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Utjecaj digitalnog marketinga alkoholnih pića na razvoj alkoholizma

/ The Impact of Digital Marketing of Alcoholic Beverages on the Development of Alcohol Use Disorder

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KLJUČNE RIJEČI / *KEYWORDS*:
alkoholizam / *alcoholism*
psihijatrija / *psychiatry*
digitalni marketing / *digital marketing*

TO LINK TO THIS ARTICLE: https://doi.org/10.24869/spsih.2026.298

Američko udruženje psihijatara definiralo je alkoholizam tako da podrazumijeva ovisnost o alkoholu, ili obrazac patološke upotrebe alkohola, ili oštećenje društvenog ili profesionalnog funkcioniranja zbog alkohola te apstinencijsku krizu. Cilj je ovog istraživanja bio istražiti utjecaj digitalnog marketinga alkoholnih pića na razvoj alkoholizma u općoj populaciji i utjecaj medicinske sestre na prevenciju razvoja alkoholizma. Ispitanici su punoljetne osobe koje su dobrovoljno ispunile anketu. Ona je sadržavala 23 tvrdnje koje se odnose na ispitivanje stavova opće populacije o reklamiranju alkoholnih pića i njegovu utjecaju na razvoj alkoholizma. U istraživanju je primijenjena metoda anketiranja putem strukturiranog upitnika koji je ispitivao i sociodemografske podatke ispitanika, uključujući dob, spol i obrazovni status. Podatci su prikupljeni putem platforme *Google Forms* i obrađeni primjenom deskriptivnih sta-

The American Psychiatric Association has defined alcoholism as involving alcohol dependence, a pattern of pathological alcohol use, or impairment of social or professional functioning due to alcohol, as well as withdrawal syndrome. The aim of this study was to investigate the impact of digital marketing of alcoholic beverages on the development of alcoholism in the general population and the influence of nurses on the prevention of alcoholism development. The respondents were adults who voluntarily completed the survey. It contained 23 statements related to examining the attitudes of the general population toward advertising alcoholic beverages and its impact on the development of alcoholism. The study used a questionnaire survey method with a structured instrument that also examined respondents' sociodemographic data, including age, gender, and educational status. Data were collected via the Google Forms platform and processed using descriptive statistical methods. The study includ-

tističkih metoda. U istraživanju je sudjelovalo 120 ispitanika, od čega su 86 žene (71,7 %) i 34 muškarca (28,3 %). Prema stupnju obrazovanja, najveći udio ispitanika imao je završenu srednju školu (40 %), a većina je ispitanika navela da živi u velikom gradu (42,5 %). Analizom prikupljenih odgovora i otvorenih odgovora prikazan je pretežno negativan stav ispitanika o konzumaciji alkoholnih pića na koncertnim, sportskim ili drugim društvenim događanjima. Većina ispitanika smatra da takav oblik promocije normalizira konzumaciju alkohola te pridonosi percepciji alkohola kao sastavnog dijela zabave i društvenog života. U otvorenim odgovorima posebito je izraženo protivljenje povezivanju alkohola sa sportom. Dio ispitanika zagovarao je potpunu zabranu reklamiranja alkoholnih pića, dok manji broj ispitanika smatra da je umjerena promocija prihvatljiva uz odgovornu konzumaciju i poštovanje dobnih ograničenja.

ed 120 respondents, of whom 86 were women (71.7%) and 34 men (28.3%). Regarding educational level, the largest share of respondents had completed secondary school (40%), and most stated that they live in a large city (42.5%). Analysis of the collected responses, including open-ended answers, showed a predominantly negative attitude toward the consumption of alcoholic beverages at concerts, sporting events, or other social gatherings. Most respondents believe that this form of promotion normalizes alcohol consumption and contributes to the perception of alcohol as an integral part of entertainment and social life. In the open-ended responses, opposition to linking alcohol with sport was particularly pronounced. Some respondents advocated a complete ban on advertising alcoholic beverages, while a smaller number felt that moderate promotion is acceptable with responsible consumption and respect for age restrictions.