as palm-wine, dry-gin, beer and whisky which affect the body system or cause more harms on individual's health. According to Collins and Kirouac (2013), alcohol consumption as the action of consuming, usually, out loud on a drink that contains ethanol. Nugent and Hugh (2018) refer alcohol consumption as liquor or intoxicants such as spirit, palm wine, beer, rum, brandy, whisky, and ogogoro (local gin) formed by the fermentation of sugar. Operationally, Alcohol consumption is defined as the process of consuming extra than one or two drinks daily or drinking to the point of drunkenness. Excess drinking however, is associated with several diseases, such as mental disorder, brain damage, lung cancer, short-term memory and Cirrhosis.

Interestingly, studies to explain the intake of alcohol consumption on students began in the mid-seventies in industrialized countries such as China, United State, Japan, Germany, India, South-Korea, United Kingdom, France and Italy. According to Guillermo and Gustavo (2014), there were reports on high alcohol consumption and behaviour problems associated with alcohol abuse from the eighties. The authors further reported a greater likelihood of the use of psychoactive substances through adolescence and early adulthood, with a positive association between educational level and consumption. This means that the problems, resulting from alcohol consumption in young people are different from those in adults. In young people, the negative effects deriving from alcohol consumption often involve changes in the relationship with the family, peer-groups and teachers, poor performance, aggression, crime, public disorder and high-risk behaviours, such as driving after drinking, as well as unprotected sexual activities, involving unintended pregnancy and sexually transmitted diseases (Guillermo & Gustavo, 2014; Stueve & O'Donnell, 2005). Generally, students who drink large volumes of alcohol have more risk behaviours for themselves compared to students who do not drink (Guillermo & Gustavo, 2014; Hingson, Heeren & Winter, 2006). In the same context, it has been argued that alcohol abuse and alcoholism participate directly and indirectly in the development of physical, mental and social damages in the life of the students (Guillermo & Gustavo, 2014), besides affecting others and producing domestic violence, marital conflicts, economic problems, fights with injuries and traffic accidents (Tempier, Boyer, & Lambert, 2006; Stockwell, Borges, & Giesbrecht, 2006). Meanwhile, Indiran, Kathryn and Xolile (2017) pointed out factors that are related to the causes of alcohol drinking between the undergraduate students, such as to have fun and enjoyment, peer pressure influence, socio-cultural influences, self-medication to recover their bad temper and to experience good health, lack of support to reduce anxiety and stress (Indiran, Kathryn & Xolile, 2017).

Similarly, Indiran, Kathryn, and Xolile (2017) in their studies posited that, alcohol consumption amongst tertiary education students, particularly the female undergraduates, is an increasing problem. Also, heavy alcohol consumption by tertiary students leads to a variety of alcohol-related problems, such as property damage, poor academic performance, problematic peer relationships, high dropout rates, unprotected sexual activity, physical injuries, rape and suicide. For instance, in South Africa, Govender, Nel and Sibuyi (2017) revealed that, university students, especially the undergraduates, experimented with alcohol, can lead to physical, social, emotional and academic problems. Hence, alcohol consumption by female university students can be harmful to the progress of their tertiary education. As undergraduate students are away from parental or caregiver supervision, they are likely to have an unrealistic sense of independence and may misuse alcohol (Govender, Nel & Sibuyi (2017). A tertiary institution in South Africa reported that the males and the females have similar drinking patterns in terms of when they drink, how much they

drink and the types of alcohol they drink. Some students considered excessive drinking by both the males and the females as problematic (Zephaniah, Peter, & Benard, 2019; Govender, Nel & Sibuyi, 2017).

In South-East Nigeria, there is increase in alcohol intake among students in many drinking parlours even within the university system. The rate of alcohol consumption is among the university undergraduates is worrisome in university system especially in south-east and across the country at large. Moreso, the beer parlour owners or operators of these drinking joints are progressively more and are being supported by alcohol consumers. However, a lot of these alcohol consumers have created the behaviour of going to these joints on daily basis, even during lecture hours, after lectures or even stay till night. According to Babor (2003), alcohol is not an ordinary commodity; while it is linked with connotations of pleasure and sociability in the minds of many; but it has harmful consequences, particularly on rural households whose livelihood activities are seasonal, capital and labour intensive.

Studies by Dimelu, Agbo and Igbokwe (2011); Babor and De-Boca (2003) posited that, alcoholic consumption patterns vary considerably among different countries and even among ethnic groups within the same country. Similarly, the differences in drinking patterns according to Babor, and De-Boca (2003) include the types of alcohol consumed preferentially, occasions on which it typically occurs; drinking levels that are considered moral and population subgroups for whom drinking is considered acceptable. The authors further reported that alcohol beverage preference of a particular area depends on the type of alcohol produced in the area. For instance beer is preferred in several European and African countries, wine is preferred in the wine producing countries of Europe and spirits are preferred in Eastern Europe, Asia and some Island states.

As a result of the alarming dangers and harmful consequences of alcohol consumption around the world, World Health Organization (WHO) posited global strategies to eradicate the harmful use of alcohol consumption among the youths and other related age brackets, both national and international trends in alcohol consumption related disease outcomes, and serve as monitoring tools of policy changes both in a country, regional, and global levels (World Health Organization, 2010). Thus, data on alcohol consumption and patterns of consumption are collected in a systematic and rigorous manner to ensure accuracy and comparability. Similarly, in a global status report on alcohol and health by World Health Organization (WHO, 2018), other strategies and action plans aimed at reducing the harmful use of alcohol consumption such as: providing a platform for advocacy on increase in alcohol consumption and international collaboration in responding to the problem; providing guidance to member states for the development and implementation of effective alcohol control policies; addressing low awareness on alcohol-related harm in the community; promoting the provision of adequate health-care interventions for preventing harmful use of alcohol; and encouraging the creation of systematic observation and monitoring of alcohol production, consumption and harm in the countries.

Other preventive measures to reduce alcohol consumption in the society as posited by WHO (2009); WHO (2013) include to: raise awareness of the magnitude and nature of the health, social and economic burdens of the harmful use of alcohol; foster government commitment to addressing those burdens; strengthen and disseminate the knowledge base on the size and determinants of alcohol-related harm for effective interventions; enhance the capacity of the government for reducing the harm done by alcohol; improve coordination among stakeholders; increase mobilization of resources required for concerted action to reduce the harmful use of alcohol;

improve systems for monitoring; and ensure more effective dissemination and application of information for advocacy, policy development and evaluation. Furthermore, the WHO (2018) global action plan also aimed at creating awareness and advocacy of alcohol-related harm and advocating for evidence-based interventions; providing guidance for national alcohol policies; and enhancing competence and strengthening capacity of professionals in health to reduce alcohol-related harm.

Furthermore, WHO (2017a) presented the overarching and enabling global actions plans to reduce the harmful use of alcohol consumption such as: implementation of Global strategy to reduce harmful use of alcohol through multispectral actions in the recommended target areas; strengthening the leadership and increasing commitment and capacity to address the harmful use of alcohol; increasing the awareness and strengthening the knowledge base on the magnitude and nature of problems caused by harmful use of alcohol through awareness programmes; increasing excise taxes on alcoholic beverages; enacting and enforcing bans or comprehensive restrictions on exposure to alcohol advertising; enacting and enforcing restrictions on the physical availability of retailed alcohol for effective interventions; enacting and enforcing drink-driving laws and blood alcohol concentration limits at each checkpoints; providing brief psycho-social interventions for persons with hazardous and harmful alcohol use; carrying out regular reviews of prices in relation to level of inflation and income; the establishing minimum prices for alcohol where applicable; enacting and enforcing an appropriate minimum age for purchase or consumption of alcohol; reducing mass selling of alcohol in retail outlets; restricting or ban promotions of alcohol in connection with sponsorships and activities targeting at younger people; and providing preventing treatment and care for alcohol use disorders. Interestingly, Jürgen, Kevin, Maximilien, Gerrit and Ulrich (2012) posited ten key strategies that focus on the areas of policy options and interventions to reduces alcohol consumption in the society. They include leadership, awareness and commitment, responses by health services, community action, drunken driving policies and counter measures, limiting the availability of alcohol intake, limiting the marketing of alcoholic beverages, pricing policies, reducing the negative consequences of drinking and intoxication, reducing the public health impact of illicit alcohol, and monitoring as well as surveillance.

Nevertheless, all the problems identified in the study as the effects of alcohol consumption among undergraduate students do not only affect the physical, emotional and social development of the students irrespective of the environments or locations, but also affect their stability at the university and the quality of their training and learning. This study therefore, investigates the effects of alcohol consumption on undergraduate students' behaviour in the universities in South-East, Nigeria.

STATEMENT OF THE PROBLEM

Alcohol consumption is recognised as one of the people's ways of life especially in South-East, Nigeria at various occasions and programmes. Drinking of alcohol as way of refreshment is a regular activity among individuals in South-East Nigeria. Given a very long time of huge scope creation, importing and drinking of alcohol in the country have become a socio-cultural habit, practice, class-relations and social formation throughout the entire existence of south-east, Nigeria. However, a great part of the current studies on alcohol consumption in areas of study has concentrated as a rule on the importation of alcohol just as ban of indigenous alcohol manufacturing. This study, therefore, addresses the problem on the subject by searching for issues

regarding the effect of alcohol consumption in the society on both helpful and harmful consequences. Additionally, it tackles the problem of why very little has been done to handle the negative effects of alcohol consumption in the societies despite the fact that the impacts are notable. Presently, alcohol enterprises have stayed amongst the top pay acquiring sectors of the economy for the government and those engaged or deals with alcohol selling. Therefore, the increment income and increase in expanding the open doors for the consumption of alcohol is promoting the country and the society at large. Alcohol consumption has been shown as a hidden aspect in the advancement of numerous social indecencies in south-eastern Nigeria. It has also been guaranteed that alcohol consumption has arrived at upsetting stage both in the urban and rural areas with evidence results. It has assisted the economy from multiple points of view, it has affected negatively on the society through disasters and alcohol associated illness and bereavement. Nevertheless, the sponsorship of numerous occasions by alcohol drinks, even in the educational system and among the students gives alcohol a form of authenticity as individuals tend to overlook the destructive effects of its consumption. Thus, it becomes essential for this study to examine the effects of alcohol consumption on undergraduate students' behaviour in universities in South-east, Nigeria.

PURPOSE OF THE STUDY

The general purpose of the study is to determine the effects of alcohol consumption on undergraduate students' behaviour in Universities in South-East, Nigeria. Specifically, the study sought to:

1. examine the effects of alcohol consumption on undergraduate students' behaviour in universities.
2. find out the strategies to reduce alcohol consumption on undergraduate students' behaviour in universities.

RESEARCH QUESTIONS

The following research questions guided the study.

1. What are the effects of alcohol consumption on undergraduate students' behaviour in universities?
3. What are the strategies to reduce alcohol consumption on undergraduate students' behaviour in universities?

HYPOTHESIS

HO₁ There is no significant difference between the mean ratings of male and female students on the effect of alcohol consumption on undergraduate students' behaviour in universities in South-East, Nigeria.

MATERIALS AND METHODS

The study adopted a cross-sectional descriptive survey design. The Cross-sectional seeks to obtain the reliable data that makes it possible to generate, make robust conclusions, and create a new hypothesis that can be investigated with new research (Zangirolami-Raimundo, Echeimberg & Leone, 2018). The population of the study was 1,158 respondents, drawn from the selected universities in South-East Nigeria (University of Nigeria, Nsukka, Abia State University, Uturu, Ebonyi State University, Imo State University, Owerri and Nnamdi Azikiwe University, Awka). The study sampled 232 respondents made up of 125 males and 107 females' respectively. These respondents were drawn using simple random sampling technique representing 20% of the

population. The instrument for data collection was structured questionnaire developed by the researchers. The instrument was validated by three experts, one from Educational Psychology Unit, Department of Educational Foundations; one from the Department of Human Kinetics and Health Education, and one from the Department of Science Education (Measurement and Evaluation Unit), Faculty of Education, University of Nigeria, Nsukka. The internal consistency of the instrument was determined using Cronbach's Alpha techniques, which yielded a reliability coefficient of 0.78. The scales use for the questionnaire were Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree with the values of 4, 3, 2 and 1 respectively. The research questions were answered using mean and standard deviation, while the null hypothesis was tested at 0.05 level significance using z-test. The arithmetic mean of the scale of the items is 2.50, which means any item with a weighted mean value of 2.50 and above was considered accepted, while any weighted mean of less than 2.50 was considered rejected or not accepted.

RESULT AND DISCUSSION

Research Question One: What are the effects of alcohol consumption on undergraduate students' behaviour in universities?

Table 1: Mean ratings and standard deviation of responses on effects of alcohol consumption on undergraduate students' behaviour in universities.

S/ N	Items Statement	Male, n=125			Female, n=107		
		M	SD	Decision	M	SD	Decision
1	Alcohol consumption can cause poor academic performance	2.87	0.47	SA	2.76	0.48	SA
2	Alcohol abuse can cause liver disease or failure	2.53	0.49	A	2.62	0.49	A
3	Alcohol consumption can cause public embarrassment	2.72	0.48	SA	2.59	0.49	A
4	Alcohol consumption can lead to unwanted pregnancy	2.63	0.48	A	2.73	0.48	SA
5	Alcohol consumption can cause domestic violence	2.64	0.48	A	2.51	0.49	A
6	Alcohol consumption can cause a woman to stop menstruating and become infertile	2.73	0.48	SA	2.70	0.48	SA
7	Alcohol consumption can cause mental disorder	2.67	0.48	A	2.63	0.48	A
8	Alcohol consumption can cause sexually transmitted diseases	2.57	0.49	A	2.58	0.48	A
9	Alcohol consumption can lead unprotected sexual activities	2.72	0.48	SA	2.69	0.48	A
10	Alcohol consumption can cause high-risk behaviours	2.69	0.48	A	2.57	0.49	A

11	Alcohol consumption can lead to crime and violence	2.69	0.48	A	2.71	0.48	SA
12	Alcohol consumption can cause damage to the brain, heart and kidney	2.89	0.47	SA	2.85	0.47	SA
Cluster Mean		2.70	0.47	A	2.66	0.48	A

The data presented on table 1 reveal that almost all the items had their mean values above 2.50. This is an indication which shows that both the males and the females undergraduate students agree that all the items in table one are effects of alcohol consumption on undergraduate students’ behaviour in the universities with mean score of 2.70 and a standard deviation of 0.47 for the males, and a mean score of 2.66 an standard deviation of 0.48 for the females. The critical harmful effects of alcohol consumption among the students as indicated by the respondents includes, that alcohol consumption can cause damage to the brain, heart and kidney. Also, alcohol consumption can cause poor academic performance.

Research Question Two: What are the strategies to reduce alcohol consumption on undergraduate students’ behaviour in the universities?

Table 2: Mean ratings and standard deviation of responses on strategies to reduce alcohol consumption on undergraduate students’ behaviour in universities

S/ N	Items Statement	Male, n=125			Female, n=107		
		M	SD	Decision	M	SD	Decision
13	enhancing competence and strengthening capacity of professionals in health, to reduce alcohol-related harm	2.61	0.49	A	2.53	0.49	A
14	enforcing restrictions on the physical availability of the retailed alcohol for effective interventions	2.72	0.48	SA	2.64	0.48	A
15	enforcing drink driving laws on alcohol concentration limits at each checkpoints	2.81	0.47	SA	2.71	0.48	SA
16	creating advocacy of alcohol-related harm and advocating for evidence-based interventions	2.73	0.48	SA	2.68	0.48	A
17	increasing mobilization of resources required for concerted action to reduce the harmful use of alcohol	2.64	0.48	A	2.53	0.49	A
18	foster government commitment to address alcohol-related harm for effective interventions	2.52	0.49	A	2.52	0.49	A
19	raise awareness of the harmful use of alcohol	2.91	0.47	SA	2.87	0.47	SA
20	encourage the creation of	2.70	0.48	SA	2.62	0.49	A

	systematic observation and monitoring of alcohol production and consumption						
21	promote the provision of adequate health-care interventions for preventing harmful use of alcohol	2.51	0.49	A	2.53	0.49	A
22	address low awareness on alcohol-related harm in the community	2.64	0.48	A	2.68	0.48	A
23	provide guidance to member states for the development and implementation of effective alcohol control policies	2.53	0.49	A	2.51	0.49	A
24	provide a platform for advocacy on increased in alcohol consumption and international collaboration in responding to the problem	2.66	0.48	A	2.54	0.49	A
25	provide brief psycho-social interventions for persons with hazardous and harmful alcohol use	2.67	0.48	A	2.53	0.49	A
26	enforce an appropriate minimum age for purchase or consumption of alcoholic	2.73	0.48	SA	2.60	0.49	A
27	reduce mass selling of alcohol in retail outlets	2.54	0.49	A	2.52	0.49	A
28	restrict or ban promotions of alcoholic in connection with sponsorships and activities targeting young people	2.88	0.47	SA	2.85	0.47	SA
29	provide prevention measures and care for alcohol use disorders.	2.52	0.49	A	2.52	0.49	A
	Cluster Mean	2.67	0.48	A	2.61	0.49	A

The data presented on table 2 show that almost all the items had their mean values above 2.50. This is an indication which shows that both males and females undergraduate students agree that all the items in table 2 are viable strategies of reducing alcohol consumption among undergraduate students with mean score of 2.67 and a standard deviation of 0.48 for the males, and a mean score of 2.61 standard deviation of 0.49 for the females. The critical strategies of reducing alcohol consumption among the students as indicated by the respondents include, raising awareness of the harmful use of alcohol and restricting or banning promotions of alcohol in connection with sponsorship and activities targeting young people.

Hypothesis: There is no significant difference between the mean ratings of male and female students on the effect of alcohol consumption on undergraduate students' behaviour in universities in South-East, Nigeria.

Table 3: Summary of z-test analysis of the difference between the mean ratings of the male and the female regarding alcohol consumption on undergraduate students’ behaviour in universities

S/N	Status	N	X	SD	Level of Sign.	z-cal	z-tab	df	Dec.
1	Males	125	2.70	0.47	0.05	1.43	± 1.96	230	NS
2	Females	107	2.66	0.48					

From the table 3 above, it can be seen that the null hypothesis was accepted because the calculated z-value of 1.43 is lower than the z-critical value of ± 1.96 at 230 degree of freedom and 0.05 level of significance. There is therefore no significant difference between the mean ratings of male and female students on effect of alcohol consumption on undergraduate students’ behaviour in the society. The data presented on table 3 also showed that, almost all the items and the mean values are above the cut-off point. The implication of this finding is that, both the male and the female students agree on the negative effects of alcohol consumption among undergraduate students in the Universities.

DISCUSSION

The findings of the study revealed that the effects of alcohol consumption on undergraduate students’ behaviour in universities include poor performance, liver disease or failure, public disorder, unintended pregnancy, domestic violence, marital conflicts, cause mental disorder, sexually transmitted diseases, unprotected sexual activities, poor high-risk behaviours, crime, violence, poor academic performance, damage to the brain, the heart and the lung. The findings is in agreement with the view of Stueve & O’Donnell (2005) who posited that in young people, the negative effects deriving from alcohol consumption often involve the changes in the relationship with the family, peers-groups and teachers, poor academic performance, aggression, crime, public embarrassment and high-risk behaviours, such as driving after drinking, as well as unprotected sexual activities involving unintended pregnancy and sexually transmitted diseases. Similarly, the findings agree with Indiran, Kathryn and Xolile (2017) who pointed out the factors related causes of alcohol consumption among undergraduate students, such as “to have Fun and enjoyment, Peer pressure or influence socio-cultural influences, self-medicate to improve their mood and to feel better, lack of support and to reduce anxiety and stress”.

The findings of the study also revealed that the strategies to reduce alcohol consumption among undergraduate students in universities include: This findings of the study is in consonance with the World Health Organization (2018) in their global status report on alcohol consumption and health, posited that prevention strategies, action plans can reduce the harmful use of alcohol consumption such as: “to provide a platform for advocacy on increased in alcohol consumption and international collaboration in responding to the problem; to provide guidance to the member states for the development and implementation of effective alcohol control policies; to address low awareness on alcohol-related harm in the community; to promote the provision of adequate health-care interventions for preventing harmful use of alcohol; and to encourage the creation of systematic observation and monitoring of alcohol production, consumption and the harm in the

countries". The findings also agree with the view of Jürgen, Kevin, Maximilien, Gerrit, and Ulrich (2012) who posited ten keys strategy focuses on the areas of policy options and interventions to reduce alcohol consumption in the society, thus, include: "leadership, awareness and commitment; responses by health services; community action; drunk driving policies and counter measures; limiting the availability of alcohol intake; limiting the marketing of alcoholic beverages; pricing policies; reducing the negative consequences of drinking and intoxication; reducing the public health impact of illicit alcohol; and monitoring and surveillance".

The null hypothesis revealed that there is no significant difference between the mean ratings of the males and the females regarding alcohol consumption on undergraduate students' behaviour in the universities. Therefore, the null hypothesis was accepted, considering that the calculated z-value of 1.43 which is less than z-tab value of 1.96 at 230 degree of freedom and 0.05 level of significance. Thus, the implication of this finding is that, both the males and the females agree on the negative effects of alcohol consumption among undergraduate students in the Universities.

LIMITATIONS

The instrument for data collection revealed good quality validity; still, prospective research may perhaps call for to use observational evaluation and questionnaire. The study has few limitations. In the first place, the study utilized a cross-sectional survey design, which does not allow ends in regards to causality. Nonetheless, a cross-sectional survey was measured as essential on the grounds that earlier research studies did not explore the degree of alcohol consumption or alternativeness to its negative consequences on the undergraduate students' behaviour in Nigeria universities. Soon after, more research studies are expected to investigate a study of alcohol consumption between undergraduate psychology students in Nigeria federal universities. Furthermore, participants in this study were recruited from the selected universities in South-East Nigeria. This method may have limited the capacity to take a broad view of these results to other respondents. The instrument indicated great strength; nonetheless, future studies may be needed to utilize observational evaluations and personal assessment.

IMPLICATIONS

In the event that no further research or activity is actualized to decide the degree of alcohol consumption and consciousness and its negative consequences on human wellbeing especially among the students in Nigeria, and in different parts of the nation, the point of alcohol consumption among undergraduate students might be related to the expanded school-based viciousness, students disregard and misuse, and the non-appearance in school, among other social issues of risks behaviour. In addition, strategy mediations and different activities could help to decrease the patterns of alcohol consumption among the undergraduate students. In this manner, further research study is expected to examine the patterns and predominance of alcohol consumption and awareness and its negative consequences on human health or among undergraduates across the world.

CONCLUSION

In conclusion, the findings indicate that there are elevated forces of alcohol consumption surrounded by undergraduate students in the selected sampled universities. Therefore, parents, psychologists, guidance counsellors, health practitioners as well as school authorities are required to enlighten and make known to the world of the dangers of alcohol consumption, the negative

behaviours and health risks in the society. Furthermore, there is need to call on policy makers on health related issues to put in rest alcohol policy and age brackets for adults drinking.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations were made:

1. Government should promote health programmes that should be targeted to improve students' behaviour within and after school.
2. Federal and State government should as a matter of urgency stop the members of the public from using social media networks as a means of advertising the consumption of alcohol instead the negative effects of its consumption should be created.
3. University authorities should involved the parents, the psychologists, the health practitioners and school counsellors to enlighten the students through public awareness of the need to avoid alcohol consumption.
4. University authorities should include alcohol awareness campaigns especially during the first-year orientation, where students will first be launched into an innovative and academics culture of the university.
5. Alcohol guiding principles should be endorsed to control the operation of alcohol joints and companies in the society.

Declaration of conflicting interest

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