

**EFFECTS OF STUDENT CLASSIFICATION AND ADVERTISEMENT ON ALCOHOL CONSUMPTION  
PATTERNS AND BEVERAGE PREFERENCES IN COLLEGE STUDENTS: A PILOT STUDY**

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**ABSTRACT**

Efforts to reduce underage drinking and to curtail alcohol misuse/abuse among young adults has been an ongoing concern for many entities which include but is not limited to public health, parents, justice system and colleges/universities. African-American drinkers are more likely to experience long-term negative social and health effects subsequent to alcohol consumption. Hence, culturally competent early intervention strategies may be critical for reversing the deleterious consequences. The aim of this study was to catalog the drinking patterns to ascertain types of beverages consumed and to identify motivational factors, including alcohol advertisement which contributes to alcohol drinking behaviors in African-American college students.

Keywords: *Alcohol Preference, Hard Liquor, Distilled Spirits, Mixed Drinks, Cocktails, African-Americans, College Students, College Classifications, Alcohol Advertisement*