

Public Acceptability of Alcohol Marketing Regulation in Hong Kong: A Population-Based Study

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BACKGROUND

Alcohol marketing is the promotion of alcoholic beverages through various media.

A notable body of work has shown a significant association between increased alcohol consumption and exposure to alcohol marketing.

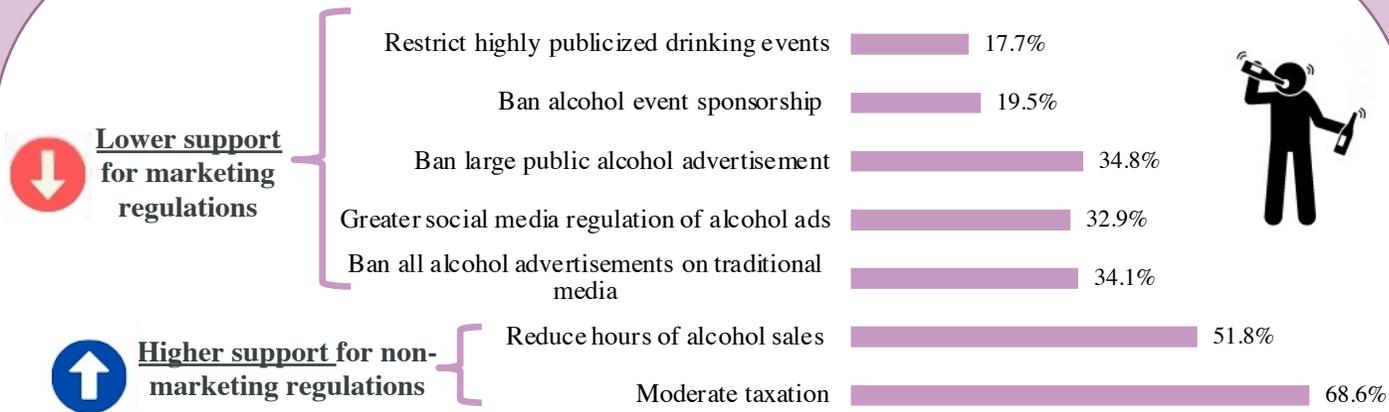
Hong Kong adopts self-regulatory alcohol marketing regulation.

METHODS

Anonymous cross-sectional telephone survey of 4000 Hong Kong Chinese adults, ages of 18-74, was conducted in 2018.

Multivariable logistic regression (MVLr) was conducted to examine the predictors of supporting various potential alcohol marketing restrictions.

RESULTS



Factors associated with

Factors associated with	Support for marketing regulations		Endorsement of sponsorship regulation	
	Odds Ratio	95% C.I.	Odds Ratio	95% C.I.
Agreed habitual drinking is bad for health	1.96	1.42-2.71	1.85	1.26-2.72
Female	1.37	1.19-1.59		
Believed that alcohol consumption is becoming a public health issue locally	1.32	1.13-1.52	1.42	1.19-1.69
Believed that drinking has noticeable social benefit	0.49	0.41-0.59		
Binge drinkers	0.42	0.3-0.57		
Believed that alcohol consumption is becoming a public health issue locally			1.83	1.55-2.17

All variables have a p-value <0.05

CONCLUSIONS

Marketing regulation of alcohol received an overall low support as compared with other possible alcohol regulatory actions.

Policymakers will likely need to increase public support for alcohol marketing regulations prior to pursuing any regulatory actions.

FUTURE DIRECTION

Researchers should examine the reasons for low alcohol marketing regulations support.

Policy advocates may be able to increase support for new policies through education, persuasion, and promotion.