

Alcohol Consumption in Digital Media Platforms: A study based on Nintavur Divisional Secretary

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Abstract

This study investigates the evolving relationship between digital platforms and alcohol consumption behaviors within the culturally and religiously significant community of Nintavur. The research examines the technological mediation of alcohol procurement, focusing on emerging consumption patterns, underlying motivations, and broader societal consequences. Through a methodologically rigorous mixed-methods approach, the investigation combines in-depth qualitative interviews with comprehensive quantitative analyses to illuminate user engagement behaviors, technological facilitating factors, and associated regulatory challenges. Evidence suggests that digital platforms have substantially transformed traditional alcohol purchasing patterns, with enhanced accessibility and personal privacy emerging as predominant facilitators of consumption within this community context. The research further explores the complex interplay between cultural traditions, legal frameworks, and community values that shape residents' interactions with digital alcohol procurement systems. By providing a contextually nuanced examination of this phenomenon, the study contributes valuable insights to contemporary discourse regarding technology's role in substance consumption behaviors and its intersection with localized sociocultural factors. The findings inform evidence-based recommendations for targeted policy development and community awareness initiatives specifically calibrated to address Nintavur's distinctive characteristics and challenges.

Keywords: Alcohol consumption, digital platforms, user behaviours, regulatory challenges