

Examining the Reasons for Adult Consumers' Alcohol Consumption in Türkiye: A Necessary Condition Analysis of Selected Official Data

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ARTICLE INFO	ABSTRACT
Keywords: Consumer Behavior Alcohol Use Necessary Condition Analysis Received 9 September 2024 Revised 25 May 2025 Accepted 30 May 2025 Article Classification: Research Article	Purpose – The purpose of this study is to empirically examine whether the variables of foreign exchange (USD) rate, Consumer Price Index (CPI), unemployment, pleasure inducing substances, and happiness can be defined as necessary conditions for consumers' alcohol consumption behavior, with a focus on gender. Design/methodology/approach - The population of the study consists of adult Turkish consumers. The data were taken from the annual reports of the Turkish Statistical Institute and the Ministry of Health. Five years of data were obtained from these reports. Necessary Condition Analysis was applied for the analyses. RStudio and the “Necessary Condition Analysis R Package Version 3.3.3.3” were used to implement the analyses. Findings – Tobacco use was identified as a necessary condition for alcohol consumption for both genders, while CPI was identified as a necessary condition for alcohol consumption only for women. Other variables cannot be classified as necessary conditions based on the data in this study. Discussion – Although all variables of this study are associated with alcohol consumption in the literature, only the consumer price index and tobacco use were found to be valid necessary conditions for alcohol consumption. De-marketing activities should be conducted as creating these conditions may have a positive effect on reducing alcohol consumption.

1. Introduction

The issue of alcohol consumption is a phenomenon with individual, cultural and socio-economic roots from a consumer behavior perspective (Gordon, Heim, and MacAskill 2012:4). In addition, it is a multidisciplinary topic examined not only by marketing research but also by many fields such as health sciences, economics, psychology, sociology, gastronomy, and theology. In 2019, alcohol consumption was responsible for 2.6 million deaths worldwide, and 7% of the global population suffers from alcohol use disorder (World Health Organization 2024). Although the alcoholic beverage market has been growing steadily, it contracted by around 13.4% due to quarantine and restrictions during the COVID-19 global pandemic that started in 2019 (Plata et al. 2022:1). Therefore, it is evident that many different factors affect market dynamics and consumer preferences when total alcoholic beverage consumption is considered.

On the other hand, the production and trade of alcoholic beverages also have a macroeconomic dimension. Although promotion is limited by law, the production, distribution, and sale of these products have economic results. The production and sale of alcoholic beverages provide profit for investors. In addition, it provides employment for citizens, foreign exchange through exports, and tax revenue from the domestic market for the state (Babor et al. 2022:16).

In Türkiye, the prevalence of alcohol consumption in households is estimated to be around 8% (Aydın 2011:345). According to information shared by the World Health Organization, the consumption of pure alcohol per person was reported as 2.2 liters in 2010 and 2 liters in 2016 (World Health Organization 2018). Compared to global averages, alcohol consumption in Türkiye is approximately one-third of the world average (Buzrul 2016:112). However, the calculation of alcohol consumption as 1.4 liters of pure alcohol per person in Türkiye in 2014 (World Health Organization 2014), that indicates significant fluctuations in total consumption. Additionally, alcohol consumption is an area of state intervention due to its societal impact (Koç

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and Koç 2020). For example, the Turkish government attempts to curb alcohol consumption by banning all forms of advertising and promotional activities for alcoholic beverages through legislation (T. R. Presidency 2020). Furthermore, taxes are used as a tool to reduce alcohol consumption (Ersöz and Uzgören 2023). Thus, the state plays a role in reducing the level of alcohol consumption.

This study examines whether variables such as unemployment, CPI rate, USD exchange rate, happiness/unhappiness, and drug and cigarette addiction are necessary conditions for consumers' alcohol consumption behavior. The reason for choosing these variables is to determine whether macroeconomic and psychosocial effects are necessary conditions for consumers' alcohol consumption. The literature states that in addition to changes in economic conditions (Becker and Murphy 1988; Deleersnyder et al. 2004:353; Ruhm 2000), different negative consumption behaviors can also affect consumers' alcohol consumption decisions (Gordon et al. 2012). Gender is also highlighted in the literature as a significant demographic factor influencing alcohol consumption (Fernández-Artamendi et al. 2013; Moinuddin and Goel 2016; Wilsnack et al. 2000, 2009). Consequently, gender differences were considered in the analyses. In this context, this research's problem statement is: "Are unemployment rate, inflation rate, exchange rate, happiness/unhappiness level, substance addiction, and gender necessary conditions for individuals to consume alcohol?"

Although there is plethora of studies in the literature on alcohol consumption, no study has yet been found that analyzes macro indicators within the framework of consumer behavior using Necessary Condition Analysis. Therefore, this study aims to fill this gap in the literature.

2. Literature Review

Many factors influencing consumer behavior toward alcohol consumption are discussed in the literature. These factors may be demographic, sociological, psychological, economic, or related to the product itself. The most frequently emphasized determinants in this regard are as follows:

- Price, quality, packaging, and purchase frequency (Czeczotko, Górska-Warsewicz, and Zaremba 2022),
- Socio-economic factors, product price changes, emotions, promotional effects, country of origin effects, and financial satisfaction (Kirchler and Hoelzl 2011),
- Environmental awareness (Trong Nguyen et al. 2023),
- Situational factors (Calvo-Porrall and Levy-Mangin 2019),
- Hedonistic, utilitarian, or conspicuous consumption effects (Özdemir and Işık 2021),
- Socio-demographic factors (Özcan and Sever 2017),
- Culture, politics, and macroeconomic factors (Grzybek 2020),
- Market structure (monopoly versus competition) (Irandoost 2021).

These factors have been examined in the context of alcohol consumption research on consumer behavior.

In the literature, it is seen that studies examining consumers' alcohol consumption behavior benefit from many different theories. For example, theories such as the Theory of Planned Behavior (Kyrrestad et al. 2022; Luecha, Van Rompaey, and Peremans 2024; Watakakosol et al. 2021), Consumer Socialization Theory (Harris et al. 2015; Manuel Sancho, Jose Miguel, and Aldás 2011), Health Belief Model (Abercromby et al. 2021; De Leon et al. 2023; Minugh, Rice, and Young 1998), Rational Choice Theory (Vale 2010) and Habit Theory (Simpson-Rojas et al. 2024) have been used to investigate alcohol consumption behavior. Consumers' decisions about alcohol consumption can be influenced by cultural, social, behavioral, psychological and economic factors. Therefore, it is not surprising that many different theories have been used in research on this subject.

In studies conducted in the field of consumer behavior on alcohol consumption, it is seen that demographic and cultural factors play an important role. For example, it is stated that women with a traumatic past or under stress consume more alcohol (Becker, McClellan, and Reed 2016). Alcohol consumption habit is shaped not only by demographic variables but also by cultural factors. Historically, it has been observed that men's alcohol consumption was more acceptable and that women were exposed to more social pressure due to such behaviors (Becker et al. 2016). This situation leads to addicted women being labeled by society and being treated more negatively compared to men when seeking support (Becker et al. 2016). It is also said that socio-economic differences have a decisive effect on alcohol consumption. In a long-term study conducted in England, it was determined that alcohol consumption levels were higher in individuals with higher levels of

education (Beard et al. 2019). This finding reveals that alcohol consumption may vary depending on the socioeconomic structure. Additionally, alcohol consumption is considered a behavior related to income level. Studies show that the consumption of low-cost alcoholic beverages increases as individuals' income rises, but when income exceeds a certain level, the consumption of these products decreases (Colen and Swinnen 2016). Furthermore, the consumption of alcoholic beverages can vary depending on many variables such as cultural differences, prices, substitute products, climate conditions, and religious structure (Colen and Swinnen 2016). When the socio-economic and demographic structure is considered in Türkiye, factors such as the age of the head of the household, their education level, the type of residence, smoking status, occupational status, monthly income, the employment status of their workplace, and health insurance coverage are identified as the main factors affecting alcohol consumption (Emeç and Gülay 2008:115).

On the other hand, it is also stated in the literature that alcohol consumption is shaped by social and cultural norms. Some societies traditionally adopt alcohol consumption during special events such as birthdays, graduations and New Year's celebrations (Lo Monaco et al. 2020; Özcan and Sever 2017). Similarly, alcohol consumption at weddings and during summer holidays can be considered in this context (Aricı and Yaman 2021). There are specific social rules regarding alcohol consumption in these communities, which determine when, by whom, and in what quantity alcohol will be consumed. However, religious beliefs also emerge as an important factor affecting alcohol consumption. It is stated that individuals who consume alcohol, especially in Muslim societies, may face the risk of social exclusion (Lo Monaco et al. 2020).

Alcohol consumption behavior does not always occur due to external factors. In some cases, the consumer's individual expectations and desires may also be effective in shaping this behavior. For example, it is stated in the literature that alcohol consumption can temporarily improve an individual's mental state. Moschis (2007) notes that individuals consume alcohol to cope with stress or avoid negative emotions. However, he emphasizes that this temporary relief can worsen the individual's financial situation in the long run. Especially in adverse living conditions, alcohol consumption can provide a temporary escape by reducing the awareness of the situation individuals are in (Çam and Ayakdaş Dağlı 2017:147). In other words, alcohol consumption can also emerge as a goal-oriented behavior as a result of the individual's preferences and expectations.

Macroeconomics is a discipline that generally deals with concepts such as gross national product, inflation, employment, interest rates, exchange rates, national income, economic development, and foreign trade. When examining studies in the literature, it is seen that consumer behavior is explained through macroeconomic indicators such as inflation (Abaidoo 2016; Gafurdjan 2024), tax expectations (Koç and Koç 2020; Rahman 2023; Tanner 1979), interest rates (Mariam et al. 2023), and economic development (Swoboda and Sinning 2020). It is emphasized that the psychological effects of economic crises on individuals can trigger alcohol consumption, which forms the framework of this study. Unemployment and income losses are stated to negatively affect the mental state of individuals during crisis periods, resulting in an increased tendency to consume alcohol (de Goeij et al. 2015). However, economic difficulties are also said to limit individuals' purchasing power for alcohol (Dom et al. 2016). This contradictory situation may increase alcohol consumption among unemployed individuals while simultaneously decreasing symptoms of alcohol dependence (Dooley, Fielding, and Levi 1996; Nicholson et al. 2016). As suggested by the research, purchasing power in particular affects an individual's alcohol consumption behavior. For this reason, the research variables were selected from among the macroeconomic factors based on purchasing power.

When the alcoholic beverage market in Türkiye is examined, it can be said that manufacturing and sales are carried out within the framework of very comprehensive laws. In Türkiye, the alcoholic beverage market is regulated by the Turkish Food Codex. This includes the Beer Communiqué (Ministry of Agriculture and Forestry 2006), the Wine Communiqué (Ministry of Agriculture and Forestry 2008), and the Distilled Alcoholic Beverages Communiqué (Ministry of Agriculture and Forestry 2016), all from the Ministry of Agriculture and Forestry. These communiqués explain the production conditions and minimum standards for selling alcoholic beverages. The alcoholic beverage manufacturing sector sells not only to the domestic market but also abroad. Such businesses may need to determine different standardization methods for international markets (Şahin and Kalyoncuoğlu 2014:89). Therefore, alcoholic beverage manufacturers may need to comply with certain standards other than the Turkish Food Codex for foreign markets.

The sale of alcoholic beverage products is guided by the Regulation on the Procedures and Principles Regarding the Sale and Presentation of Tobacco Products and Alcoholic Beverages (Ministry of Agriculture and Forestry 2023) in Turkey. The law also decides the sales conditions for alcoholic beverages sold in the market. According to the law, a permit must be obtained from the state to sell alcoholic beverages, and the sale of alcoholic beverages is prohibited in student dormitories, places where health services are provided, places used for sports competitions, educational institutions, patisseries, and coffee houses. In addition, the sale of alcohol to persons under the age of 18 is not allowed. Also, the law bans any promotional activity for alcoholic beverages (Ministry of Agriculture and Forestry 2023).

When the level of alcohol consumption of individuals in Turkey is examined, the average of the results of six research conducted by TSI between 2010 and 2022, covering the population over the age of 15, is taken, 75.9% of the population has never consumed alcoholic beverages in their lives (Turkish Statistical Institute 2023). Therefore, it can be said that a significant part of society stays away from alcohol consumption. This may be because the majority of the population in Türkiye is Muslim and all alcoholic products that cause intoxication and are produced with that intention are prohibited in Islam (Elgün 2019:28). When individuals who consume alcohol in Turkey are examined, it is said that factors such as demographic variables, having health insurance, having a job, doing sports, depression, tobacco use, number of children, household size, and being overweight affect alcohol consumption levels (Yıldız, Urak, and Bilgic 2024:164).

Within the scope of this study, the effects of selected factors, as shared by data from Turkish official institutions, on the alcohol consumption behavior of consumers are examined. These factors are considered important determinants of consumer behavior. Additionally, since gender is highlighted as a significant determinant of alcohol consumption in the literature, the analyses were conducted with gender differences in mind.

3. Methodology

Necessary Condition Analysis (NCA) was used as the method in the study. NCA generally examines whether the presence of a variable is necessary for the presence (or absence) of another variable, or for reaching a certain level of another variable (Dul 2016). The rationale for choosing this method is to determine whether the reasons for the emergence of consumers' alcohol consumption behavior are associated with the research variables. In the literature, it is observed that the effects of various factors on alcohol consumption are primarily examined with regression and correlation analyses. However, NCA addresses this gap by providing an analysis of the necessary conditions for the emergence of alcohol consumption.

The population of this study consists of adults living in Türkiye. Although the size of the research sample is not clear since the data were obtained from secondary sources, it can be said that the sample is competent to represent the entire Turkish adult population since the data produced by public institutions were used. Data on alcohol consumption were obtained from the Health Statistics Yearbooks of the Ministry of Health (T. R. Ministry of Health 2024). Economic data were compiled from the Turkish Statistical Institute Statistical Data Portal (Turkish Statistical Institute 2024). The Ministry of Health provided data from 2011, 2012, 2014, 2016, and 2019 regarding alcohol consumption. Thus, it cannot be said that the Ministry of Health consistently shares this data. Therefore, the Turkish Statistical Institute's data were collected for the same years to complement the Ministry of Health data.

The following hypotheses were tested in the NCA conducted regarding the alcohol consumption behavior of consumers in Türkiye:

- H_{1a}: The exchange rate (USD) is not a necessary condition for alcohol consumption by male consumers.
- H_{1b}: The exchange rate (USD) is not a necessary condition for alcohol consumption by female consumers.
- H_{2a}: The CPI rate is not a necessary condition for alcohol consumption by male consumers.
- H_{2b}: The CPI rate is not a necessary condition for alcohol consumption by female consumers.
- H_{3a}: Unemployment is not a necessary condition for alcohol consumption by male consumers.
- H_{3b}: Unemployment is not a necessary condition for alcohol consumption by female consumers.
- H_{4a}: Drug consumption is not a necessary condition for alcohol consumption by male consumers.
- H_{4b}: Drug consumption is not a necessary condition for alcohol consumption by female consumers.

- H_{5a}: Tobacco consumption is not a necessary condition for alcohol consumption by male consumers.
- H_{5b}: Tobacco consumption is not a necessary condition for alcohol consumption by female consumers.
- H_{6a}: Happiness is not a necessary condition for alcohol consumption by male consumers.
- H_{6b}: Happiness is not a necessary condition for alcohol consumption by female consumers.
- H_{7a}: Unhappiness is not a necessary condition for alcohol consumption by male consumers.
- H_{7b}: Unhappiness is not a necessary condition for alcohol consumption by female consumers.

The research model created based on the hypotheses is shown in Figure 1.

Research Model

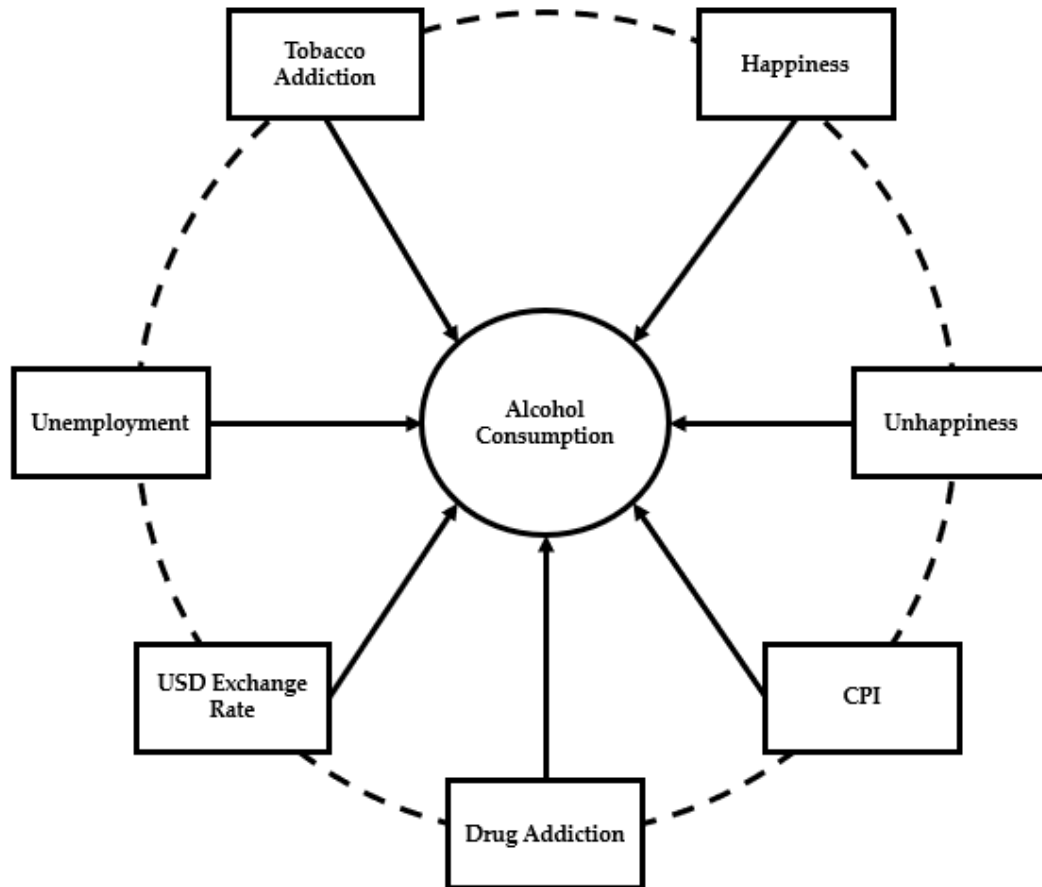


Figure 1. Research Model

In the analysis of the research data, the "Necessary Condition Analysis R Package Version 3.3.3.3" prepared by Jean Dul was employed using RStudio software. The principles established by Dul (2016; 2021; 2023) were followed in the analysis.

4. Findings

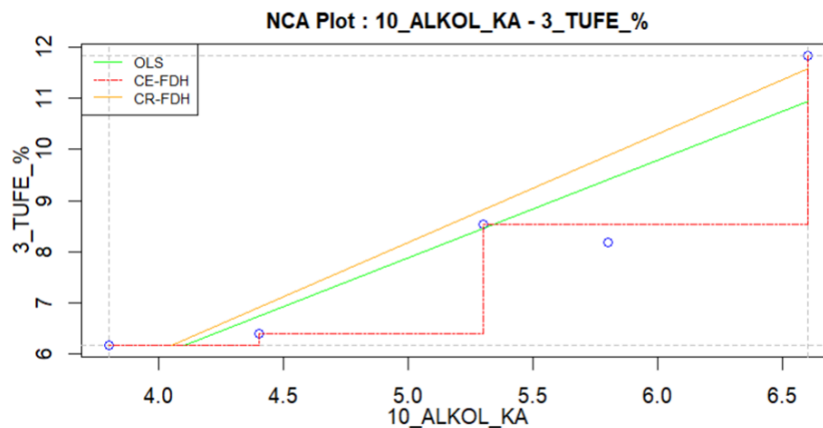
After performing the analyses using the RStudio NCA package, three tables were created to present the test results. The first table pertains to economic factors, the second to pleasure-inducing substances, and the third to happiness variables. When using RStudio for Necessary Condition Analysis, a dot is used as a decimal separator. This should be kept in mind when interpreting the tables. The p-values for findings deemed significant in the analyses are written in *italics and bold*, with an asterisk (*) placed on the right side.

Table 1 was created by examining the data on the USD exchange rate, CPI rate, unemployment, and alcohol consumption by gender, which are macroeconomic variables provided by the Turkish Statistical Institute. The analysis determined that the CPI rate was a valid indicator for alcohol consumption only in women. However, other variables were not identified as necessary conditions for either gender.

Table 1. Alcohol Consumption and Economic Factors

Alcohol Consumption / Economic Factors	Male			Female		
	USD Exc. Rate	CPI %	Unemp.	USD Exc. Rate	CPI %	Unemp.
Num. of Observ.	5	5	5	5	5	5
Scope	29.632	40.33	29.1	11.686	15.9	17.6
Xmin	17.2	17.2	17.2	3.8	3.8	3.8
Xmax	24.3	24.3	24.3	6.6	6.6	6.6
Ymin	1.508	6.16	8.8	1.508	6.16	10.5
Ymax	5.681	11.84	12.9	5.681	11.84	16.8
Ceiling zone	12.058	16.512	9.586	6.23	8.994	7.194
Effect size	0.407	0.409	0.329	0.533	0.566	0.408
# above	2	1	2	2	2	1
c-accuracy	60%	80%	60%	60%	60%	80%
Fit	64.2%	65.6%	67.6%	67.2%	71.3%	69.3%
p-value	0.267	0.217	0.175	0.083	0.025*	0.092
p-accuracy	0.000	0.000	0.000	0.000	0.000	0.000
Slope	0.640	0.917	1.035	1.371	2.124	2.011
Intercept	-9.252	-9.445	-9.38	-3.674	-2.442	3.78
Abs. ineff	5.516	7.304	11.407	0.081	0.000	3.251
Rel. ineff	18.615	18.111	39.185	0.693	0.000	18.431
Cond. ineff	13.529	15.499	39.185	0.000	0.000	4.462
Outcome ineff.	5.882	3.091	0.000	0.693	0.000	14.622

It was deemed useful to share the distribution graph because the p-value for the CPI rate was significant for women. The distribution graph showing alcohol consumption and CPI rate for women is provided in Figure-2.

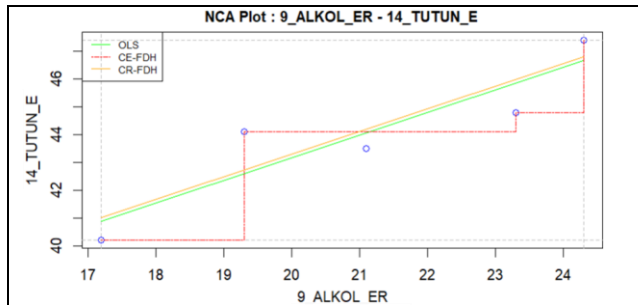
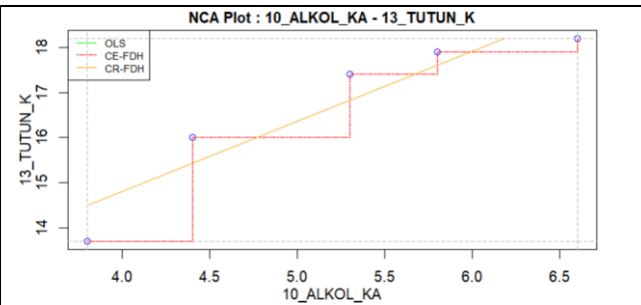
**Figure 2.** Alcohol Consumption and CPI Distribution Graphic for Females

Whether pleasure-inducing substances are necessary conditions for alcohol consumption specific to gender was tested using data from the Turkish Statistical Institute and the Ministry of Health's "Health Statistics Yearbooks". The tests revealed that tobacco use can be a necessary condition for alcohol consumption for both genders. On the other hand, drug consumption was found not to be a necessary condition for alcohol consumption.

Table 2. Alcohol Consumption and Pleasure Inducing Substances

Alcohol Consumption / Pleasure Inducing Substances	Male		Female	
	Drugs	Tobacco	Drugs	Tobacco
Num. of Observ.	5	5	5	5
Scope	4695.6	12.6	603358	51.1
Xmin	3.8	3.8	17.2	17.2
Xmax	6.6	6.6	24.3	24.3
Ymin	1830	13.7	67416	40.2
Ymax	3507	18.2	152396	47.4
Ceiling zone	1016.777	4.414	58937.1	24.844
Effect size	0.217	0.350	0.098	0.486
# above	2	3	0	2
c-accuracy	0.6	40%	100%	60%
Fit	63.1%	83.0%	50.0%	80.4%
p-value	0.283	0.008*	0.500	0.017*
p-accuracy	0.000	0.000	0.000	0.000
Slope	255.673	1.551	2338.31	0.815
Intercept	1814.365	8.605	95575.07	26.984
Abs. ineff	2676.585	3.772	485483.8	5.727
Rel. ineff	57.002	29.933	80.464	11.203
Cond. ineff	0.000	14.796	0.000	0.000
Outcome ineff.	57.002	17.765	80.464	11.203

It was considered useful to share the analysis graphs because the p-value was significant for tobacco consumption. Therefore, the distribution graphs related to tobacco consumption are presented, with the graph for men on the left and the graph for women on the right.

**Figure 3.** Alcohol and Tobacco Consumption Distribution Graphic for Male**Figure 4.** Alcohol and Tobacco Consumption Distribution Graphic for Female

When examining whether the happiness or unhappiness of individuals is a necessary condition for alcohol consumption, no significant results were found. Therefore, it cannot be claimed that happiness or unhappiness is a necessary condition for alcohol consumption for this sample.

Table 3. Alcohol Consumption and Happiness

Alcohol Consumption / Happiness	Female		Male	
	Happy	Unhappy	Happy	Unhappy
Num. of Observ.	5	5	5	5
Scope	21	4.8	85.2	29.1
Xmin	3.8	3.8	17.2	17.2
Xmax	6.6	6.6	24.3	24.3
Ymin	57	9.1	47.6	11.3
Ymax	64.5	10.8	59.6	15.4
Ceiling zone	1.275	1.958	0.975	14.403
Effect size	0.061	0.411	0.011	0.495

# above	0	1	0	2
c-accuracy	1	0.8	100%	60%
Fit	50.0%	79.6%	50%	61.5%
p-value	0.65	0.05	0.75	0.15
p-accuracy	0.000	0.000	0.000	0.000
Slope	1.133	0.537	0.128	0.705
Intercept	58.493	7.311	56.895	-1.263
Abs. ineff	18.45	0.845	83.25	2.793
Rel. ineff	87.857	17.752	97.711	9.595
Cond. ineff	46.429	3.538	45.07	9.595
Outcome ineff.	77.333	14.736	95.833	0.000

5. Discussion and Conclusion

Necessary Condition Analysis defines the necessary but not sufficient conditions for a situation to occur (Dul 2022:2). Therefore, although the necessary conditions identified in this study are not sufficient on their own to induce alcohol consumption behavior, they can contribute to its occurrence when combined with other variables under appropriate conditions.

As a result of the analyses, the variables identified as necessary conditions for alcohol consumption are presented. The value ranges reported in the studies conducted by Dul (2016; 2023) were used to evaluate their effect size.

Table 4. Effect Size Evaluation for CPI and Tobacco

Hypothesis	Variable	Gender	p-value	Effect Size Value	Effect Size Evaluation
H _{2b}	CPI	Female	0.025	0.566	Very high effect
H _{5b}	Tobacco	Female	0.008	0.350	High effect
H _{5a}	Tobacco	Male	0.017	0.486	High effect

Although it has been stated in the literature that as the personal and household income of Turkish consumers increases, their frequency of alcohol use also increases (Özdemir and Işık 2021), it is understood that variables such as unemployment, CPI, and the exchange rate, which may be determinants of this behavior, cannot be considered necessary conditions. On the other hand, studies conducted in Türkiye show that tobacco use may be associated with alcohol consumption (İpek 2019:57). Aksoy et al. (2019) argue that alcohol and tobacco consumption are issues that need to be addressed together. The findings of this study indicate that tobacco consumption is not only a variable affecting the level of alcohol consumption but also a necessary condition.

The most significant finding of this study is that tobacco use serves as both a determinant and a necessary condition for alcohol consumption among both males and females. Two distinct inferences can be drawn from this finding: one with commercial implications and the other with public health implications. Importantly, any strategic action taken in one domain will likely have adverse consequences for the other. From a public health perspective, the fight against tobacco should be regarded as an integral component of efforts to reduce alcohol consumption. For instance, it can be anticipated that more effective state interventions, such as public warning announcements, taxation policies, sales restrictions, and other de-marketing efforts aimed at tobacco products, may also result in a decline in alcohol sales. Furthermore, identifying the motivations behind women's increased alcohol consumption in response to the rising Consumer Price Index (CPI) is crucial for designing effective public health interventions.

Conversely, there exists the potential for state-imposed deterrent measures to inadvertently drive consumers toward smuggled goods. Thus, it is evident that the state must exercise caution in deploying its deterrent mechanisms, carefully balancing the associated health risks of smuggled products, the potential for tax revenue loss, and the risk of market disruption. In essence, the state should aim to maintain a rational optimum in its interventions: preventing consumption from surpassing the necessary threshold, curbing the influx of smuggled goods, and regulating individuals engaged in such activities within the confines of legal frameworks. Therefore, while undertaking these activities, tobacco and Consumer Price Index (CPI) variables should be considered not merely as correlation parameters but as necessary conditions.

On the commercial side, manufacturers and retailers of alcohol and tobacco products must consider the overlap between the consumer segments for these two substances and adjust their sales strategies accordingly. Despite the regulatory restrictions on the marketing and sale of these products, creating store atmosphere that align with consumer segmentation—especially in retail settings—and positioning tobacco and alcoholic beverages frequently consumed together could enhance commercial outcomes. Moreover, if businesses collect field data on the impact of rising CPI on alcohol consumption, particularly among women, and analyze this trend, such insights could provide critical data for shaping future commercial strategies. In addition, manufacturers could enhance profitability through experiential marketing strategies, integrating consumption with broader consumer experiences. For instance, tobacco and alcohol producers may collaborate with restaurants by pairing their products with specific meals, thereby creating a gastronomic experience. Such collaborations would help to establish a stronger association in consumers' minds between the product, the food, and the dining establishment.

Consumers must cultivate self-awareness regarding their consumption behaviors. It is crucial for individuals to make rational decisions about consumption patterns that, while enjoyable, may pose health risks and financial consequences. Consumers should recognize the strong relation between tobacco use and alcohol consumption, understanding that abstaining from tobacco often causes avoiding alcohol as well. Additionally, they must be aware that the use of tobacco and alcohol not only leads to health complications and economic burdens but can also adversely impact social relationships.

The findings obtained in this study provide important insights into the phenomenon of alcohol consumption by consumers within the scope of necessary conditions. Future studies on the variables identified as necessary conditions through this analysis could produce more comprehensive information about alcohol consumption through various qualitative and quantitative approaches. In particular, investigating whether the level of alcohol consumption varies at different levels of these variables or examining their effect on alcohol addiction will provide valuable insights into understanding the reasons underlying consumers' alcohol consumption behaviors. In addition, when the social consequences of alcohol addiction are considered, it can be said that the state's attempt to eliminate the necessary conditions in the fight against this bad habit will also be effective. To be successful in this regard, the use of de-marketing strategies against tobacco may be helpful. The primary limitation of this study lies in its focus on a five-year period, with unequal intervals between the years examined. Future research should employ primary data to investigate differences across various demographic factors, such as age, income, and education level. It is evident that existing studies, particularly those within the literature on alcohol consumption, are insufficient in addressing the necessary conditions for comprehensive analysis.

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