

FACTORS AFFECTING THE INTENTION TO USE ALCOHOLIC BEVERAGES AMONG STUDENTS IN HO CHI MINH CITY

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ABSTRACT

Aims: To determine the factors affecting the intention to use alcoholic beverages of students in Ho Chi Minh City, thereby providing a basis for intervention programs to reduce this behavior.

Method: Using qualitative methods through expert interviews and quantitative methods through exploratory factor analysis (EFA) and linear regression, the study collected data from 252 students from universities and colleges in the city using the convenience sampling method.

Results: There were four main factors affecting the intention to use alcoholic beverages: attitude about the benefits of using alcoholic beverages, social environment, attitude about the harms of alcoholic beverages, and availability of alcoholic beverages. Of which, attitude about the benefits of alcoholic beverages had the strongest influence ($\beta = 0.371$).

Conclusion: The study recommends strengthening supervision, management, social activities and psychological support to reduce students' intention to use alcoholic beverages, contributing to raising awareness and limiting negative consequences.

Keywords: *alcoholic beverages, use of alcoholic beverages, attitude towards benefits, availability of alcoholic beverages*

I. INTRODUCTION

The global average alcohol consumption per capita was approximately 6.4 liters of pure alcohol annually [1], with beer and spirits accounting for a significant portion of this consumption. Notably, global beer consumption surpassed 185 million kiloliters in 2021 [2], this reflecting the widespread popularity of this beverage worldwide. In Vietnam, according to Circular No. Vietnam ranked third in beer consumption in Asia by volume, despite having a population of only about 96.2 million, ranking 15th globally [2]. The average beer consumption per household in Vietnam increased by 30% from 2013 to 2018, reaching 43 liters per household.

These figures demonstrate the prevalence and significance of alcoholic beverages in Vietnamese consumer culture.

The percentage of students who consumed alcohol in the past 30 days reached 60%, with a concerning 25% consuming at dangerous levels, exceeding the safe consumption limits recommended by WHO [4]. About 40% of traffic accidents are caused by drivers driving vehicles under the influence of alcohol, in which students and young people account for the majority and cause extremely serious consequences [5].

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Drinking alcohol in adolescence can cause long-term health risks and directly affect the brain [6]. Statistics also show that in Vietnam, on average, around 15,000 people die from traffic accidents each year, of which 4,800 cases are related to alcohol consumption. This demonstrates that alcohol consumption while driving can pose serious dangers, not only to the individual consuming alcohol but also to others.

Recognizing the seriousness of the issue, the research group decided to undertake the project titled "*Research on Factors Affecting the Intention to Consume Alcoholic Beverages among*

Students in Ho Chi Minh City." The objective of the study is to analyze and measure the factors influencing students' intention to consume alcoholic beverages. The research will provide insights into the drivers and barriers to alcohol consumption, thereby proposing solutions to mitigate the negative consequences of alcohol abuse. At the same time, the study aims to raise awareness and consciousness among students regarding alcohol consumption, thereby improving their health and academic performance, while contributing to the sustainable development of the student community in Ho Chi Minh City.

II. METHODS

2.1. Research model and study subjects

When studying the factors affecting the intention to use alcoholic beverages, some previous studies only studied based on three factors such as: attitude, environment and society, emotion and mood. Some studies have applied one of the three models above such as:

Attitude factor: Understanding attitudes and predicting social behavior [7].

Social environment factor: Social norms and the prevention of alcohol misuse in collegiate contexts. [8]. The relationship of outlet densities to alcohol consumption: A time series cross-sectional analysis [9].

Availability factors: The impact of alcohol availability and access on alcohol consumption and related problems [10].

However, to make the research paper more in-depth and practical and to clarify the influencing factors and open up a more multi-dimensional view for readers. Especially for students, the research purpose of the research group is to hope

that students can better understand the factors affecting their intentions, from which this group will have solutions for themselves. For this reason, the research group has expanded the research model and scope; develop research based on three available models and study more clearly the factors affecting students' intentions such as: learning activities, living activities, or extracurricular activities such as clubs, etc.

The independent variables in the model include 4 variables: (1) Attitude factor about the benefits of using alcoholic beverages; (2) Attitude factor about the harms of alcoholic beverages; (3) Social environment factor; (4) Availability of alcoholic beverages. The dependent variable is: Intention to use alcoholic beverages.

The study utilizes a combination of qualitative and quantitative research methods. The research team determined a survey sample size of 300 students to ensure high accuracy and reliability. The

qualitative method involves collecting materials from public sources, conducting a literature review to build the research model, in-depth interviews with individuals who have used or are intending to use alcoholic beverages, and group discussions with lecturers to refine

the survey questionnaire. For the quantitative method, data was collected through an online survey via Google Drive and processed using SPSS 20.0 software to analyze factors influencing participants' intentions to consume alcoholic beverages.

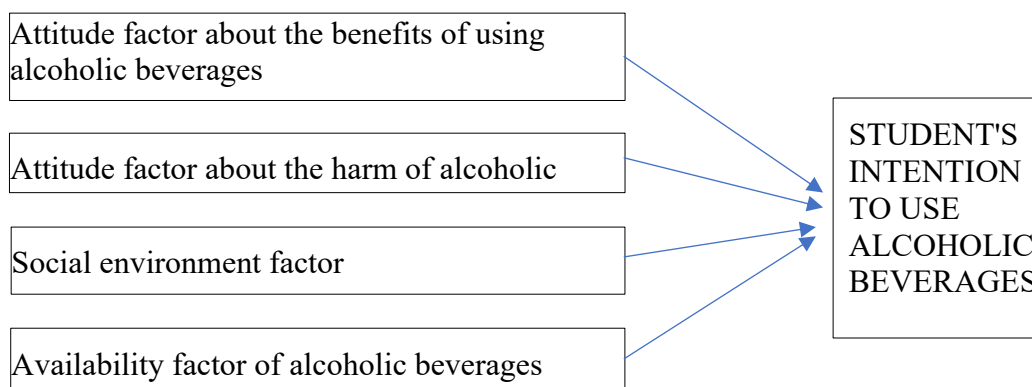


Figure 1. *Research model*

The survey questionnaire was designed with two sections, including 33 observed variables, and utilized a Likert scale with 5 levels of assessment: (1) Strongly Disagree; (2) Disagree; (3) Neutral; (4) Agree; (5) Strongly Agree.

Survey subjects: We only surveyed students who intended to use alcoholic beverages at some universities in the Ho Chi Minh City area (the survey subjects included both students who had used and students who had never used but intended to use alcoholic beverages)

The minimum sample size for exploratory factor analysis and multiple regression should be 5 times the number of observed variables, resulting in a need for 215 responses²². The research team collected 252 valid responses, ensuring

2.2. Data collection method

The survey was distributed to 300 students from colleges/universities in Ho Chi Minh City via a Google link in Zalo groups, with direct support and guidance

that the sample size of 252 was adequate. This ensured that the data collected was sufficient for analysis, model testing, and achieving accurate research results.

The sampling method used was non-probability sampling, specifically convenience sampling. The convenient sample resulted in 104 male students and 148 female students, distributing 252 students across various schools. For example, students at Van Hien University tend to have more males than females, while other schools have a relatively stable male-to-female ratio. Therefore, the research group is focused on the male-dominated group, primarily distributed at Van Hien University among the 47 participating schools.

from class supervisors. A total of 252 valid responses were obtained after reviewing and eliminating incomplete questionnaires or those with multiple

responses selected for the same item (achieving a 100% valid response rate).

2.3. Data analysis

The collected data was coded and processed using quantitative analysis techniques:

(1) Descriptive statistics were employed to analyze demographic characteristics of the sample.

(2) Reliability assessment of scales: The reliability of the scales was evaluated using Cronbach's Alpha reliability coefficient. A scale is considered reliable if the Cronbach's Alpha coefficient is greater than or equal to 0.6, and the item-total correlation must be greater than 0.3 [11]

(3) Exploratory factor analysis (EFA) was used to identify the influencing factors. EFA is considered valid when $0.5 < \text{KMO} \leq 1$, $\text{Eigenvalue} > 1$, and $\text{Total Variance Explained} \geq 50\%$. Furthermore,

to ensure the quality of observed variables, the factor loading coefficient should exceed 0.5 (Nguyen Dinh Tho, 2011).

(4) Linear regression analysis was used to determine the impact of independent factors (Attitudes toward the benefits of alcohol consumption; Attitudes toward the harm of alcohol consumption; Social environment; Availability of alcoholic beverages) on the dependent factor, which is the Intention to use alcoholic beverages. The linear regression model is considered significant when: $0 \leq \text{Adjusted } R^2 \leq 1$; the Sig. value for the F-test and t-test ≤ 0.05 ; and the variance inflation factor (VIF) is less than 10.

III. RESULTS

3.1. Characteristics of the study sample

Regarding gender, out of the 252 valid samples, 147 were female, accounting for 58.3%, and 105 were male, making up 41.7%. In terms of academic year, 9.5% were first-year students (24 people), 43.7% were second-year students (110 people), 28.6% were third-year students (73 people), 16.6% were fourth-year students (42 people), and 1.6% were students who had been studying for more than four years (4 people). Regarding academic performance, 28.2% of the students had excellent performance (71 people), 62.7% had good performance (158 people), 8.7% had average performance (22 people), and only 0.4% had poor performance (1 person). In terms of family circumstances, 57.5% (145 people) lived with both parents,

23.4% (59 people) lived with either parent, and 19% (48 people) lived with other relatives. Regarding income, whether from part-time jobs such as tutoring or from parental allowances, undoubtedly influences students' consumption of alcohol. However, the relationship is not straightforward. Beyond economic factors, sociocultural norms, academic pressures, and individual psychology also play significant roles. Students with income often have a wider range of leisure options, including alcohol consumption. Conversely, those without income may succumb to peer pressure or turn to alcohol as a means of coping with stress. Regardless of their financial situation, understanding the harmful effects of

alcohol and cultivating a healthy lifestyle is crucial., and 35.7% (90 people) have an income of less than 2 million VND; 33.7% (85 people) earned between 2 and 5 million VND; 17.1% (43 people) earned between 5 and 7 million VND; 4.8% (12 people) earned between 7 and

10 million VND; and 8.7% (22 people) had an income above 10 million VND. Regarding alcohol consumption, 90.5% of students, i.e., 228 people, had consumed alcoholic beverages, while only 24 people (9.5%) had not.

3.2. Cronbach's Alpha reliability test

After eliminating some unsuitable variables, the Cronbach's Alpha reliability coefficient for all factors was greater than 0.7. All item-total

correlations of the observed variables were greater than 0.3 (Table 1). Thus, the scales for the factors met the reliability criteria.

Table 1. *Cronbach's Alpha Reliability Coefficients for Factors*

Factors	Number of observed variables	Item- Total Corelation	Cronbach 's Alpha
Attitudes toward the benefits of alcohol consumption (TD)	8	0.686 – 0.815	0.921
Social environment (MT)	6	0.820 – 0.907	0.962
Attitudes toward the harm of alcohol consumption (TH)	6	0.609 – 0.767	0.893
Availability of alcoholic beverages (SC)	7	0.660 – 0.890	0.925
Intention to consume alcoholic beverages (YD)	6	0.744 – 0.799	0.922

3.3. Exploratory factor analysis

The results of factor analysis (EFA) for the independent variables identified four factors with 27 variables. The KMO value ($0.5 \leq 0.923 \leq 1$) indicated that factor analysis was appropriate for the dataset (Table 2). The total variance explained was 70.840%, meeting the requirement of being greater than 50%, showing that the four extracted factors explained 70.840% of the data's variance. The Bartlett's Test of Sphericity reached statistical significance with sig = 0.00 (<0.05), indicating that the variables were correlated with each other.

variables were grouped into one factor. The factor loading coefficients were all greater than 0.5, indicating that the observed variables were important and meaningful. Each observed variable had a factor loading difference ≥ 0.5 , ensuring the discriminability among factors. The KMO value was 0.894, making EFA suitable for the data. The Bartlett's test Chi-square statistic was significant at 0.000, confirming correlations among the observed variables in the sample. The total variance explained was 72.222% with an Eigenvalue of 4.333.

The EFA results for the dependent variables showed that the six observed

Table 2. *Exploratory Factor Analysis Results*

Factors	KMO Value	Sig.	Total Variance Explained	Factor Loading
1. Independent variables	0.923	0.000	70.840	
Attitudes toward the benefits of alcohol consumption				0.588 - 0.745
Social environment				0.765 – 0.878
Attitudes toward the harm of alcohol consumption				0.515 - 0.727
Availability of alcoholic beverages				0.570 – 0.878
2. Dependent variable	0.894	0.000	72.222	
Intention to consume alcoholic beverages				0.680 – 0.751

The EFA results yielded four factors with 27 observed variables: (1) Attitudes toward the benefits of alcohol consumption (8 scales: TD1-, TD2, TD3, TD4, TD5, TD6, TD7, TD8); (2) Social environment (5 variables: MT1, MT2,

MT3, MT4, MT5); (3) Attitudes toward the harm of alcohol consumption (6 variables: TH1, TH2, TH4, TH5, TH6); (4) Availability of alcoholic beverages (7 variables: SC1, SC2, SC3, SC4, SC5, SC6, SC7).

3.4. Multiple Regression Analysis

The R-value was 0.636, greater than 0.5, and the Durbin-Watson statistic was between 1 and 3 ($1 < 2.012 < 3$), indicating that the model was a good fit for the collected data (Table 3) and suitable for evaluating the relationship between independent and dependent variables. Furthermore, the adjusted R-

square value was 0.630, meaning that approximately 63.6% of the variance in students’ intentions to consume alcohol in Ho Chi Minh City could be explained by the regression model’s variables, with the remaining variance due to errors and other factors.

Table 3. *Evaluation of Model Fit in Multiple Linear Regression Analysis*

Model	R	R ²	Adjusted R ²	Standard Error	Durbin – Watson
1	0.798	0.636	0.630	0.65137	2.014

ANOVA results showed that the F-statistic value of 107.954 was derived from the R-square value of the full model, and the significance value (sig.) was 0.000 (Table 4), confirming that it was safe to reject the null hypothesis (Ho), which proposed that the independent

variables were unrelated to the dependent variable (except for the constant). This indicated that the model fit the actual data. In other words, the independent variables had a linear correlation with the dependent variable, with a 99% confidence level.

Table 4. *Model Suitability Test*

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	183.211	4	45.803	107.954	< 0.001
Residual	104.797	247	0.424		
Total	288.007	251			

The regression coefficients in the model were used to examine the importance of the independent variables' impact on the dependent variable. In Table 5, $\beta_1=TD=0.390$; $\beta_2=MT=0.170$; $\beta_3=TH=0.164$; $\beta_4=SC=0.345$. Regarding positive impacts, β_1 (Availability of alcoholic beverages) had the greatest

impact, followed by β_4 (Attitudes toward the benefits of alcohol consumption), β_2 (Social environment), and finally, β_3 (Attitudes toward the harm of alcohol consumption). The statistical significance of the regression coefficients showed that TD, MT, TH, and SC were all statistically significant ($sig < 0.05$).

The regression equation is as follows: $YD = 0.170MT + 0.390TD + 0.345SC + 0.164TH$

Table 5. *Regression Model Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Multicollinearity	
	B	Std. Error	Beta			Acceptability	Variance Inflation Factor
Constant	0.028	0.195	-	0.144	0.886	-	-
X4_SC	0.345	0.052	0.313	6.631	0.000	0.660	1.514
X1_TD	0.390	0.053	0.371	7.300	0.000	0.570	1.755
X2_MT	0.170	0.045	0.187	3.808	0.000	0.612	1.634
X3_TH	0.164	0.046	0.150	3.603	0.000	0.856	1.169

3.5 Research ethics

The study was approved by the Ethics Council of Van Hien University and the 26th Eureka Semi-Final 2024. The study was conducted with the consent of the subjects, the purpose and significance of

the study were clearly explained to the subjects and they voluntarily agreed to participate in the study. The information collected was used for research purposes only and not for any other purpose

IV. DISCUSSION

The intention to consume alcoholic beverages among students in Ho Chi Minh City is influenced by four factors. The attitude towards the benefits of alcohol consumption has the strongest

impact on the intention to consume alcoholic beverages, with $\beta=0.390$. Next is the factor of alcohol availability with $\beta=0.345$. The third strongest influence is the social environment factor with

$\beta=0.170$. Lastly, with $\beta=0.164$, is the factor of attitudes towards the harms of alcoholic beverages. Regarding the attitude towards the benefits of alcohol consumption, this is the factor that has the greatest impact on the intention to consume alcohol. This means that the more students value the benefits of alcohol consumption (such as fun, stress relief, improved relationships, etc.), the more likely they are to consume alcohol. A positive attitude toward these benefits significantly contributes to shaping students' intentions to consume alcoholic beverages. When compared to other studies [12, 13, 14]. the attitude factor towards the benefits of alcohol consumption was found to have similar significance in all studies, indicating a positive relationship between attitudes towards the benefits of alcohol and alcohol consumption behavior, emphasizing the important role of attitude in the formation of alcohol consumption behavior. While the study focused on adults in a European country, the authors [14] used a more sophisticated psychometric tool to assess attitudes and behaviors. This suggests that when people believe that drinking alcohol brings many benefits (e.g., stress relief, enhanced social interactions), they tend to consume more alcohol. The factor of alcohol availability, with a result of $\beta = 0.345$, indicates a significant relationship between this factor and the behavior of consuming alcoholic beverages. This means that the availability of alcoholic beverages is a significant factor influencing the intention to consume alcohol among students in Ho Chi Minh City. There are many studies that emphasize the role of policies and regulations related to alcohol consumption, such as drinking and driving bans [13]. These studies show

that these regulations have a significant impact on alcohol consumption, supporting our study's finding that regulatory bans have an impact on limiting alcohol consumption..

Overall, availability and factors related to access to alcoholic beverages are important factors influencing consumption behavior. Regarding the social environment factor, when comparing another study [13] with our group's study, the results were similar, with a coefficient of $\beta = 0.170$, showing that this factor has a positive and significant impact on the intention to use alcoholic beverages of students in Ho Chi Minh City. Specifically, factors such as support from parents, lovers, the environment of frequent use of alcohol, participation in events that use alcohol, influence from friends and advertising all contribute to increasing the intention to use alcoholic beverages. Regarding the factor of attitude towards the harmful effects of alcohol, similar to another available study [13], The factor of attitudes toward the harms of alcohol significantly reflects concerns about health impacts, financial costs, and the difficulty of quitting alcohol. Health concerns arise from the well-documented risks of alcohol consumption, including liver disease, cardiovascular issues, and neurological damage, which can deter individuals, particularly those with higher health awareness, from consuming alcohol. Financial costs also play a critical role, especially for students or low-income individuals, as the expense of regular alcohol consumption often competes with essential expenditures such as education or living costs. Furthermore, the difficulty of quitting alcohol, driven by physiological dependence, psychological attachment, and social pressures, complicates efforts

to reduce consumption. These factors collectively shape individuals' attitudes and play a pivotal role in influencing both the intention to consume and the ability to abstain from alcohol. Addressing these concerns through public education and supportive policies may mitigate alcohol consumption and its associated harms. The study results indicate that the attitude towards the harms of alcohol consumption has a coefficient of $\beta = 0.164$. Although the impact is not very strong, attitudes about the harms of alcohol still play an important role in shaping the intention to consume alcohol.

Theoretically, the research helps to clarify which psychological, social, cultural, and personal factors influence the decision to consume alcoholic beverages among students. This adds to the body of knowledge about the behavior of using stimulants among young people. The research results can verify or supplement existing theories on health beliefs, decision-making theory, and theories of social norms influencing individual behavior. Ultimately, it provides deeper insights into students' worldviews, values, and needs, particularly in the context of urbanization and modernization.

Practically, the information obtained from this research can be used to design effective intervention programs aimed at reducing alcohol consumption among students. A study using wastewater-based epidemiology estimates that students consume 0.7 ± 0.1 mL of pure alcohol per day, which is equivalent to 0.26 liters per year. In contrast, urban residents in HCMC consume 2.4 ± 0.34 mL per day, or about 0.88 liters per year. This is significantly lower than alcohol consumption levels seen in countries such as Australia and Spain, where

consumption ranges from 4.5 to 46mL per day.

Although consumption among students is not at harmful levels, it is essential to implement proactive strategies to maintain low-risk drinking. Effective interventions could include awareness programs to educate students on the risks of alcohol abuse, culturally sensitive campaigns that align with local drinking habits, and proactive monitoring of consumption patterns. Additionally, universities could limit alcohol availability during campus events and promote healthier social activities. These strategies can prevent the escalation of alcohol use and ensure the continued well-being of students. The research can be used to assess the effectiveness of existing intervention programs and adjust them to fit different target groups. This can provide a scientific basis for policymakers to develop and implement policies to prevent alcohol abuse among young people. Research on alcohol consumption among university students in Ho Chi Minh City (HCMC) reveals concerning trends. Approximately 80% of students report alcohol use, with 5.3% engaging in alcohol abuse, a significant health risk. Compared to international student consumption rates, this trend in HCMC calls for immediate action. Effective strategies are needed, including educational campaigns, stricter campus regulations, and awareness programs targeting students, families, and the wider community.

Such efforts can help raise awareness of alcohol abuse among students, fostering community-wide consensus and encouraging active participation in addressing this pressing issue. With increased attention, these measures can reduce alcohol misuse and promote

healthier behaviors, ultimately benefiting both students and the broader society.

V. CONCLUSIONS

The intention to consume alcoholic beverages among students in Ho Chi Minh City is influenced by four factors, including attitudes toward the benefits of alcohol consumption; the availability of alcohol; the social environment; and attitudes toward the harms of alcohol consumption. The research has demonstrated that the social environment also significantly impacts the intention to consume alcoholic beverages among students in Ho Chi Minh City. The results provide a broader understanding for the public and policymakers of the factors affecting the intention to consume alcohol and serve as a reference for future research on the same topic. Future research could further explore the relationship between availability and the social environment. Future research could explore the relationship between alcohol consumption, its availability, and the social environment. Specifically, it would be valuable to examine moderate consumption of alcoholic beverages among students in contexts such as celebrations, birthdays, and social gatherings. When consumed in

moderation and in line with economic capabilities, alcohol can have positive effects on students' social relationships and mental well-being. Additionally, moderate consumption can contribute to the local economy, benefiting businesses like restaurants and hotels that sell alcohol, as well as generating tax revenue for the government. This highlights the potential positive impact of responsible drinking on both individuals and the broader community. Thus, understanding the balance between the negative and positive consequences of alcohol use is crucial in shaping future public health policies and social interventions. Vietnam ranks second in Southeast Asia and third in Asia in terms of per capita alcohol consumption. Excessive drinking is also very common among teenagers and adults. To address this issue, collaboration among schools, families, communities, and authorities is needed to enhance education on the harms of alcohol, create a healthy living environment, and provide support services for students and the general population.

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