

Factors Influencing Students' Alcohol Consumption and their Correlation to Parents' and Schools' Alcohol Prevention Intervention Measures Among Selected High Schools of Quezon City

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Abstract

This study examined the factors influencing students' alcohol consumption and their correlation with parents' and schools' alcohol prevention intervention measures among selected Senior High School students in Quezon City. Specifically, it aimed to determine the level of social and personal factors influencing alcohol use, assess the respondents' alcohol awareness, evaluate perceived parental and school intervention measures, and identify significant differences and relationships when grouped according to profile variables. The study utilized a descriptive-comparative research design with correlational analysis. A total of 316 Senior High School students from selected public and private schools participated in the study through stratified random sampling. Data were gathered using a validated researcher-made questionnaire using a four-point Likert scale. Findings revealed that respondents generally disagreed that social and personal factors influence their alcohol consumption, except during social occasions and personal celebrations where alcohol use was acknowledged. The respondents demonstrated a very high level of alcohol awareness, indicating strong understanding of the health, behavioral, academic, and social risks associated with alcohol consumption. In terms of intervention measures, both parents and schools were perceived to have active roles in alcohol prevention, although gaps were identified in parental role modeling, school-parent coordination, and student engagement strategies. Furthermore, the study found no significant differences in social and personal factors and alcohol awareness when grouped according to age and gender, while school type and alcohol consumption experience showed significant relationships with the variables. The study concludes that while Senior High School students are highly aware of alcohol-related risks and perceive the presence of preventive interventions, alcohol consumption behavior is still influenced by contextual and experiential factors. Strengthening collaborative, values-based, and behavior-focused interventions among parents, schools, and communities is recommended to further reduce alcohol use among adolescents.

Keywords: Alcohol Consumption, Adolescents, Social Factors, Personal Factors, Alcohol Awareness, Parental Intervention, School Intervention, Senior High School Students, Correlational Study

Introduction

Adolescence, which includes the age range of Senior High Students (SHS), is a phase of major development —biological, cognitive, psychological, and emotional; and that can be supported by knowing what to anticipate at certain phases (Allen and Waterman, 2024). The Health Hub in 2023, which is the national platform for digital health based in Singapore, explained that adolescence is a period of experimentation and self-discovery of engaging in vices, including drinking, smoking, vaping, and using drugs. According to the 2023 National Survey on Drug Use and Health (NSDUH), 12.6 million people between the ages of 12 and 20 (33.1% of the population) reported having had at least one drink in their lifetime.

In the country, as appeared in the Manila Bulletin article, about 13.2% of Filipino adolescents between the ages of 10 and 19 either currently consume or have previously consumed alcohol, according to the DOST-FNRI 2021 Expanded National Nutrition Survey (ENNS). Males had a higher percentage (16.1%) than females (10.4%). Additionally, 51.4% of these drinkers reported binge drinking, according to the survey. In the 2019 Global School-based Student Health Survey (GSHS), a significant percentage of Filipino teenagers reported that drinking alcohol raised their risk of long-term health issues, such as liver disease, mental health disorders, and risky behaviors (World Health Organization, 2019).

Several factors are considered for why students engage in alcohol consumption and how this can be prevented. The Centers for Disease Control and Prevention highlighted that adolescents whose parents or guardians drink often are more likely to be involved in alcohol use (CDC, 2025). Whereas Schmengler et al. (2022) cited that social environment is a major role. The prevention lies with parents, as the National Institute on Alcohol Abuse and Alcoholism emphasized parental roles to

be crucial for adolescents' alcohol use (NIAAA, 2025). Schools, on the other hand, according to Newton et al. (2022), present an effort of reaching out to students, which is relevant because this is when the onset of alcohol use occurs and the most effective ways for prevention are found. In the study of Šarić Posavec et al. (2023), students mimic their friends and tend to be curious, regardless of how students are aware of the harm and negative effect of alcohol on health.

Hence, to promote healthier habits, these senior high school (SHS) students must receive adequate education about the dangers of alcohol consumption, which is considered a major public health concern globally. This study explored awareness of alcohol consumption and the personal and social factors that have influenced or may influence as well as the intervention efforts made by both parents and schools to Senior High Students (SHS). Despite numerous public health initiatives among these students to alcohol consumption, the situation in the country which remains high.

Material and methods

2.1 Research Design

This study utilized the descriptive-comparative research design with correlational analysis. It aimed to describe the profile of the respondents and determine the level of alcohol awareness, social and personal factors influencing alcohol consumption, and perceived parental and school intervention measures. Furthermore, the study examined whether significant differences and relationships exist between the respondents' profile and the identified variables. This design was appropriate in determining patterns, relationships, and differences among variables without manipulating the conditions of the respondents.

2.2 Locale of the Study

The study was conducted in selected Senior High Schools in Quezon City, Philippines. These schools represent both public and private institutions, providing a diverse context for examining students' alcohol-related awareness, behaviors, and perceived interventions from parents and schools.

2.3 Respondents of the Study

The respondents of this study were 316 Senior High School students from selected public and private schools in Quezon City.

2.4 Sample and Sampling Procedure

This study employed a stratified random sampling technique to ensure equal representation of respondents from both public and private Senior High Schools. From the total population of Senior High School students, 316 respondents were selected. Stratification was based on school type to ensure balanced representation of public and private institutions. Respondents were chosen based on availability and willingness to participate, ensuring ethical compliance and voluntary participation.

2.5 Research Instrument

The study utilized a structured, researcher-made questionnaire divided into four major parts, namely: Part I, which focused on the profile of the respondents in terms of age, gender, school type, and alcohol consumption experience; Part II, which measured the extent of social and personal factors influencing alcohol consumption; Part III, which assessed the respondents' level of awareness regarding the risks and effects of alcohol consumption; and Part IV, which examined the perceived effectiveness of parental and school intervention measures in preventing alcohol use. The questionnaire employed a 4-point Likert scale to quantify responses. To ensure validity and reliability, the instrument was subjected to content validation by experts in research, education, and guidance counseling before its final administration.

2.6 Data Gathering Procedure

The researcher followed a systematic procedure in data collection. Permission to conduct the study was first obtained from the school authorities and concerned officials. After approval was granted, the questionnaire was distributed to the selected respondents. The respondents were properly informed about the purpose of the study, and participation was voluntary. The survey was administered under standardized conditions to ensure consistency and accuracy of responses. After data collection, all responses were encoded, tallied, and processed using appropriate statistical software. The results were then analyzed in accordance with the specific research questions of the study.

2.7 Data Analysis Techniques

To analyze and interpret the data gathered, appropriate statistical tools were employed. Frequency and percentage were used to describe the profile of the respondents. Weighted mean was utilized to determine the level of alcohol awareness, social and personal factors influencing alcohol consumption, and parental and school intervention measures. Standard deviation was applied, when necessary, to describe the dispersion of responses. Independent samples t-test and One-Way Analysis of Variance (ANOVA) were used to determine significant differences when respondents were grouped according to their profile variables. Pearson correlation and Chi-square test were used to examine relationships between the

respondents' profile and the key study variables. These statistical tools were used to determine whether significant differences and relationships exist among the variables of the study.

2.8 Ethical Considerations

This study strictly adhered to ethical research standards throughout its implementation. Prior to data collection, permission was obtained from the school administrators and other concerned authorities. Respondents were fully informed about the purpose of the study, and informed consent was secured before their participation. Participation was voluntary, and respondents were given the right to withdraw from the study at any time without any penalty. Confidentiality and anonymity were strictly observed, ensuring that no personal identifiers were collected or disclosed. All data gathered were used solely for academic purposes and were handled with utmost care and security. The researcher ensured that the study did not cause any harm, discomfort, or bias to the respondents, and all findings were reported honestly, accurately, and objectively in accordance with academic integrity standards.

Results and Discussion

3.1 Profile of the Respondents in Terms of the Selected Variables

The results show that all profile variables account for a complete total of 316 respondents (100%). Most respondents are aged 18–24, indicating they are within the typical Senior High School age range. Gender distribution is relatively balanced. Most respondents come from Private School A, and the majority reported occasional alcohol consumption, indicating that drinking is present but not habitual.

Table 1.
*Frequency and Percentage Distribution of the Respondents
in Terms of the Selected Variables*

Profile Variables	Frequency (f)	Percentage (%)
Age		
18–24	312	98.7%
25 and above	4	1.3%
TOTAL	316	100%
Gender		
Male	150	47.46%
Female	158	50.00%
Prefer not to say	8	2.54%
TOTAL	316	100%
School Type		
Private A	126	39.87%
Private B	46	14.55%
Public A	60	18.99%
Public B	84	26.59%
TOTAL	316	100%
Alcohol Consumption Experience		
Always	16	5.10%
Occasionally	219	69.30%
Never	81	25.60%
TOTAL	316	100%

3.2 Social and Personal Factors Influencing Alcohol Consumption

The results reveal that respondents generally disagree that social and personal factors influence alcohol consumption, as reflected in the overall mean scores of 2.20 for social factors and 2.34 for personal factors. For social factors, most indicators such as peer pressure with a mean of 2.26, accessibility of alcohol in the community with a mean of 2.07, influence of social media advertising with a mean of 1.79, and cultural influence with a mean of 1.97 were all interpreted as disagree, indicating minimal perceived external social influence. However, respondents agreed that alcohol is consumed during social occasions with a mean of 2.91, suggesting that alcohol use is situational and associated with celebrations rather than social pressure or environmental availability.

In terms of personal factors, respondents also generally disagreed that alcohol consumption is driven by internal motivations such as feeling like an adult with a mean of 1.91, coping with personal or mental problems with a mean of 2.16, sleep problems with a mean of 1.94, or curiosity with a mean of 2.44. Nevertheless, they agreed that alcohol is consumed to celebrate personal achievements and victories with a mean of 2.74, indicating that alcohol intake is primarily associated with reward-based or celebratory behavior rather than emotional or psychological dependency. Overall, the findings suggest that alcohol consumption among respondents is not strongly influenced by social or personal pressures but is more likely linked to special occasions and milestone celebrations.

Table 2
2 Social and Personal Factors Influencing Alcohol Consumption

Section A. Social Factors	W _x	VI
1. I drink/may drink alcohol because of peer pressure	2.26	Disagree
2. I drink/may drink because alcohol purchase is accessible in the community	2.07	Disagree
3. I drink/may drink alcohol because of the influence of advertising from social media	1.79	Disagree
4. I drink/may drink alcohol to celebrate social occasions	2.91	Agree
5. I drink/may drink alcohol because it is part of our culture	1.97	Disagree
Over-all Mean	2.20	Disagree
Section B. Personal Factors	W _x	VI
1. I drink/may drink alcohol to feel like an adult	1.91	Disagree
2. I drink/may drink alcohol to ease my personal and mental problem	2.16	Disagree
3. I drink/may drink alcohol to help me sleeping problems	1.94	Disagree
4. I drink/may drink because of curiosity	2.44	Disagree
5. I drink/may drink alcohol to celebrate my personal achievement and victories	2.74	Agree
Over-all Mean	2.34	Agree

3.3 Alcohol Awareness

The results show that respondents demonstrate a very high level of awareness regarding alcohol-related risks, as reflected in the overall mean of 3.48 interpreted as very aware. All indicators were consistently rated as very aware, indicating strong knowledge and understanding of the negative effects of alcohol consumption. The highest-rated statement is awareness that alcohol misuse could lead to health risks with a mean of 3.79, followed by recognition that drinking alcohol could lead to danger with a mean of 3.63, and that it can cause long-term health conditions such as liver cirrhosis with a mean of 3.55. Respondents also strongly agree that alcohol consumption may lead to financial burden, behavioral changes, reduced productivity, strained relationships, mental health problems, alcohol use disorder, and dependency, with mean scores ranging from 3.33 to 3.50. Overall, the findings indicate that respondents possess a strong and consistent understanding of the harmful effects of alcohol, suggesting that awareness campaigns and health education efforts are effectively reaching Senior High School students.

Table 3
Alcohol Awareness of the SHS Students

Statements	W _x	VI
1. I am aware that alcohol misuse could lead to health risk	3.79	Very aware
2. Drinking alcohol could lead me to danger	3.63	Very aware

3. Drinking alcohol could burden personal and mental problem	3.47	Very aware
4. Drinking alcohol can cause me long term health conditions such as liver cirrhosis	3.55	Very aware
5. Drinking alcohol can lead me to develop alcohol use disorder	3.41	Very aware
6. My usual behavior may change if I drink alcohol	3.33	Very aware
7. Alcohol intoxication can impact my relationship with others	3.33	Very aware
8. Drinking alcohol can affect my productivity as a student	3.42	Very aware
9. Drinking alcohol is an added expense on my part	3.50	Very aware
10. . Drinking alcohol could lead to dependency	3.39	Very aware
Over-all Mean	3.48	Very aware

3.4 Test of Significant Difference Between Profile and Variables

Table 4.1 presents the significant difference between Profile and Social and Personal Factors Influencing Alcohol Consumption. Age and gender do not significantly influence social and personal factors. However, school type and alcohol experience show significant relationships, indicating that environment and exposure are important determinants of behavior.

Table 4.1
Significant Difference Between Profile And Social and Personal Factors Influencing Alcohol Consumption

Profile Variables	Social Factors (p-value)	Personal Factors (p-value)	Ho	Decision
Age	0.214	0.198	Fail to Reject Ho	Not Significant
Gender	0.331	0.287	Fail to Reject Ho	Not Significant
School Type	0.041	0.036	Reject Ho	Significant
Alcohol Experience	0.012	0.009	Reject Ho	Significant

Table 4.2. below presents the significant difference between Profile and alcohol awareness of SHS students. Age and gender are not significant predictors of alcohol awareness. However, school type and alcohol experience significantly influence awareness levels, suggesting that both institutional and experiential factors shape students' understanding of alcohol risks.

Table 4.2
Significant Difference Between Profile And Social and Alcohol Awareness of SHS Students

Profile Variables	p-value	Ho	Decision
Age	0.263	Fail to Reject Ho	Not Significant
Gender	0.314	Fail to Reject Ho	Not Significant
School Type	0.028	Reject Ho	Significant
Alcohol Experience	0.007	Reject Ho	Significant

3.5 Parents' and School Intervention as Perceived by Respondents to Alcohol Consumption

The results indicate that respondents generally agree that both parents and schools play a role in preventing alcohol consumption, as reflected in the overall means of 2.83 for parents' intervention and 2.66 for school intervention. For parents, respondents agreed that there are strict rules at home, discussions about alcohol risks, and monitoring of behavior, suggesting active parental involvement. However, they disagreed that parents consistently serve as role models in avoiding

alcohol consumption, indicating some inconsistency in practice. Results coincides with study of Bohm & Esser, (2023) who reminds the children about alcohol risks

For school intervention, respondents agreed that schools implement seminars, counseling, orientations, and policies related to alcohol prevention. However, they disagreed on school-parent coordination and activities that directly engage or divert students' curiosity away from alcohol use. Overall, the findings suggest that while both parents and schools are perceived to be active in alcohol prevention, there are still gaps in role modeling, coordination, and student engagement strategies that need to be strengthened. This shows that for respondents, the parents and schools have efforts to alcohol consumption, to which for Kim (2024) schools should have programs that consist of the following: programs for education and awareness; methods based on cognitive-behavioral skills; support groups for feedback and motivation; and health professionals' behavioral interventions.

Table 5

Parents' and School Intervention as Perceived by Respondents to Alcohol Consumption

Section A. Parents' Intervention as Perceived by Respondents	Wx	VI
1. My parents set enforce strict drinking alcohol measures at home	2.88	Agree
2. My parents discussed the risks of alcohol drinking	3.22	Agree
3. My parents check on me most when I am with my friends	3.16	Agree
4. My parents display as role models, refraining themselves on alcohol drinking	2.17	Disagree
5. My parents would allow me to drink alcohol during family gatherings	2.71	Agree
Over-all Mean	2.83	Agree
Section B. Schools' Intervention as Perceived by Respondents	Wx	VI
1. My school implements seminar and counseling on alcohol drinking prevention	2.65	Agree
2. The school conducts orientation highlighting the dangers of alcohol misuse	2.72	Agree
3. My school has established policies on alcohol intoxication in the premises	2.97	Agree
4. My school is in dialogue with my parents on drinking alcohol prevention	2.50	Disagree
5. My school conducts activities to divert our curiosity to alcohol drinking	2.44	Disagree
Over-all Mean	2.66	Agree

Conclusions & Recommendations

The findings of the study indicate that respondents have a very high level of awareness regarding the risks and effects of alcohol consumption, as reflected in the overall mean of 3.48 interpreted as very aware. All indicators consistently show strong recognition of alcohol-related health, behavioral, social, academic, and financial consequences. This suggests that students possess sufficient knowledge about the dangers of alcohol use, particularly in terms of health risks, dependency, and its negative impact on personal well-being and academic performance. Overall, the results imply that alcohol awareness among Senior High School students is well-established and effectively supported by existing information and educational efforts.

Based on the findings, it is recommended that schools and concerned stakeholders continue to strengthen alcohol awareness programs to sustain and further enhance students' high level of understanding. While awareness is already very high, it is also important to translate knowledge into consistent preventive behavior through more interactive and values-based interventions such as seminars, counseling sessions, peer education programs, and student engagement activities. Parents are also encouraged to reinforce awareness at home through open communication and consistent guidance, while schools should strengthen monitoring and preventive policies. Future programs should focus not only on awareness but also on behavioral reinforcement to reduce actual alcohol experimentation and consumption among students.

Compliance with ethical standards

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