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Alcohol Advertising Restrictions and Alcohol Consumption

Panel: Health and Well-Being

The aim of this study is to establish an empirical model to test the relationship between alcohol advertising restrictions and alcohol consumption. All the data covering over 184 countries is extracted from the WHO. For each country, four forms of media advertising—national TV, national radio, print media and the internet—are considered and classified according to four criteria of alcohol advertising restrictions such as total ban, partial restriction, voluntary/self-restricted and no restrictions. We estimate an alcohol demand function. The dependent variable is per capita beer consumption. The independent variables are income, price, socio-economic characteristics and dummy variables of alcohol advertising restrictions.

The result of estimation shows that total ban of alcohol advertising on all four media forms of advertising decreases beer consumption significantly, and the partial restrictions on national TV are also effective to control beer consumption.

Acknowledgement: The research report is funded by the Social Science Korea (SSK) Research Grant of the National Research Foundation of Korea (NRFK), (#B00096)