

INFLUENCE OF PEERS AND PARENTAL LIFESTYLES ON ALCOHOL USE AND ABUSE AMONG STUDENTS OF TERTIARY INSTITUTIONS IN NORTHERN NIGERIA

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ABSTRACT: *The use and abuse of alcohol in Nigeria have been on the increase among youths and old people alike. The prevalence of peer pressure or influence can become overwhelming, especially to students who have subjected themselves to sources of alcohol that results in degradation of school careers. Hence, the purpose of this study was to investigate the influence of peer pressure and parental lifestyle on alcohol use and abuse among students of tertiary institutions in Northern Nigeria. To achieve this purpose, A total of 660 respondents from colleges of Education, Polytechnics and Universities in the region were used. The instrument for data collection was the Tertiary Institution Students' Alcohol Use and Abuse Questionnaire (TISAUAQ). Data collected was analyzed using descriptive statistics of frequency, percentage, mean, standard deviation, and inferential statistics of Chi-square test at 0.05 level of significance. Based on the findings from the study, it was revealed that peer influences alcohol use among students of tertiary institutions as male students were better coordinated under the influence of moderate alcohol than female students; male students were influenced more to drink alcohol regularly than female students. It was discovered that parental lifestyles influence on alcohol use and abuse; as alcohol is shared during festivities while parents also drink in the presence of their children. There is strong statistical evidence on the influence of peer group on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria. Also there is strong significant statistical evidence on the influence of parental lifestyle on alcohol use and abuse among students of different tertiary institution in Northern Nigeria. Based on the findings of the study, it was recommended that parents should desist from drinking alcohol in the presence of their children as this lifestyle could greatly influence their children's level of alcohol use and abuse. This study also infers that all tertiary institutions in Northern Nigeria should have a functional Guidance and Counselling Centre with professional Guidance and Counsellors that would handle student's developmental and societal challenges. Health Educators should make provisions for information and skills that are relevant to the youth and students on alcohol use and abuse.*

KEYWORDS: alcohol, abuse, parents, peer, students, tertiary institutions

INTRODUCTION

Alcohol as a concept in Chemistry is a class of chemical compounds. It belongs to ethyl alcohol or ethanol. Ethanol is classified as alcohol and a toxin in medicine. Diluting ethanol enough and taking it in small quantity, produces pleasant effects that people feel on the body (Schukit, 2011). Even though the effects are achieved at some risks, and most people are ignorant of them. This ignorance is the basis for the widely use and abuse of ethanol as alcohol in the society. If it is used in large quantity, it usually has significant negative effect on human behaviour, emotions, mind and the body.

These effects depend on human personality, social setting, the body's condition and the quantity reaching the brain. Alcoholic beverages are usually classified as beer or distilled spirits. Beer is made from fermented cereal grains, usually malted (sprouted) barley, rye, corn, or wheat. Some wine drinks are made from fermented fruits, usually grapes or berries, and contain 10 to 14 percent alcohol. Some other wines are "fortified" by adding distilled alcohol contents.

The use and abuse of alcohol in Nigeria have been on the increase among youths and old people alike. The prevalence of peer pressure or influence can become overwhelming, especially to students who have subjected themselves to sources of alcohol that results in degradation of school careers. Parental lifestyle, on the other hand, has high impact on the life of children such that parents' regular alcohol use is associated with higher use in adolescents as well as parental alcoholism and alcohol abuse. According to Yusuf (2004), palm wine is the most common traditional beverage used widely especially in the Southern part of Nigeria at weddings and funeral ceremonies. Palm wine is given wisely to children possibly as a result of its nutritional value and the general belief about the absence or negligible alcohol content.

LITERATURE REVIEW

In Africa and other parts of the globe, beer, spirit and other fermented alcoholic beverages were drunk in traditional societies and some are still been used in the present age for different purposes. Alcohol beverages such as palm wine, burukutu, ogogoro and thin-gruel have been found to be consumed and have played important social roles in many African societies (Odejide, 2006). Similarly, drinking of alcohol was culturally tolerated as part of ceremonial lives of many ethnic groups in Africa; except in few countries, where it is forbidden by religion (Obot, 2000; Heap, 2000).

In Northern Nigeria, pito and burukutu were commonly drunk; in the South however, palm wine tapped from the palm tree (Obot, 2000) is popular; while the native gin locally called ogogoro, kaikai, akpuru-achia or sapele water, distilled from the fermented palm wine is widely used especially in the Niger-Delta area (Korieh, 2006). Alcohol play the role of

fostering social cohesion as people drink locally brewed beverages together in groups. Alcohol was the key requirement for bridal price to be paid in order to consummate marriages in many ethnic groups in Nigeria. It is consumed at almost all ceremonies, including cultural festivals, chieftaincy enthronements, child dedication and even funerals

According to Johns (2008), “peer pressure” is a term used to describe how an adolescent’s behaviour is influenced by other adolescents. While most parents think peer pressure initiates negative effect, not all peer pressure is bad. Johns (2008), asserted that teenagers can experience feeling of doubts and may lack self-esteem. Therefore, they are particularly vulnerable to peer pressure; an overwhelming desire to fit in and do “what everyone else is doing”, even if it means participating in such high risk activities as drinking, smoking and engaging in casual sex. According to Kasakutas and Greenfield (1992), students perceive alcohol use as an integral part of their life style and a positive step towards satisfying peer integration. In addition, most students engage in a structured interview during the study reported that there was an increase in the contributing factors to alcohol use at the university (rather than at school or elsewhere), which led to alcohol use and abuse. Dawson (2004) found out that students of tertiary institutions use and abuse alcohol because they are exposed to it by their friends. In a profile study of high school boys, who drink alcohol in Alexandria, Egypt and New York, USA, it was established by McPherson (1992) that peer pressure was a potent factor for students’ alcohol use and abuse.

A study conducted by Fields (2008) revealed that students under the influence of alcohol end up having a change in their priorities without realizing it. For example, alcohol-addicted students care more about their next drink than studying further. Modibo (2011) indicated that the influence of peer pressure on alcohol use, the fears, the risks and the harmful effect of alcohol abuse on few students’ life in tertiary institutions have significant effect on the life of all the other students. Adeyemo (2007) stated that parental norms, values and goals reflect parents’ belief systems, attitudes and conceptions concerning students’ behaviour. Similarly, parental norms, attitudes, and belief with regards to students’ alcohol use have been found to have an important influence on students alcohol use (Bolton and Brownlee, 1987). When parents show disapproval on alcohol use, their children are less likely to drink more. Nigerian parents and children differ in their perception of the appropriate age for which adolescents should be permitted to consume alcohol. According to Der Vorts (2006), many parents believe 17 years is the appropriate age for adolescents to begin consuming alcohol at home. He asserted that the parents’ use of alcohol increases the likelihood that adolescents would also consume alcohol

Aim, Research Question and Hypotheses

The main purpose of this study was to assess the influence of peer pressure and parental lifestyle on alcohol use and abuse among students of tertiary institutions in Northern Nigeria

with the view of redirecting the behaviour of the students' behaviours towards wholesome behavior. In order to achieve the purpose of this research, following research questions have been formulated to serve as a guide to the study

- (i) Does peer pressure influence alcohol use among students of tertiary institutions in Northern Nigeria?
- (ii) What is the difference between parental lifestyle influence on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria?

Also four hypothesis was developed to serve as a guide for valid inferences.

- (i) Peer pressure and parental lifestyles have no significant influence on alcohol use and abuse among students of tertiary institutions in Northern Nigeria.
- (ii) There is no significant influence of parental lifestyles on alcohol abuse among students of tertiary institutions in Northern Nigeria.
- (iii) There is no significant Influence of Peer Pressure on Alcohol Use among students of Tertiary institutions in Northern Nigeria.
- (iv) There is no significant influence of peer pressure on alcohol abuse among students of tertiary institutions in Northern Nigeria.

METHODOLOGY

Research Design

The purpose of this study was to examine the influence of peers and parental lifestyle on alcohol use and abuse among students of tertiary institutions in Northern Nigeria. Hence, the ex-post-facto research design was used in this study. This design was chosen because the study does not require experimentation in which manipulation and treatment of control group are involved. One of the conditions that call for the use of this research design is that the information required already existed naturally (Gay, 1992). The research design was also chosen for the study because, according to Best and Khan (2001), it helps to describe record, analyze and interpret the conditions that exist in a study. According to Sambo (2008), the ex-post-facto research design leads to evaluation of behavioural phenomena and explains the conditions under which such phenomena occur.

The Study Population and Sample Size

The population of this study comprised all the tertiary institutions in Northern States of Nigeria. These institutions included Universities, Polytechnics and Colleges of Education. The total population of students in the entire tertiary institutions was obtained to be 744, 900

of which 372, 450 were students of Northern Universities (NUC, 2014), 246, 350 were students of Northern Polytechnics (NBTE, 2014) and 126, 100 students were of the Northern Colleges of Education (NCCE, 2014).

The sampling procedure used involved stratified random and purposive sampling techniques. In the stratified random sampling technique; Northern Nigeria has been stratified into the three existing geo-political zones, which are: North-East, North-Central and North-West. Simple random sampling technique was used to select two states from each of the three geo-political zones. The following procedures were followed for each of the zones. Similarly, purposive sampling technique was used to select a University, a Polytechnic, a College of Education from the states selected. The basic criteria used in sample selection was mainly seeking the consent of all available students of the tertiary institutions during the study period to participate. All potential participants who were interested in participating in the study and who consented to participated.

Instrument for Data Collection

For the purpose of this study, a structured questionnaire was used to collect data. The use of a questionnaire has some definite advantages over other sources. A questionnaire is much more efficient than other management instruments in that it requires less time, less expensive and permits collection of data from large sample. The questionnaire tagged Tertiary Institution Students' Alcohol Use and Abuse Questionnaire (TISAUAQ) consisted of five main sections.

Data Analysis Technique

Descriptive statistics of frequency, percentages, mean and standard deviation were used to analyze the demographic data of the respondents and answer the research questions, respectively. Inferential Statistical Technique of Chi-square at 0.05 alpha level of significance was used to test for the differences between the means of use and abuse of alcohol by students of tertiary institutions in Northern Nigeria. Analysis of variance was used to ascertain differences between peer and parental lifestyles influence on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria

RESULTS/ FINDINGS

Answers to Research Questions

Research Question 1: *Does peer pressure influence alcohol use among students of tertiary institutions in Northern Nigeria?*

To answer the research question, the data obtained was analysed and the result is shown in table 1. The responses on the 10 items of Influence of Peer Pressure on Alcohol Use among students of Tertiary institutions in Northern Nigeria

Table 1: Mean score of responses on influence of peer pressure on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria

Institution	N	Mean	Std. Deviation	Std. Error
College of Education	221	22.9276	6.83069	.45948
Polytechnics	220	22.5545	7.41723	.50007
University	219	23.7580	6.82486	.46118
Total	660	23.0788	7.03707	.27392

According to the descriptive mean statistics above Table 1, there were no differences in the influence of peer pressure on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria. The calculated mean perceptions on the influence of peer pressure on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria were 22.9276, 22.5545 and 23.7580 by students of Colleges of Education, Polytechnics and University, respectively. This shows that students' presence in different tertiary institutions do not differ in the perception of peer pressure on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria.

Research Question 2: *What is the difference between parental lifestyle influence on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria?*

To answer this research question data was analysed the results is presented in table 2.

Table 2: Mean score of responses on the influence of parental lifestyles on Alcohol Use and Abuse among Students of Different Tertiary Institutions

Tertiary institutions	N	Mean	Std. Deviation	Std. Error
College of Education	221	22.3982	7.69444	.51758
Polytechnics	220	21.4909	7.53954	.50832
University	219	22.2374	7.72036	.52169
Total	660	22.3742	7.67339	.29869

Outcome of the descriptive mean statistics in Table 2 showed that there were no differences on the influence of parental lifestyles on Alcohol Use and Abuse among students of different tertiary institutions in Northern Nigeria. The calculated mean perceptions on the influence of parental lifestyles on alcohol use and abuse among students of different tertiary institutions in

Nigeria were 22.3982, 21.4909 and 22.2374 by students of Colleges of Education, Polytechnics and Universities, respectively. This shows that student in different tertiary institution do differ in their perception of the influence of parental lifestyles on Alcohol Use and Abuse among students of different tertiary institutions in Northern Nigeria.

Testing of Research Hypothesis

This section tested the four null hypotheses raised for this study. In doing so, The Chi Square statistics was used in each case. This was because the variables were perception in frequency counts, and before the hypotheses are all concerned with determining presence or absence of significant influence.

Hypothesis 1: *Peer pressure and parental lifestyles have no significant influence on alcohol use and abuse among students of tertiary institutions in Northern Nigeria*

Table 3: Chi Square statistics on the influence of parental lifestyles on alcohol use among students of tertiary institutions in Northern Nigeria.

Variable	X ²	Df	X ² Critical	P (Sig)
Parental lifestyles influence on alcohol use among students of tertiary institutions in Northern Nigeria	84.330	27	540.113	0.00

$X^2(84.330) > 40.113, P < 0.05$

As observed from Table 3, the result of the Chi-square test showed that the calculated chi square value of 84.330 was greater than the critical Chi-square of 540.113 at df 27, while the calculated P value of 0.00 was less than the 0.05-alpha level of significance, indicating that there was significant influence of parental lifestyles on alcohol use among students of tertiary institutions in Northern Nigeria. Therefore the hypothesis which stated that there is no significant influence of parental lifestyles on alcohol use among students of tertiary institutions in Northern Nigeria is hereby rejected as there exist strong statistical evidence of the influence of parental lifestyles on alcohol use among students of tertiary institutions.

Hypothesis 2: *There is no significant influence of parental lifestyles on alcohol abuse among students of tertiary institutions in Northern Nigeria*

Table 4: Chi Square statistics on the influence of parental lifestyles on alcohol abuse among students of tertiary institutions in Northern Nigeria

Variable	X ²	Df	X ² Critical	P (SIG)
Parental lifestyles influence on alcohol abuse of students of tertiary institutions in Northern Nigeria	175.954	27	40.113	0.00

$X^2(175.954) > 40.113, P < 0.05$

From Table 4 above, the result of the Chi-square test showed that the calculated Chi-square value of 175.954 was greater than the critical Chi-square of 40.113 at df 27, while the calculated P value of 0.00 was less than the 0.05 alpha level of significance, indicating that there was a significant influence of parental lifestyles on alcohol abuse among students of tertiary institutions in Northern Nigeria. Therefore, the hypothesis which states that there is no significant influence on the perceived parental lifestyles on alcohol abuse among students of tertiary institutions in Northern Nigeria, is hereby rejected.

Hypothesis 3: *The null hypothesis states that there is no significant Influence of Peer Pressure on Alcohol Use among students of Tertiary institutions in Northern Nigeria.*

Table 5: Chi square statistics on influence of peer pressure on alcohol use among students of tertiary institutions in Northern Nigeria

Variable	X ²	Df	X ² Critical	P (Sig)
Peer pressure influence on alcohol use of students of tertiary institutions in Northern Nigeria	232.901	27	40.113	0.00

$X^2(232.901) > 40.113, P < 0.05$

From Table5 above, the result of the Chi-square test showed that the calculated Chi-square value of 232.901 was greater than the critical Chi-square of 40.113 at df 27, while the calculated P value of 0.00 was less than the 0.05 alpha level of significance, indicating that there was a significant influence of peer pressure on alcohol use among students of tertiary institutions in Northern Nigeria. Therefore, the null hypothesis is rejected. As there exist strong statistical evidence that there is significant influence of peer pressure on alcohol use among students of tertiary institutions.

Hypothesis 4: *There is no significant influence of peer pressure on alcohol abuse among students of tertiary institutions in Northern Nigeria*

Table 6: Chi-square statistics on the Influence of Peer Pressure on Alcohol Abuse among students of Tertiary institutions in Northern Nigeria

Variable	x ²	Df	x ² Critical	P (Sig)
Peer pressure influence on alcohol abuse of students of tertiary institutions in Northern Nigeria	247.288	27	40.113	0.00

X²(247.288) >40.113, p < 0.05

From Table 6 above, the result of the Chi-square test showed that the calculated Chi-square value of 247.288 was greater than the critical Chi-square of 40.113, at df 27, while the calculated P value of 0.00 was less than the 0.05 alpha-level of significance, indicating that there was significant influence of peer pressure on alcohol abuse among students of tertiary institutions in Northern Nigeria. Therefore, the null hypothesis which states that there is no significant influence on the perceived peer pressure on alcohol abuse among students of tertiary institutions in Northern Nigeria is hereby rejected.

DISCUSSION

This discussion of findings is being undertaken in relation to result of research hypotheses and questions and whether they agree or disagree with reference to reviewed literature. It was discovered from the results of this hypothesis that there is a significant influence of peer pressure on alcohol use among students of tertiary institutions in Northern Nigeria. This means that the students were in agreement that Peer Pressure influences Alcohol Use among students of Tertiary institutions in Northern Nigeria. Male students were better coordinated under the influence of moderate alcohol than female students with the highest mean agreement level of 2.83, as this item showed that while 207 were in strong agreement, 225 were in agreement as against 138 that disagreed, and the rest 90 were in strong disagreement. It was also discovered that most of the male students drank alcohol because they go out with friends that drank". This conforms with the findings of Nagoshi (1999), Clapp and McDonnell, (2000) that peer influences the drinking habit of students. This finding showed that the types of friends a student keep influence the level of alcohol use.

Many reasons could be given for this outcome which revealed that a significant association (P<0.05) existed between peer influence and alcohol abuse among the students. This corroborates earlier findings of Jackson, Sher, Gotham & Wood (2001), that peer influence is one of the strongest correlates of student alcohol abuse. Fields (2008) also stated that peer-pressure use and abuse exert the greatest impact on the life of students. This usually occurs due to the fact that students prefer friends to family during this period; they usually

conform to the standards set by their peer group. Emotional instability was found to have a significant association with students' alcohol abuse.

Despite drinking more on average, students experience fewer alcohol-related problems, even after accounting for personality. This finding replicates previous longitudinal findings obtained by White, Labouvie, and Papadaratsakis (2005) stated several studies have tested for student-status differences on other measures of the consequences of drinking, such as alcohol use and abuse (Dawson, Grant, Stinson, & Chou, 2004; [Slutske, 2005](#)). These studies have generally found inconsistent results, suggesting that students are primarily distinguished in that they are more likely to experience the smaller-scale-but-still-negative consequences captured by measures of alcohol-related problems (fights with friends, hangovers, and missed classes).

Results of the Chi-square test showed that there is a significant influence of the perceived Parental Lifestyles on Alcohol use among students of Tertiary institutions in Northern Nigeria. Reasons being that the result of the chi square test showed that the calculated Chi-Square value of 84.330 was greater than the critical Chi-square of 55.758 at df 27, while the calculated P value of 0.00 is less than the 0.05-alpha level of significance, indicating that the influence between parental lifestyles and alcohol use among students of tertiary institutions in Northern Nigeria was significant. Therefore the null hypothesis which stated that there is no significant influence of the perceived parental lifestyles on alcohol use among students of tertiary institutions in Northern Nigeria is hereby rejected. Kandel, Kessler, & Margulies, (1978) also pointed out that alcoholic parents can influence the habits of their children to engage in alcohol consumption, and so rules and regulations should be put in place to protect the children from being influenced.

The above finding revealed the influence of parental lifestyles on alcohol use among students of tertiary institutions in Northern Nigeria. A total of 10 items were presented in this table regarding the Influence of Parental lifestyles on Alcohol Use among students of Tertiary institutions in Northern Nigeria. The total/cumulative mean response was 2.285.

Specifically, majority were of the opinion that the main item of parental lifestyles that influenced alcohol use among students of tertiary institutions in Northern Nigeria was the sharing of gin or alcohol by the family during festivals. This item had the highest mean response of 2.500 with details showing that 131 were in strong agreement, 229 were in agreement as against 141 that disagreed and the rest 159 in strong disagreement. In the same vein they believed that some parents sharing local gin or alcohol during members every weekend was potential influence on alcohol abuse among students of tertiary institutions in Northern Nigeria.

In summary, the respondents believed that parents sharing alcohols and local gin during festivals or weekends were parental lifestyles that had the potential to influence on alcohol abuse among students of tertiary institutions in Northern Nigeria.

CONCLUSION

Based on the outcome of the study, the following conclusions were made: Peer pressure has significant influence on the alcohol use and abuse among students of tertiary institutions in northern Nigeria. Parental lifestyles have significant influence on alcohol use and abuse among students of tertiary institutions in Northern Nigeria. Parental lifestyles have significant influence on alcohol abuse among students of tertiary institutions in Northern Nigeria.

There is strong statistical evidence on the influence of peer group on alcohol use and abuse among students of different tertiary institutions in Northern Nigeria. Also there is strong significant statistical evidence on the influence of parental lifestyle on alcohol use and abuse among students of different tertiary institution in Northern Nigeria.

Recommendations

Based on the findings of this study and its limitations, the researcher recommends the followings:

- (i) Parents should desist from drinking alcohol in the presence of their children as this lifestyle could greatly influence their children's level of alcohol use and abuse.
- (ii) Students of tertiary institutions should be careful of the type of peers they keep as majority, who used or abused alcohol do so because their friends did so.
- (iii) All tertiary institutions in Northern Nigeria should have functional guidance and counseling centres with professional Guidance Counsellors that would handle students' developmental and societal challenges.
- (iv) Students should not be accepting gifts of alcohol from colleagues and friends.
- (v) Health Education should provide for information and skills that are relevant to youths or students' alcohol use and abuse.
- (vi) Awareness of dangers of use and abuse of alcohol among students should also be extended to parents to enable them adjust their abnormal behaviour, which is sympathetic to alcohol consumption.

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