

'Pelebe' Culture: Sachet Alcohol Consumption and Its Social and Health Implications for Nigerian Youth

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INTRODUCTION & AIM

Sachet-packaged alcoholic beverages (“pelebe”) are increasingly consumed by Nigerian youths due to their low cost, portability, and easy availability. This trend is a public-health concern because excessive use among university students is linked to poor academic performance, risky sexual behaviour, violence, and negative health outcomes. Despite regulatory measures by the National Agency for Food and Drug Administration and Control (NAFDAC), sachet alcohol remains widely available and socially accepted. This study assessed the prevalence, consumption patterns, psychosocial drivers, and perceived social and health impacts of sachet-alcohol use among university students in Oyo State, Nigeria.

METHOD

A cross-sectional survey was conducted involving 350 undergraduates from the University of Ibadan and Ladoke Akintola University of Technology in Ogbomoso. The participants were selected using convenience sampling, and data were collected through a structured questionnaire adapted from established adolescent health surveys. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarise the data. Additionally, multiple regression analysis was performed to identify predictors of alcohol consumption. A statistical significance threshold of $p < 0.05$ was established for the analysis.

RESULTS & DISCUSSION

The findings indicated that sachet alcohol consumption was common among the respondents, with affordability and accessibility being key influencing factors. Participants demonstrated a moderate knowledge of the perceived social and health implications tied to alcohol use. However, multiple regression analysis revealed that only perceived health implications significantly predicted alcohol consumption ($\beta = 0.174$, $p < 0.05$). In contrast, peer influence, psychological factors, and accessibility did not emerge as statistically significant predictors. These results suggest that sachet alcohol consumption has become socially normalised among university students, regardless of demographic or psychosocial differences.

Table 1: Predictors of Sachet Alcohol Consumption

Predictor	B	p-value
Accessibility	-0.091	0.383
Peer Influence	-0.363	0.104
Psychological factor	0.357	0.136
Social Implications	-0.082	0.088
Health Implications	0.174	0.038

CONCLUSION

Sachet alcohol consumption is prevalent among university students in Oyo State, driven by its affordability and availability. While respondents are aware of the negative social and health effects, this knowledge does not deter consumption. The study emphasises the need for enhanced public health education, targeted youth interventions, and stricter regulation of sachet alcohol sales in and around educational institutions.

FUTURE WORK / REFERENCES

Future Work

Future studies should use longitudinal and qualitative methods to examine the behavioural and environmental factors influencing sachet alcohol consumption among Nigerian youth.

References

NAFDAC. (2026). *Press Release on Survey on Underage Drinking and Abuse of Alcohol: Access to Alcohol and Frequency of Consumption*. National Agency for Food and Drug Administration and Control (NAFDAC).
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