

**ALCOHOL CONTROL POLICY AND REGULATION OF UNDERAGE
DRINKING, A CASE STUDY OF NYANDARUA COUNTY, KENYA**

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C153/OL/CTY/21883/2022

**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF LAW, ART
AND SOCIAL SCIENCES IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF MASTERS OF DEGREE OF ARTS
IN PUBLIC POLICY AND ADMINISTRATION OF KENYATTA
UNIVERSITY**

SEPTEMBER 2025

DECLARATION

Declaration by the Student

This study project is wholly original with no submissions to any other review board. Without my permission or the permission of the Kenyatta University, no portion of this research may be copied.

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Declaration by the Supervisor

This research project has been submitted for review with my approval as Kenyatta University Supervisor.

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DEDICATION

I am dedicating this study to my family and friends, who have always encouraged me and given me their unwavering support. Having them there and taking part has made it easier for me to deal with numerous issues. I want to say thank you to every one of you for always being there and helping me when I asked.

ACKNOWLEDGEMENT

I owe a great deal of thanks to my family for standing by me through all my learning years. I would like to express thanks to all respondents who contributed immensely to this study. I would also like to thank my family, and friends for always inspiring me. Special thanks go to my supervisor for their patience, understanding and support during this project. Having your support has been a real encouragement for me.

May you all be blessed by God!

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LIST OF ACRONYMS

APS:	Alcohol Policy Agencies
CECM:	County Executive Committee Member
CO:	Chief Officer
DCC:	Deputy County Commissioner
MADD:	Mothers against Drunk Driving
NACADA:	National Agency for the Campaign against Drugs
NACOSTI:	National Commission for Science Technology and Innovation
NGO:	Non-governmental Organization
NPM:	New Public Management
OCS:	Officer Commanding Station
PTA:	Parent Teachers Association
SPSS:	Statistical Package for the Social Science
UNODC:	United Nations Office on Drugs and Crime
WHO:	World Health Organization

OPERATIONAL DEFINITION OF TERMS

Alcohol Control Policy – Refers to the Nyandarua County Alcoholic Drinks Act (2014), which provides the legal framework for limiting alcohol availability to minors. In this study, it represents the county’s regulatory efforts to reduce underage drinking.

Alcohol Licensing – Refers to the process by which the county grants legal authority to individuals or businesses to sell, distribute, or manufacture alcohol. In this study, it will be assessed in terms of its role in controlling access to alcohol by minors

Enforcement of Alcohol Regulations – Refers to actions taken by county authorities and law enforcement, such as inspections, penalties, and prosecutions, to ensure compliance with alcohol laws. In this study, it represents how enforcement influences underage drinking trends.

Stakeholder Engagement – Refers to the involvement of actors such as law enforcers, health workers, teachers, community leaders, and alcohol traders in implementing alcohol control measures. In this study, it measures how collaboration affects policy success in preventing underage drinking.

Underage Drinking – Refers to the consumption of alcohol by persons below 18 years, as per Kenyan law. In this study, it is the main problem under investigation and the indicator used to evaluate policy effectiveness.

ABSTRACT

Despite the county government having had a shared responsibility with national government in the ultimate authority in regulating the alcohol trade and enacting new laws, alcohol remained a significant issue in Kenya. In the view of Nyandarua County Alcoholic Drinks Act 2014, this study aimed to explore how the enactment of alcohol control policy impacted underage drinking in Nyandarua County. The objectives included examining the effects of licensing, enforcement regulations, and stakeholder engagement on underage drinking in the county. The outcomes of this study were of advantage to the alcohol regulation board in Nyandarua County and the government of Kenya by providing valuable insights into alcohol trade regulation, especially against underage drinking. The study was grounded on New Public Management, Street-level Bureaucracy, and Social Exchange theories. The study adopted a descriptive research design, targeting a population of 466 respondents, which included 427 liquor establishments in Kinangop sub-county and 39 stakeholders comprising government officials, religious leaders, PTA members, and teachers. as they held critical roles in departments responsible for policy formulation and implementation, while simultaneously embodying societal norms, moral authority, and community educational interests. A representative sample size of 120 respondents was engaged and comprised of 81 bar attendants as per Taro's formula (1967) selected through simple random sampling, and 39 other respondents selected by use of purposeful sampling. Data was collected using validated semi-structured questionnaires and interview guides, with reliability tested using Cronbach's Alpha and validity ensured through supervisor review. Both quantitative and qualitative data were analyzed using descriptive statistics, thematic analysis, SPSS, and regression modeling. Permission to conduct the research was obtained from Kenyatta University, county government offices, respondents, and NACOSTI. Findings revealed that all three variables played a critical role in the regulation of underage drinking. Enforcement of alcohol regulation emerged as the strongest predictor ($\beta = 0.43$, $p = 0.000$), followed by licensing regulation ($\beta = 0.33$, $p = 0.000$), and lastly stakeholder engagement ($\beta = 0.25$, $p = 0.000$). The regression model explained 52% of the variation in regulation of underage drinking, confirming the relevance of these variables. Therefore, this study recommended that the County government of Nyandarua should adequately allocate resources in order to address the issue of logistics and lack of enough enforcement personnel. There should have been formation of specialized anti-liquor units, feedback mechanism establishment, and establishment of anti-corruption units in order to ensure effectiveness of the policies, while stringent penalties should have been adopted for any non-compliance with regulation. Lastly, the government should have formed funded civil engagements, community-based post-licensing vigilance committees, established key stakeholders' databases in each sub-county, and formed feedback mechanisms such as hotlines, suggestion boxes, and reporting templates in order to collectively address the issue of underage drinking in Nyandarua County.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Globally, alcohol consumption is a widespread issue among individuals under the age of 25 (UNODC, 2019). UNODC states that alcohol use remains a threat to the health and well-being of young people worldwide, posing clear risks to both economic and social aspects (UNODC, 2019). WHO (2021) alcohol is listed as one of the top risk factors of early doom and disability among youth 15-24 years of age, with early initiation being associated with an increased risk of alcohol dependence, engaging in risky sexual behavior, poor academic performance, criminal behavior, as well as more prone to mental health disorders in the form of depression and anxiety. The prevalence of alcohol consumption among adolescents (15-19 years old) is almost 26.5 percent worldwide and 43 percent of the global population aged 15 and older has reported drinking alcohol at least once, indicating its ubiquitous occurrence.

The regulation of alcohol consumption globally requires a multi-sectorial approach involving law enforcement, education, healthcare, and community stakeholders. For example, MADD (2019) has been influential in encouraging tougher drunk driving laws and prevention measures for underage drinking. Community, religious leaders, and parent's engagement are very important in reducing underage drinking as they influence the attitude toward alcohol consumption among the public. Their engagement in educational and public awareness campaigns is relevant to curbing alcohol use. Their collaboration with relevant authorities through monitoring and reporting of any alcohol misuse has yielded fruits in regulating alcohol consumption (Gathinji, 2016).

In Africa, alcohol use is a very serious area of concern for health with a region and demographic disparity in its practice among youth. The largest proportion of people (30-32.2 percent) involved in alcohol use is that of 15 years of annum or older (WHO, 2022), with 21.4 percent of people between 15-19 years, and 34.1 percent between 20-24 years actively consuming alcohol (WHO, 2022). The increase in this trend is also motivated by an interactive and complicated complex of other factors, such as peer pressure, gender, unemployment, poor quality enforcement of regulations, family alcohol abuse history, and normalization of both commercial and conventional alcohol consumption (WHO, 2018; Tumwesigye & Greenfield, 2020). Alcohol consumption among the youth has been identified as an emerging challenge to the public health situation in countries such as Zambia and reports indicate consistent growth in alcohol consumption among youth within the age group 15-24 regardless of the preventive interventions (Habulembe, 2014). Likewise, the cases of youth alcohol use are high in East African countries such as Kenya, Uganda, and Tanzania, where alcohol use is forced at age 13 of the youth (NACADA, 2020; Ssebunnya et al., 2019). This premature drinking adds to the exposure to longer-term health risks, social issues, and behavioral disorders at a time when such systems are already overloaded and stretched in the healthcare and social systems of the continent.

In Kenya, the unlawful consumption of alcohol among the youths has also persisted even with country-wide alcohol control systems like the Alcoholic Drinks Control Act of 2010, which most people call the Mututho Law. The main aim of this legislation was to control the production, sale, and consumption of alcohol in forms such as licensing, prohibiting heavy advertisements, and creating awareness among the population (Githinji & Kiilu, 2021). Nonetheless, its implementation continues to be feeble owing to the issues of corruption, lack of adequate resources, and community involvement.

NACADA (2021) shows that alcohol is the substance most abused by students of secondary schools with 23.4 percent confessing to have taken it. The problem is particularly high in Central Kenya, where trading changaas, busas, and other illicit drinks and fermented concoctions, like kumikumi, is readily available, cheap, and culturally accepted (Kuria et al., 2020; Kairu, 2018). The mass use of these brews has led to severe health and social effects that have resulted in alcohol-related deaths, accidents on the road, and stagnation in the economy.

Nevertheless, WHO (2021) emphasizes that the effectiveness of any policy implementation is dependent upon efforts coordinated by various stakeholders such as education, health, and law enforcement departments. In Kenya, NACADA has been instrumental in coordinating the efforts of various players to aid the regulation of alcohol use by minors. NACADA (2021) cooperates with schools, county governments, and community groups to implement programs relating to the prevention of consumption of alcohol and regulations enforcement. As highlighted by Kwambai and Kimutai (2017) absence of community engagement has led the public to either disregard the issue of illegal liquor or actively assist in its proliferation by establishing surveillance systems to alert each other about impending raids and this undermines the efforts of policy implementers. Consequently, any attempt to enforce the Act becomes futile in the face of these organized efforts and the alienation of community members from the implementation process, leaving them feeling like outsiders. According to Mwangi (2019) empowering the local community and enhancing the capacity of local enforcement agencies can improve the effectiveness of underage drinking regulations.

Nyandarua County provides a critical case study within this national context. Located in central Kenya, the county has consistently been highlighted in policy documents and

media reports as grappling with high levels of alcohol abuse among youth (County Government of Nyandarua, 2023). In response, the Nyandarua County Alcoholic Drinks Control Act of 2014 was enacted, later updated in 2024, to align with national legislation and address local dynamics. The Act sought to eliminate illicit brews, regulate licensing, and prevent the sale of alcohol to minors (Nyandarua County Government, 2014; 2024). It also introduced decentralized Alcoholic Drinks Regulation Committees at the sub-county level to handle licensing and enforcement more effectively.

However, despite these frameworks, significant challenges remain. Corruption among enforcement officers continues to undermine implementation, with reports of law enforcers colluding with illicit traders (Mwangi & Njoroge, 2022). Inadequate resources mean that enforcement agencies often lack the personnel, vehicles, and logistical support needed to monitor compliance effectively. Additionally, the social tolerance of alcohol, particularly illicit brews, weakens community support for enforcement initiatives. As a result, underage drinking remains widespread in Nyandarua County, contributing to rising cases of school dropouts, unemployment, violence, and poor productivity. Community complicity also plays a role, with some families and community members tacitly accepting adolescent drinking or even engaging in the production and sale of illicit brews as a source of income.

This situation underscores the gap between policy formulation and implementation. While both national and county governments have established robust legal frameworks, enforcement remains weak, and underage drinking persists. There is therefore an urgent need to evaluate how county-level alcohol control policy are being implemented in practice, the challenges faced, and the extent to which they are effective in addressing

underage drinking. By focusing on Nyandarua County, this study aims to bridge the gap between legislation and enforcement, providing insights that could inform more effective interventions both locally and nationally.

1.2 Problem Statement

Underage drinking has been an issue of concern and it is an increasing concern despite various policies set at national and county levels to control consumption of alcohol. Teenagers are still able to obtain and use alcohol without much difficulty putting themselves on the path of great physical, emotional, and social dangers. Underage drinking impacts are visible in rising cases of school dropouts, early pregnancies, sexual diseases, crimes, and mental health issues (WHO, 2023 reports that alcohol causes about 2.6 million deaths annually worldwide, with 13% of these deaths occurring among people aged 20–39 years). Such ramifications not only threaten the welfare of the youth but also burden the health sectors and lay back the growth of communities.

Existing laws are also not vigorously or consistently enforced and therefore the sale and distribution of alcohol to underage children goes on with little abatement. Gaps in monitoring, limited community awareness and potential interference from vested interests further complicate efforts to protect minors from alcohol exposure. In other cases, the availability of illicit brews at cheap prices and unlicensed liquor outlets close to residential areas is increasing youth consumption (NACADA, 2022 survey showed that 18.3% of secondary school students in Kenya had consumed alcohol, with easy access from local outlets being a major contributor). In addition, empirical evidence regarding the capability of the present alcohol control strategies to discourage underage drinking is scarce. In this regard, this paper aims to examine why underage drinking persists, examining and evaluating the implementation and effects of current alcohol

control policies in place, and giving evidence-based suggestions or strategies that can be more effective in controlling the problem.

1.3 Objectives

The study specifically sought to:

- i. Examine the effects of alcohol licensing on regulation of underage drinking in Nyandarua County, Kenya.
- ii. Assess effects of enforcement of Alcohol Control Policy on regulation of underage drinking in Nyandarua County, Kenya.
- iii. Establish the extent to which stakeholders' engagement affects regulation of underage drinking in Nyandarua County, Kenya.

1.4 Research Questions

- i. What are the effects of alcohol licensing on regulation of underage drinking in Nyandarua County, Kenya?
- ii. How does enforcement of Alcohol Control Policy affect regulation of underage drinking in Nyandarua County, Kenya?
- iii. To what extent does stakeholders' engagement affect regulation of underage drinking in Nyandarua County, Kenya?

1.5 Justification of Study

The study was required as it offered a description of how the legislations were construed into actions and to what levels they were able to meet their desired goals. It gave an evidence-informed decision-making foundation, where policymakers could amend or formulate regulations that were sensitive to the realities and problems in the world. Furthermore, the research was warranted because it was used to design ethics enforcement approaches that did not focus solely on regulation, but also provided

education and encouragement so that the resulting interventions were not only legal, but also acceptable and maintainable by society. Institutionally, the research advocated the enhancement of the enforcement regime, training programs, and community outreach initiatives. It imparted knowledge on how institutions could streamline their activities towards the achievement of public health objectives, and this improved inter-agency coordination as well as policy coherence. In addition to this, the research produced findings that the insurance and healthcare sectors could use to inform their subsequent analysis of the extended social and economic costs of underage drinking, which validated the importance of combined prevention and support services. Overall, the study was reasonable as it was likely to contribute to knowledge, inform policy enhancement, reinforce institutional response, and support the health and social well-being of the population.

1.6 Significance of the Study

The study was important because it added to the existing knowledge about alcohol policy enforcement at the county level in Kenya, including underage drinking. It addressed a major gap in the literature, which often focused on national or broadly applicable measures to control alcohol. The study illustrated the situational difficulties and achievements of alcohol policy implementation, allowing researchers and professionals to gain closer insight into the mechanics of local law enforcement.

Policy-wise, the study furnished important evidence upon which review, strengthening, or even creation of superior alcohol control measures could be based. It provided a foundation for regulatory tools most effective in curbing underage drinking, thereby guiding future policy making at both county and national levels.

For institutions, particularly law enforcement, health, and educational bodies, the findings offered direction for enhancing cross-sectorial collaboration, capacity building, and intervention measures. It empowered stakeholders such as teachers, police officers, and healthcare providers with the understanding needed to design specific programs and campaigns to fight underage drinking.

The research also had practical implications for population health programs and the health insurance sector. It helped inform frameworks for preventive health measures, resource allocation, and risk profiling by recording the outcomes of underage drinking and the harm reduction achieved through policy enforcement.

1.7 Scope of the Study

The research was based on the evaluation of alcohol control policy in regulating underage drinking in Nyandarua County, Kenya. Specifically, it examined how county government agencies, liquor licensing boards, law enforcement officers, and alcohol vendors executed their roles in enforcing regulatory frameworks. The geographical focus on Nyandarua County was necessary to allow a context-sensitive analysis of the implementation of national and county-level policies in a rural area where underage drinking had emerged as a concern. By engaging key stakeholders' policy implementers, enforcement personnel, licensed vendors, teachers, and youth representatives the study ensured the collection of relevant and reliable data directly linked to the implementation process. The scope did not extend to other counties or to unlicensed alcohol trade, except where such activities directly influenced underage drinking in Nyandarua. This alignment with official policy structures made the study more targeted.

Such a design was considered reasonable because it provided valuable insights into institutional reinforcement and policy optimization, while also informing the design of future interventions in county-level contexts. At the same time, it remained manageable in terms of time, resources, and data credibility.

1.8 Limitations and Delimitations

The study faced various constraints. Accessing certain targeted respondents, such as the CECM, CO, directors, and other opinion leaders, proved challenging due to their busy schedules.

It was also difficult to obtain trustworthy information about underage drinking and its relation to policy changes, especially when focusing on local or regional policies. In addition, survey respondents sometimes underreported or overstated alcohol use among the underage, which may have led to biased or erroneous self-reported results.

Measuring a policy's direct impact on underage drinking was challenging because of the influence of other factors such as cultural norms and economic conditions. Comparisons with other studies were also hampered by the use of different definitions of underage drinking.

Public opinion regarding alcohol laws further influenced their effectiveness and the degree to which they were enforced. Moreover, political and social dynamics affected the implementation of alcohol control measures, factors that may not have been fully captured in the study.

During interviews, some individuals who were not in a sober state exhibited initial hostility and uncooperative behavior, which hindered data collection. To address this, the researcher established and maintained good rapport with respondents. Despite these

challenges, the researcher overcame them by ensuring that questionnaires were distributed across all intended areas of Nyandarua County within the available time.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

2.1 Introduction

This section presented the research body and a review of literature to establish whether alcohol licensing, enforcement of alcohol control laws, and stakeholder participation contributed to the control of underage drinking in Nyandarua County, Kenya. The evaluation was organized around three main themes: enforcement, stakeholder engagement, and alcohol licensing. In addition, the section included both the theoretical and conceptual frameworks that guided the study.

2.2 Empirical Review

2.2.1 Regulation of Underage Drinking

Smith et al. (2023) conducted a study on global trends in alcohol consumption among school-going adolescents aged 12–15 years. The study aimed to examine temporal patterns of underage alcohol use across 22 countries in Africa, Asia, and the Americas. Using data from the Global School-based Student Health Survey (GSHS), responses from 135,426 adolescents were analyzed through descriptive statistics and linear regression models to assess trends in past-30-day alcohol consumption. The findings revealed that overall prevalence of alcohol use among adolescents was 14.1%, with three countries showing increasing trends, eight countries exhibiting declines, and eleven countries remaining stable. Despite providing valuable global insights, the study was limited in scope as it did not examine contextual factors such as socio-cultural influences, enforcement of alcohol policies, or local stakeholder engagements, which are critical in shaping adolescent drinking behavior. Additionally, the data for some countries ended in 2016, potentially missing more recent changes in consumption

patterns. These gaps highlight the need for context-specific research to understand the underlying drivers of underage drinking, particularly in low- and middle-income countries. Such evidence is essential for informing local regulatory interventions, including those aimed at reducing underage drinking in settings like Nyandarua County, Kenya.

Ajayi, Owolabi, and Olajire (2019) conducted a study on alcohol use among Nigerian university students: prevalence, correlates and frequency of use. The study aimed to assess the extent and determinants of alcohol consumption among young adults in higher education. Using a cross-sectional survey design, data were collected from 784 undergraduate students through a structured, self-administered questionnaire. The findings revealed that alcohol use was highly prevalent among university students, with significant gender differences male students reported higher consumption rates than females. Peer influence, parental alcohol use, and easy access to alcohol were identified as major correlates of consumption, while frequent binge drinking was also observed among respondents. Despite these insights, the study was limited in scope as it focused only on university students, excluding other adolescent and young adult populations who are equally at risk. Moreover, its reliance on self-reported data raises concerns about underreporting or recall bias. These gaps highlight the need for broader, more inclusive research that captures diverse youth populations and incorporates objective measures of alcohol use. Such evidence is particularly useful in informing regulatory frameworks on underage drinking within African contexts, including counties like Nyandarua in Kenya.

Kamenderi, Muteti, Okioma, and Kimani (2020) conducted a study on lifetime alcohol use among primary school pupils in Kenya. The study aimed to assess the prevalence

and correlates of alcohol initiation among children below 18 years. Using a cross-sectional survey design, data were collected from 3,307 pupils across the country through a structured, self-administered questionnaire. The findings revealed that 7.2% of respondents had used alcohol at least once in their lifetime, with home, school, and parenting factors strongly influencing initiation. Early exposure within the family environment and peer influence were identified as major drivers of underage drinking. Despite providing valuable national-level evidence, the study was limited by its reliance on self-reported data and inability to establish causal relationships due to its cross-sectional nature. These gaps highlight the importance of multi-level interventions targeting homes, schools, and communities to curb early alcohol initiation, which has implications for policy enforcement in counties such as Nyandarua.

2.2.2 Alcohol Licensing and Regulation of Underage Drinking

A study by Lucia in 2022, on alcohol and drug abuse deterrence in Africa which used Arksey and O'Malley's scoping review framework between 2008 and 2018, a thorough search of pertinent literature was carried out on the PubMed, EBSCO Host, and Web of Science databases. For the final review, a total of 34 peer-reviewed studies were selected. Research indicated that there isn't a single, effective strategy for dealing with the issue of drug and alcohol abuse. The study exposed that although several targeted preventative programs have been implemented throughout Africa, additional investigation, and testing are still essential to ascertain the effectiveness of these programs. Lucia's (2022) reviewed key literature on underage drinking in Africa by the use of scoping methodology. The study used small literature and there is potential for the sample to be biased hence limiting the generalizability. According to the study results additional measures are needed in order to address the cases of underage drinking effectively. There were possible challenges posed through the application of

scoping method in reviewing as this methodology focuses on summarizing evidence existing rather than examining the findings. Consequently, this study aims to investigate the roles of licensing, enforcement, and stakeholder engagement in regulating underage drinking specifically within Nyandarua County.

Onyango (2019) in assessing how well Kenya's alcohol licensing laws work to prevent underage drinking and minimize the harm associated with alcohol consumption, he found that although laws regarding licensing exist, enforcement and compliance monitoring are typically very lax, making it easy for people to obtain alcohol, particularly those who are underage. The study used qualitative interviews through collaboration with personnel involved in alcohol regulation and also examination of license data quantitatively. Onyango (2019) combined statistical insights with contextual data acquired through usage interviews in their research study design in order to give a thorough grasp of the problem being researched on. Onyango's study investigated how enforcement and compliance aids in reducing underage drinking in Kenya by use of both quantitative and qualitative interviews. The research used a mixed-methods approach, in order to provide a good comprehension of problem under examination by incorporating findings found statistically with interviews insights gathered. The research methodology used involved collecting of data from multiple sources to improve the reliability and validity of the study's results. Consequently, Onyango's study offers important understandings that can inform our investigation into how licensing, enforcement actions, and stakeholder engagement contribute to regulating underage drinking specifically in Nyandarua County.

According to Gathura (2015), Kenyans are drinking more and even exposing their children to alcohol despite the Alcohol and Drinks Control Act of 2010, often known

as the "Mututho laws," being in effect. This is largely due to the accessibility of non-returnable bottles and cans. Companies manufacturing beer have come up with inventive habits to package their goods, including tins, in order to navigate through Mututho restrictions which have increased sales and encouraged consumption at home. Gathura (2015) offers information that comprehensively indicate difficulties encountered in controlling underage drinking in Kenya; nevertheless, the study insists on identification of underlying causes of this problem and create effectual approaches for enforcement and compliance monitoring. To close this knowledge gap therefore, this research study will examine how Nyandarua County's licensing, enforcement, and stakeholder involvement policies affect underage drinking.

2.2.3 Enforcement of Alcohol Control Policy and Regulation of Underage Drinking

Maclennan et al. (2012), examined how three New Zealand communities developed and implemented alcohol policies concentrating on the influence of local features. The study utilized interviews where key members of the community were engaged and past policy documents analyzed. The study established various alcohol control measures are more operative in rural areas in comparison with urban areas this is because alcohol laws tend to vary on basis of community setting. The research underlined how vital it is for the community to have alcohol policies founded on their social requirements and dynamics. However, resistance arose from political leaders for the application of alcohol restrictions on provincial areas. The study highlights the need for communities to develop this own alcohol policies in response to local problems and challenges, which differ across regions. Maclennan et al. (2012) study utilized interviews as mean of data collection and also used New Zealand communities past policies publications. The study analysis scope may have limited due to reliance on historical policy

publications Furthermore, current developments in alcohol policies and change in society might not be accounted for in this study. Hence, the need to incorporate current research and publications to grasp evolving trends in alcohol regulation. To fill these gaps, this research seeks to explore the impact of licensing, enforcement, and stakeholder engagement on underage drinking specifically within Nyandarua County.

Paschall et al. (2012), studied the relationship between alcohol consumption by the adult, density of alcohol premises, strategies for enforcement, underage drinking and alcohol policies and laws in 50 communities in California state. The study established there existence of a connection between drinking by the young people with the density of alcohol outlets, adult alcohol consumption levels, and the enforcement of underage drinking regulations. The efficiency of eight municipal alcohol laws was evaluated in each town using the data collected between 2009 and 2010 which entailed 8553 and 1312 adults and minors systematically Generally, the research conducted by Paschall et al. (2012) employed a research design and methodology that provided understanding of independent variables by considering several factors.

The study reliability was guaranteed as representative sample used was large and hence giving a lot of statistical power to the research. Paschall et al. (2012) study was done in Californian communities where survey methodology was used to obtain qualitative data. The publication of the study was 2012 and hence, provided understandings into alcohol use and regulation in Californian communities at that time. Although the results of this study can be ascertained, there is need to Acknowledge potential changes in alcohol policies, public attitudes, and alcohol consumption patterns since then, as well as evolving perspectives on alcohol regulation especially in different locations. Thus, on ground of this evaluation, the current research aims to address these gaps by

examining how licensing, enforcement, and stakeholder engagement contribute to the regulation of underage drinking in Nyandarua County.

Lenk et al. (2014) conducted a study that evaluated the state and law enforcement bodies and their tactics for upholding laws prohibiting the sale of alcoholic beverages to inebriated customers at authorized establishments, noting that Patrons of authorized alcohol establishments were intoxicated. The study used a sample of 1631 local agencies and 1082 respondents picked randomly of all 49 of the state agencies that had implemented alcohol control policies. The research found that implementation of legislation barring alcohol sale to individual who are intoxicated noticeably is one of the strategies that can be applied in lowering challenges of alcohol consumption by the enforcement personnel. Lenk et al. (2014) study research methodology gives a wider understanding of enforcement strategies as the representative sample was large and therefore, the sample had statistical power and hence increased findings generalizability to the wider population. The study was conducted in 2014, providing insights into alcohol enforcement practices at that time. Though the study's finding are still applicable, its significant to consider changes in strategies of enforcing, legal framework, or alcohol consumption patterns in the society since then. Based on this evaluation, this research will fill the gaps arising by investigating how licensing, enforcement, and stakeholder engagement regulate underage drinking in Nyandarua County.

Harris (2010), conducted a study on impact of alcohol policy enforcement on drinking behaviors of the college student in United States. This was as a result of introduction of stricter policies during 1999-2001 (with publication in 2010). The sample used was 1252 respondents and the results showed there existed a strong correlation between the

stricter alcohol enforcement policies and the reduction of the drinking among the collage and universities students over a period of time. Hence, the study suggested overall alcohol consumption levels in colleges and universities can be reduced and regulated by the application of very proactive enforcement alcohol policies. In summary, while the study findings by Harris (2010) indicate the significance of the correlation between enforcement of alcohol control policies and drinking behaviors of the student, the research validity, reliability and applicability is questioned due lack of important information and context that is necessary to ensure comprehensive evaluation of the data. Study done by Harris (2010), in US used survey as method of data collection. The used in the study was collected between (1991-2001) hence time lag in data collection and publication which raises questions about the relevance of the findings to current policies and behaviors, as college environments and alcohol consumption patterns can evolve significantly over time. The effectiveness of alcohol policies implemented nearly a decade prior might not accurately reflect current trends or challenges. Therefore, this research tends to fill this gap by investigating how licensing, enforcement, and stakeholder engagement help in regulating underage drinking.

Xuan Z (2015) investigated the connection between youth drinking and alcohol policy environments in the US. He used repeated cross-sectional Youth Risk Behavior Survey data from representative samples of high school students in grades 9 through 12 from biennial years between 1999 and 2011 to calculate Alcohol Policy Scale (APS) scores, which characterize the strength of state-level alcohol policy environments. The study established there is lower chance of underage alcohol consumption due to application of tougher alcohol laws even the one that are not directly target children. In summary, the research methodology used by Xuan provided a wide-ranging analysis of trends in underage drinking and alcohol control policies strengths and therefore, provided a lot

of insights in this study. Despite this, the study conducted by Xuan Z employed repeated cross-sectional surveys in the United States as its research methodology. It concentrated precisely on evaluating the impact of alcohol policy surroundings while overlooking other fundamental factors like enforcement and stakeholder involvement. Therefore, this research aims to address this gap by engaging a mixed-method approach. It will examine various variables including licensing, enforcement practices, and stakeholder engagement in regulating underage drinking in Nyandarua County.

2.2.4 Stakeholder's Engagement and Regulation of Underage Drinking

Okech (2019) evaluated the effectiveness of community-driven initiatives in reducing underage drinking in Kisumu. The study established that the involvement of members of the community in reporting and monitoring illegal trade of alcohol reduced the underage accessibility to alcohol. A mixed approach was applied through the use of surveys and interviews which entailed community groups, focus groups, local leaders, and enforcement personnel. The study by Okech showed that community driven initiatives are very important in regulating underage drinking hence, the study insight was very valuable for purpose of this research. The study used a multi-dimensional approach that gives a chance for the proper examination of the variables used and how they affected the dependent variable, the study's reliability and validity were ensured by the use of various sources to acquire data. However, in the selection of the participants of the interviews and surveys, there were possibilities of bias occurrence also the findings were specific to the context of Kisumu and may not be applicable in other settings. The time scope of the study was 2019 and hence there is a need to consider more recent research as time goes so do things such as policies and community dynamics can. Therefore, this research paper will address these gaps by investigating

how licensing, enforcement, and stakeholder engagement help in regulating underage drinking.

Ngugi (2015) investigated the role of religious organizations in mitigating alcohol abuse among the use in Kenya. The research adopted a qualitative study by doing interviews with religious leaders, youth groups, and focus groups. The study concluded that religious organization plays a crucial role in enlightening the public and community about the hazards of alcohol consumption and also promoting severe enforcement of alcohol regulations policies. Ngugi's (2015) study provides important information on the role of religious organizations in mitigating underage drinking in Kenya. The study research design and methodology utilized ensured the exploration of complex social phenomena and the understanding of diverse insights from the various people participating in interviews. However, the study time scope was 2015 and therefore, it's important to consider recent studies due to changes that might have occurred such as alcohol consumption policies, religious involvement, and youth behavior. Based on this evaluation, this research will fill the gaps arising by investigating how licensing, enforcement, and stakeholder engagement regulate underage drinking in Nyandarua County.

Birech (2013) studied the factors influencing alcohol abuse among household heads and its current socioeconomic impact on family life in Kenya, focusing particularly on the Nandi Community. The goal of the study was to establish how the socioeconomic conditions of the community are affected by the alcohol abuse among the residents. The sample size of the study was determined through the use of purposive and proportionate random sampling in a survey approach with the population targeted mainly being heads of family with interviews conducted with females in cases where they were the

household heads. The chief, assistant chief, teacher, village elders, and a pastor were deliberately chosen. Additionally, families that have been negatively affected by alcohol consumption were purposively selected where five case studies were used. Questionnaires, semi-structured interviews, and direct observations were the main data collection instruments used. The study results showed significant cause of alcohol consumption and abuse is as a result of harsh economic conditions, Socio-cultural changes, as traditional and religious regulations that previously discouraged alcohol misuse weakened over time. Notably the study established that a lot of marriages have been affected negatively and children's well-being has been impacted also negatively as many households have turned to brewing changaa and busaa for income.

The study recommended the establishment of establishing counseling and rehabilitation centers locally, public awareness of the effect of alcohol consumption on families and also the introduction of other sources of the income in order to assist in preventing the issue. The study by Birech (2013) utilized a survey approach, employing purposive and proportionate stratified sampling methods to determine the sample size. The study findings are tailored to Nandi County and therefore, may not be applicable in another region. The study also was done in 2013 and due to context of time some policies and regulation might have evolved. Hence this research aims to fill this gap by utilizing a mixed-method research approach that includes examining licensing, enforcement, and engaging stakeholder's variables in the regulation of underage drinking in Nyandarua County.

In the Kangemi informal settlement, Miswazeddie and Michael (2012) studied the effects of drug and alcohol misuse in the family environment. The study showed that increase in selfishness and vanity among the individuals consuming the alcohol. The

study revealed that the resident of Kangemi has accepted the alcohol related difficulties and all alcohol related issues have become part of everyday life. Some of the experienced challenges such as violence among the spouse, divorce, communication breakdowns, lack of responsibility and elevated crime rates. The study was published in 2012, providing insights into the challenges of substance abuse within the Kangemi informal settlement at that time. However, due to changing nature of the issues around the community and its setting, contemplating recent developments is necessary. Based on this assessment, this research will fill the gaps rising by investigating how licensing, enforcement, and stakeholder engagement regulate underage drinking in Nyandarua County.

2.3 Theoretical Framework

In this study, the theories of social exchange, street-level bureaucracy, and new public management served as guiding frameworks. The theoretical framework explained why the research problem under investigation occurred by drawing on preexisting concepts. According to Odero (2014), a theoretical framework acted as a bridge between theoretical reviews and the elements under study, thereby providing a basis for conducting practical research.

2.3.1 New Public Management Theory

NPM helps explain how the structure and function of alcohol licensing systems can be redesigned to balance regulatory enforcement with service efficiency. By adopting performance-based monitoring, transparency in licensing procedures, and stronger accountability mechanisms, authorities can enhance compliance among sellers and limit access to alcohol by minors. This connection is central to the study's objective of examining how alcohol licensing systems can be improved to protect young people and

reduce the social risks associated with underage drinking. The NPM theory was introduced by Christopher Hood in 1991, NPM model is founded on ideas of "administrative argument" and "administrative philosophy" which are conceptually related but not identical. Public administration systems inefficiencies and bureaucratic inadequacies were to be addressed by New Public Management (NPM). Samaratunge, Alam, & Teicher, (2008), indicated that applying from the private segment management principles to increase the effectiveness, efficiency, and accountability of public sector organizations in service delivery is what NPM advocates. Decentralization and a market-oriented approach principle to delivery of public service is what the NPM model is built on. This model emphasizes on proficient and efficient use of resources in service delivery to the public through performance and accountability measure of the service deliverers by the implementation and application of key performance indicators (KPI), setting of clear targets, outsourcing, and privatization of services.

The model applicability is demonstrated in controlling underage drinking through the use alcohol licensing. The application of this model characteristic such as decentralization, to aid in improving their understanding of local conditions and trends related to underage drinking will enable licensing authorities to be able to precisely shift their enforcement efforts towards a given direction according to Kalimullah and Khan (2011). Combating of underage drinking is made easier through decentralization as the collaboration between various stakeholders such as schools, community groups and law enforcers enables creation of plans to fight against the alcohol abuse among the minors. The performance of enforcement initiatives can easily be evaluated through the use of performance measures such as issued tickets to underage drinkers and licenses compliance checks frequency. The accountability and transparency of service

delivery is increased by making the performance indicators available publicly as licensing authorities can be held accountable of their enforcement actions.

According to Kalimullah and Khan (2011), NPM emboldens competition in public service provision. To endorse accountability on sales practices and discourage the sale of alcohol to minors, this can involve making competition amongst alcohol vendors in the background of alcohol licensing. Policymakers can inspire liquor traders to abide by licensing requirements and give priority to responsible alcohol sales practices by creating a competitive market environment.

2.3.2 Street-Level Bureaucracy Theory

The Street-Level Bureaucracy theory directly informs the study's objective of examining the enforcement of alcohol control policy. Enforcement of such policies relies heavily on frontline actors such as police officers, county licensing officials, and local administrators who are tasked with monitoring compliance, penalizing violations, and protecting minors from alcohol access. However, as the theory explains, these officials often face limited resources, competing priorities, and community pressures that shape how they interpret and implement regulations. This can lead to selective enforcement, inconsistencies, or even neglect of certain provisions of the law. The model was introduced by Michael Lipsky in the 1980, and holds that the discretion of frontline bureaucrats those who deal directly with citizens has a significant impact on how public policies are executed (Barrick et al., 2012). These bureaucrats work at the "street level" of government, where decisions about policies are put into practice. In their everyday dealings with the public, they interpret and apply policies, often influencing the results of policy implementation more so than the policymakers who formulated the policies themselves. This model is based on several principles, including

discretionary decision-making, role ambiguity, and conflict, interactions with stakeholders, and organizational culture.

In this study, the street bureaucrats are the grassroots law enforcers who are entrusted to make decision based on their own discretion. Therefore, understanding how frontline bureaucrats, including law enforcement agents, negotiate the challenges of executing these restrictions is essential to applying street-level bureaucracy theory to the enforcement of alcohol control legislation aimed at underage drinking regulation. The discretion of street-level bureaucrats like police officers, County enforcement officers and liquor control agents is mostly used in alcohol control policies enforcement such that they have to decide what to do to the minor found in possession of alcohol or consuming it such as issuing citations, issuing warnings, or taking further action.

Several things, such as their convictions, departmental rules, resource limitations, and the particulars of the case, may have an impact on their conclusions (Maynard-Moody & Portillo, 2010). Street-level bureaucrats deal with a range of stakeholders, including children, parents, business owners, and members of the community which they might have relationships with and may affect how policies are interpreted and put into practice. For example, a positive relationship with a community member promotes alcohol control laws adherence while enforcement measure may be jeopardized in case of negative encounters (Tummers, 2011).

Understanding of role of street-level bureaucracy in implementing alcohol control regulations can provide policymakers with insights into probable impediments and opportunities for improving policy implementation (Sandfort, 2000). Alcohol control regulations compliance can be improved by policymakers taking into account tactics like giving frontline bureaucrats clear guidelines, training on efficient enforcement

techniques, allocating sufficient funding for enforcement efforts, and encouraging collaboration between agencies and community stakeholders.

2.3.3 Social Exchange Theory

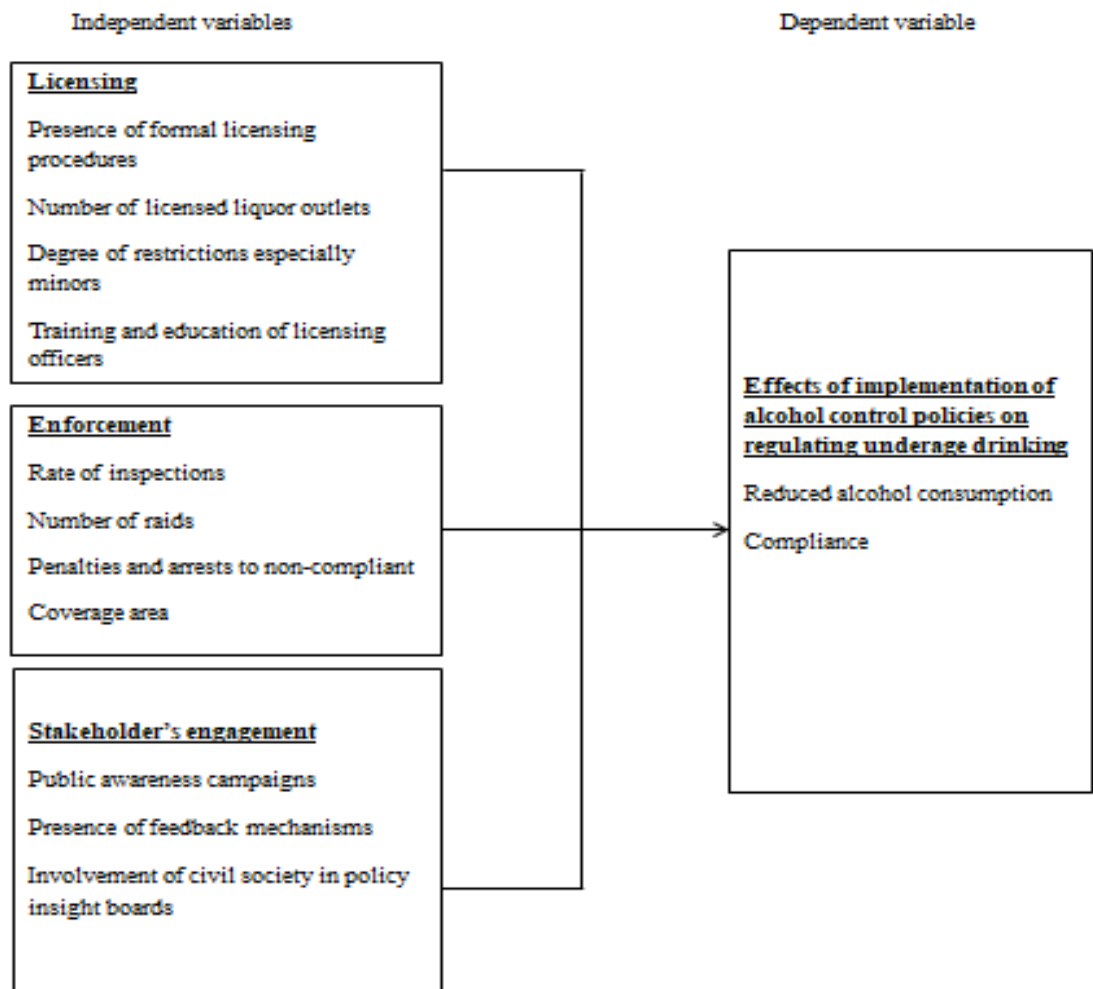
The Social Exchange Theory provides a useful lens for understanding the role of community engagement in the enforcement of alcohol control policy. This theory suggests that individuals and groups evaluate their interactions with institutions based on perceived costs and benefits. When community members feel that their concerns about underage drinking are heard, and when mechanisms exist for feedback and redress, they are more likely to cooperate with authorities in monitoring and reporting violations. Such collaboration transforms regulation into a mutually beneficial exchange: citizens gain safer environments and stronger protections for youth, while authorities benefit from increased compliance and community trust. This theory was founded by George Homans in 1958 and later refined by scholars such as Peter Blau. The theory is a social psychology and sociological perspective that aims to explain social development and stability as a process of negotiated exchanges between parties. The model argues in line of maximizing benefits and minimizing cost as people tries to engage with each other. The expenses and rewards vary and ranges from material (cash) to immaterial things (emotional support). The model highlights how importance it is for reciprocity is to maintaining connections and realizing collective goals. Mutually beneficial relationships can effectively assist in regulating underage drinking as stakeholders can discuss terms and expectations that will help in curbing this problem. For example, law enforcement agencies may apply regulations and carry out enforcement actions in return for funding and resources provided by government agencies (Blau, 1986).

According to Molm (2010), the mutuality structure in stakeholder collaborations can encourage confidence, unity, and commitment in all essential mechanisms of actual underage drinking legislation. Policymakers and practitioners can come up with methods to enrich collaboration, remove power imbalances, and promote effective control of underage drinking by understanding the settings of social exchange among stakeholders.

An understanding of stakeholders such as government organizations, local communities, representatives of the alcohol business, parents, and youth and their interests is necessary to evaluate the model's applicability to the research variable. It's important to determine who the key players are in the control of underage alcohol consumption and comprehend their concerns. To enhance public health and safety, for example, government organizations might work to decrease underage drinking, but the alcohol business might put profit-making first. Parents could be worried about their kids' well-being, and youth might place a high importance on peer networks and social acceptance.

2.4 Conceptual Framework

The conceptual framework of this research acted as a systematic guide for linking beliefs, assumptions, concepts, and theories to the research objectives. It organized the research inquiry and informed both the design and interpretation of the study. The framework provided a scope within which the researcher identified the relationships among key constructs such as licensing, enforcement, and stakeholder involvement and examined how they influenced the implementation of alcohol control policies aimed at reducing underage drinking.



Source: Author (2025)

Figure 2.1: Conceptual Framework

2.5 Summary of Literature and Research gaps.

Table 2. 1: Summary of Literature and Research gaps

Author(s)/ year	Study	Findings	Research gaps	Current study focus
Smith et al. (2023)	Conducted a study on global trends in alcohol consumption among school-going adolescents aged 12–15 years	The findings revealed that overall prevalence of alcohol use among adolescents was 14.1%, with three countries showing increasing trends, eight countries exhibiting declines, and eleven countries remaining stable.	There exist a time gap The context is limited to Asia, Africa and America	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach
Ajayi, Owolabi, and Olajire (2019)	Conducted a study on alcohol use among Nigerian university students: prevalence, correlates and frequency of use	The findings revealed that alcohol use was highly prevalent among university students, with significant gender differences male students reported higher consumption rates than females. Peer influence, parental alcohol use, and easy access to alcohol were identified as major	There exist a time gap The study context is limited to Nigeria The study adopted cross-sectional survey approach	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach

		correlates of consumption, while frequent binge drinking was also observed among respondents.		
Kamenderi, M., Muteti, F., Okioma, V., & Kimani, S. (2020).	Lifetime alcohol use among primary school pupils in Kenya	The findings revealed that 7.2% of respondents had used alcohol at least once in their lifetime, with home, school, and parenting factors strongly influencing initiation. Early exposure within the family environment and peer influence were identified as major drivers of underage drinking.	There exist a time gap The study relied only on cross-sectional survey design	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach
Richter, Vaughan, and Foster (2014)	Investigated Public Attitudes about underage drinking Policies		There exists a time gap The study was done in USA The study adopted survey approach over the phone	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach
Xuan Z, Blanchette J.G, Nelson F.T,	Investigated the connection between	The study established there is lower chances of	The study context is limited to USA	This research aims to address gaps by examining how

Hadland S.E, Ousssayef L.D, Heeren T C, Nguyen T, H, and Naimi T.S, (2015).	youth drinking and alcohol policy environments in the US	underage alcohol consumption due to the application of tougher alcohol laws even the ones that do not directly target children	There exists a time gap The study employed repeated cross-sectional surveys	licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed- method approach
Onyango, P. (2019).	Evaluated the effectiveness of alcohol licensing regulations in Kenya in curbing underage drinking	The study found that although laws regarding licensing exist, enforcement and compliance monitoring are typically very lax, making it easy for people to obtain alcohol, particularly those who are underage.	There exists a time gap	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed- method approach
Lucia, J. (2022).	Alcohol and substance use prevention in Africa.	The study exposed that although several targeted preventative programs have been implemented throughout Africa, additional investigation, and testing are still essential to ascertain the effectiveness of these programs.	There exists a time gap The study context is limited to Africa The study adopted scoping methodology	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed- method approach

<p>Maclennan B, Kypri K, Room R, Langley J. (2012)</p>	<p>Conducted a study examining the development and implementation of alcohol laws in three New Zealand communities, focusing on the influence of local characteristics.</p>	<p>The study established various alcohol control measures are more operative in rural areas in comparison with urban areas this is because alcohol laws tend to vary on the basis of community setting.</p>	<p>The study context is limited to New Zealand communities The study analysis scope may have limited due to reliance on historical policy publications There exist a time gap</p>	<p>This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach</p>
<p>Paschall, M. J., Grube, J. W., Thomas, S., Cannon, C., & Treffers, R. (2012)</p>	<p>Investigated the connections between underage drinking, adult alcohol consumption, alcohol outlet density, enforcement strategies, and local alcohol laws in 50 Californian communities.</p>	<p>The study established the existence of a connection between drinking by young people with the density of alcohol outlets, adult alcohol consumption levels, and the enforcement of underage drinking regulations.</p>	<p>The study context is limited to California There exist a time gap The study relied only on survey approach</p>	<p>This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach</p>
<p>Lenk K.M, Troomey, T.L, Nelson T.F, James-Webb R, Erickson D.J. (2014),</p>	<p>Conducted a study that evaluated the state and law enforcement bodies and their tactics for upholding laws prohibiting the sale of alcoholic beverages to inebriated customers at</p>	<p>The research found that the implementation of legislation barring alcohol sales to individuals who are intoxicated noticeably is one of the strategies that can be applied in lowering challenges of</p>	<p>There exist a time gap</p>	<p>This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange</p>

	authorized establishments,	alcohol consumption by enforcement personnel.		theory together with mixed-method approach
Harris S K, Sherritt L, Hook S V, Wechsler H, Knight J. R (2010)	The impact of college alcohol policy enforcement on student drinking behaviors	The results showed their existed a strong correlation between the stricter alcohol enforcement policies and the reduction of drinking among college and university students over a period of time.	The study context is limited to US The study adopted survey approach The used in the study was collected between (1991-2001) hence time lag in data collection and publication There exist a time gap	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach
Okech, J. (2019)	Evaluated the effectiveness of community-driven initiatives in reducing underage drinking in Kisumu	The study by Okech showed that community-driven initiatives are very important in regulating underage drinking hence, the study insight was very valuable for this research.	The study results are limited to Kisumu. The study was done in 2019 hence there exist time gap The study adopted only qualitative approach	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach
Ngugi, J. (2015)	Investigated the role of religious organizations in mitigating alcohol abuse among the use in Kenya	The study concluded that religious organization plays a crucial role in enlightening the public and community about the hazards of alcohol consumption and also	The study adopted only qualitative research design There exist a time gap since the study was done in 2015	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting

		promoting severe enforcement of alcohol regulations policies.		NPM , SBT and social exchange theory together with mixed-method approach
Birech (2013)	Examined the factors influencing alcohol abuse among household heads and its current socioeconomic impact on family life in Kenya, focusing particularly on the Nandi Community	The study results showed significant cause of alcohol consumption and abuse is a result of harsh economic conditions and sociocultural changes, as traditional and religious regulations that previously discouraged alcohol misuse weakened over time.	The study context is limited to Nandi County The study used survey approach The study employed purposive and proportionate stratified sampling There exists a time gap since the study was done in 2013	This research aims to address gaps by examining how licensing, enforcement measures, and stakeholder engagement contribute to the regulation of underage drinking specifically in Nyandarua County. Adopting NPM , SBT and social exchange theory together with mixed-method approach

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This segment conferred how the entire analysis procedure was conducted, making it an essential part of the study. This chapter addressed study design, target population, data-gathering tools, data collection process, data analysis, and data presentation. An explanation of the procedures that were used in the research was crucial because it aided in planning the study, particularly in cases when repeating certain processes was required. The importance of this study was to determine the significance of alcohol licensing, enforcement, and stakeholder participation in the control of underage drinking in Nyandarua County.

3.2 Research Design

This study employed a descriptive research design to address its research objectives. This design was used because it gave a broad understanding of the populace being scrutinized, illuminating trends and patterns that explained the subject at hand. Furthermore, this method tended to be less intrusive and ethically sound, as participants were primarily observed and described by researchers. Descriptive research was often more practical in terms of time, resources, and logistical constraints compared to other research designs, making it suitable for studies with limited budgets or tight schedules.

3.3 Target Population

The study's target population was 466. This entailed 427 bar attendants where questionnaires were administered and 39 essential personnel mandated in the formulation and implementation of alcohol control policies, as well as personnel who

offered moral support and guidance in society within Kinangop Sub-County and at the county level in Nyandarua were to be interviewed. The process became easier by grouping the target participants into specific categories. The research groups consisted of government officials, teachers, religious leaders, PTA, and bar attendants. The bar attendants from Kinangop Sub-County were engaged, as the area consisted of the highest number of liquor establishments in the whole county. According to the 2023 census data of liquor establishments sourced from the Social Service Department in Nyandarua County, the registered number of liquor premises in sub-counties was distributed as follows: Kinangop 427, Kipipiri 158, Ndaragwa 118, Ol'kalou 240, and Ol'joro-Orok 144, aggregating to 1,087 liquor premises. The population was as shown in the table below, which was retrieved from NCIDP (2022).

Table 3.1: Population Size

Stakeholder type	Grouping	Population no.
Bar attendants	Licensed establishment	427
County government of Nyandarua	Senior officials	9
Teachers	Representatives	10
Religious leaders	Priest in charge of churches	10
PTA	Representatives	10
TOTAL		466

3.4 Sampling Techniques and Sample Size

3.4.1 Sampling Technique

This research study adopted both simple random sampling and purposive sampling as the methodological framework used to select a subcategory of individuals or items from a larger population in order to conduct research or draw conclusions about the population. The bar attendants were selected using simple random sampling, while government officials and other key players were selected using purposive sampling, since this representative sample was crucial for the study as its members had specialized knowledge and expertise on underage drinking, which might not have been readily available from underage individuals themselves. They also sat in departments mandated in the formulation and implementation of policy and were personnel who offered moral guidance and support to minors.

3.4.2 Sample Size

Taro's (1967) formula was applied to obtain the study's representative sample of bar attendants from 427 liquor establishments in Kinangop Sub-County as follows:

$$\text{Sample} = N / \{1 + (N) (Se)^2\}$$

$$n = 427 / \{1 + (427) (0.1 * 0.1)\}$$

$$= 81$$

Se- Sampling error

n- Sample size

N – Population size.

Table 3.2: Sample Size of Bar Attendants

Respondents	Position category	Population	Total sample	Percentage
Bar attendants	Attendants	427	81	19.0%

Source: Nyandarua County, department of social science liquor store statistics, (2023)

The government officials, teachers and priests sample size will be distributed as follows:

Table 3.3: Sample Size of Government Officials

Respondents	Position category	Population	Total sample	Percentage
Government officials	i. CECM, CO, Director-Social services	3	3	23.1%
	ii. CECM, Director enforcement chiefs	3	3	
	iii. National police-OCS,	1	1	
	iv. Sub-county administrator	1	1	
	v. Licensing officer	1	1	
Religious leaders	Priest in charge	10	10	25.6%
PTA	Chairperson representatives	5	5	25.6%
	Teachers' representatives	5	5	
Class teachers	Representatives	5	5	25.6%
		5	5	
			39	99.9

Therefore, for this study, a representative sample of 120 was used, which was a summation of bar attendants and other group representatives.

3.5 Research Instruments

This research study used both quantitative and qualitative data. The adoption of interviews and questionnaires enabled the researcher to gain a profound comprehension of the study topic from several dimensions, as the researcher could triangulate and validate the results. This mixed-methods approach enriched the vigor and validity of the research outcomes and permitted a more nuanced clarification of the data. The types of data that were collected and the study objectives guided the selection of these tools.

For the essence of this research, a semi-structured questionnaire was used, which entailed two sections. Section A required the respondent to give common information on underage drinking. The second section, Section B, utilized the Likert scale to prompt answers concerning the recognized set of elements that defined the regulation of underage drinking. Face-to-face administration of written questionnaires was used. The primary rationale behind the use of questionnaires was their ease of formulation. Semi-structured questionnaires were cost-effective in terms of both money and effort, and their instant application made them simple to analyze. Since respondents' own words were used in the questionnaires, they were also easier to administer and free from interviewer bias. The fact that only responders with the ability to read and write could use the questionnaires was one of its shortcomings. The researchers also experienced the problem of some responders stopping the process, which led to spoiled surveys.

The second instrument that was adopted was interviews; these interviews yielded information that could not be obtained using a questionnaire, hence they enabled the collection of information needed to achieve particular research goals. The use of this

tool enabled the researcher to outline the goal of the study and persuade the respondents of its significance, which encouraged them to provide more thorough and truthful information. Interview questions served as a guide for in-depth interviews, which were semi-structured and included both structured and open-ended questions.

3.6 Pilot Study

The pre-test was conducted in Ol'Kalou Sub-County to confirm the validity, comprehension, and efficiency of the study tools before the collection of the major data. Ol'Kalou was specifically selected because it was second in the number of registered alcohol-selling premises in Nyandarua County and, as such, an area that exhibited a good understanding of the dynamics surrounding the selling of alcohol. The pilot was conducted on a sample of 20 bar attendants who were randomly selected from various licensed premises. They were requested to fill in the questionnaire form and be interviewed. The main aim was to test the comprehensibility, logical order, and ability of the tools to collect the data referring to the intended information with references to licensing, enforcement, and stakeholder participation in the regulation of alcohol. The pilot also served to unearth any ambiguous or delicate questions that needed to be rephrased or reordered.

The feedback that was given through the pilot process was in turn used to revise the data collection instruments and hence make them more superior so that they could capture what the study was all about. As stressed by Mugenda and Mugenda (2003), pilot testing contributed to matching the research tools with the conceptual framework and ensured that the resulting data could be obtained with a degree of both reliability and validity. In this study, the pilot facilitated the wording and structure of

the tools in addition to determining the estimated time required to complete them, thereby minimizing respondent fatigue in the actual research study. After all the measures, the piloting in Ol'Kalou was important to streamline the nature of the data collection tools and make them appropriate in evaluating the effectiveness of the alcohol control policies implemented among the youths to control underage drinking in the region of Nyandarua County.

3.6.1 Reliability

To ensure the reliability of the questionnaire and interviews, the interviewer used a structured approach where a detailed interview guide with specific questions to ensure consistency across interviews was developed. Also, to enhance reliability in interviews, standardized procedures were followed while conducting interviews, including the use of the same interview guide and techniques across all participants. The reliability test was done for both instruments using Cronbach's Alpha, a measure of internal consistency, in order to determine whether particular items fell inside a scale measure. A benchmark alpha value of 0.7 was determined by Gliem & Gliem (2003). Consequently, Cronbach's Alpha was developed for every research goal on the scale.

3.6.1.1 Reliability Analysis

The reliability test was ascertained using Cronbach's Alpha, which was an internal consistency measure, by assessing whether specific items fell within a scale measure. Gliem and Gliem (2003) established a benchmark alpha value of 0.7. As a result, Cronbach's Alpha was created for each of the scale's objectives. The test was conducted in Ol'Kalou town, where 20 respondents filled out the questionnaire. The subsequent table displayed Cronbach's Alpha for the study objectives.

Table 3.4: Reliability Test

Scale	Number of respondents	Cronbach's Alpha	Number of items
Underage drinking	20	0.725	4
Enforcement	20	0.890	8
Licensing	20	0.770	5
Stakeholders' engagement	20	0.750	6

3.6.2 Validity

This study estimated the validity of the questionnaire and interview before administration in order to establish the degree to which the questionnaire and interview questions measured what they claimed to measure, as per Mugenda & Mugenda (2003). Therefore, the supervisor was responsible for reviewing the questionnaire and interview questions and, hence, recommending whether or not they should be utilized to gather the data required for the entire study.

3.7 Data Collection Techniques

The earlier-posed study questions served as the foundation for the development of the questionnaires and interviews. The steps that were followed in data collection included: developing questionnaires and interview protocols using determined research questions, designing Likert-scale items to measure participants' perceptions and attitudes on a scale ranging from "strongly disagree" to "strongly agree. Pilot testing to ensure the data collection instruments used were free from errors and ambiguities, sampling which helped in the participant selection process, recruitment

which involved contacting the relevant stakeholders, obtaining informed consent, data collection which was done face-to-face, data management which involved organizing and managing data collected systematically and ensuring that data was stored and coded securely, data analysis and interpretation which involved quantitatively analyzing questionnaires and qualitatively analyzing the interviews and interpreting the results based on the context of the research objectives and existing literature, and lastly, ethical consideration.

For this study, the questionnaires were administered using the drop-and-pick method. The justification for using a drop-and-pick method in administering questionnaires as a data-collecting instrument was that it aided the researcher in collecting answers systematically while also saving time and resources. In addition, the surveys produced pertinent data and helped in answering the study queries. This made it easier to get the vital and precise data for the research.

The interviews were administered using the face-to-face method. Face-to-face interviews allowed for rich, in-depth data collection. This facilitated rapport building between the interviewer and the participant which led to more candid and detailed responses. Non-verbal cues were also observed and incorporated into the analysis. This method was particularly useful when sensitive or complex topics, such as underage drinking and alcohol policies, were being discussed, as it allowed for clarification of questions and prompts based on the participant's reactions.

Before starting the data collection process, the researcher obtained introduction letters from the Department of Public Policy and Administration and the Graduate School of Kenyatta University. Consent was then obtained from the National Commission for Science, Technology and Innovation (NACOSTI), and thereafter,

the County administration in Nyandarua County was informed about the research undertaking. Because of the time constraints and complexity of data collection, research helpers were outsourced to assist in the data collection procedure. The approximate time required for the entire process of data collection was one month.

3.8 Data Analysis and Presentation

To establish the association between the different independent variables (licensing, enforcement, and stakeholder involvement) and the control of underage drinking, the researcher employed descriptive and inferential statistics, as well as thematic data analysis and presentation.

The study used descriptive statistics like measures of central tendency and dispersion along with visual tools like bar charts to summarize data. These methods provided a clear overview of key characteristics, including underage drinking prevalence, policy awareness, and compliance rates across demographic groups and regions.

The study used also inferential statistics regression analysis, to generalize sample findings to the broader population. These methods evaluated law effectiveness, demographic differences in underage drinking, links between policy awareness and compliance, and the impact of enforcement on long-term behaviors.

This research also used thematic analysis to explore complex phenomena and understand participants' experiences by identifying patterns of meaning in qualitative data. Following Braun and Clarke (2013), the process involved familiarization, coding, theme development and review, defining and naming themes, and producing a report, ensuring reflexivity, accuracy, and transparency.

In this study, validated questionnaire data was analyzed using SPSS, involving reviewing, categorizing, and synthesizing information. Findings were presented with percentages, tables, and charts while inferential methods, including regression, were used for deeper analysis. As Mugenda and Mugenda (2003) note, raw field data must be cleaned, coded, and analyzed for proper interpretation.

3.9 Empirical Model

By relating this empirical model to real-world data, researchers and policymakers gained valuable understandings of the factors prompting underage drinking behavior and pinpointed targeted approaches for preventing and reducing underage alcohol use. The linear regression model was adopted for this research because the model allowed for the incorporation of all key variables, hence providing a widespread representation of factors influencing underage drinking behavior. The model also facilitated quantitative analysis of the connection between liquor control policies and underage drinking. By estimating the coefficients, the researchers were able to quantitatively assess the impact of each policy variable on the dependent variable.

The regression model was as follows:

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Y- Dependent variable representing regulation of underage drinking behavior.

X1- represents the licensing variable.

X2- represents the enforcement variable.

X3- represents the stakeholder engagement variable.

Where:

β_0 - is the intercept term, represents the level of underage drinking when all independent variables are at constant level.

$\beta_1 \beta_2 \beta_3$ - are the coefficients representing the effects of licensing, enforcement, and stakeholder engagement on underage drinking behavior, respectively.

ε - Representing the error term, captures unexplained variance in underage drinking behavior.

To estimate the coefficients, the study collected data on underage drinking behavior as the dependent variable and data on licensing, enforcement, and stakeholder engagement as the independent variables.

3.10 Ethical Consideration

The study carefully addressed ethical concerns, including maintaining confidentiality of participants' information. Privacy was ensured by keeping all collected data confidential. Additionally, approvals were obtained from Kenyatta University, NACOSTI, County Government offices, and the participants themselves to conduct the research. When human participants were part of a research project, it was crucial to uphold ethical standards to protect their dignity and autonomy.

CHAPTER FOUR

FINDINGS AND DATA ANALYSIS

4.1 Introduction

This section presents the key outcomes of the research study according to the questionnaire administered. The facts collected are analyzed and discussed according to the objective of the study. Graphs, tables, and diagrams were used as a means of data presentation. This part comprises a discussion of the findings of both inferential and descriptive.

4.2 Response Rate

The questionnaires were distributed to the 81 bar attendant respondents obtained by use of Taros Formulae. Nevertheless, according to 81 questionnaires given out only 71 were correctly filled whereas 10 questionnaires were spoilt. Therefore, the response rate of these questionnaires was 87.7% which, according to Mugenda and Mugenda (2003), exceeds the 75% threshold and is therefore satisfactory for the study. This high response rate is justified as it enhances the reliability of the data, minimizes non-response bias, and ensures that the findings accurately reflect the views of the targeted respondents, thus strengthening the validity of the study's conclusions. Besides the questionnaire survey, the study also aimed at interviewing 39 key informants from different stakeholders. Some of these were government officials, PTA, teachers, and religious leaders. From the 39 targeted respondents, 20 successful interviews were conducted with a 51.28% response rate. Although lower,

this rate is justified since the respondents provided well-articulated and relevant insights critical to the study’s objectives. The implication of this lower rate is that while it limits the generalizability of the qualitative findings, the responses still contributed valuable perspectives on licensing, enforcement, and community involvement, thereby complementing the quantitative results. The response rate is distributed as follows respectively:

Table 4.1: Response Rate for the Questionnaires

Response	Frequency	Percentage
Returned	71	87.7%
Unreturned	10	12.3%
Total	81	100%

Table 4.2: Rate of Responses for the Interview

Respondents	Target	Achieved	Interview on
County government of Nyandarua department of Tourism CECM and Chief officer	9	8	Licensing and enforcement
Religious leaders	10	6	Community involvement
PTA	10	3	Community involvement and enforcement
Teachers	10	3	Community involvement and enforcement
Total	39	20	

4.3 Background Information

The context provided by respondents was examined in this section. This section is designated for the gender category, age range, educational level, and employment period. The data is presented below:

4.3.1 Gender of the Respondents

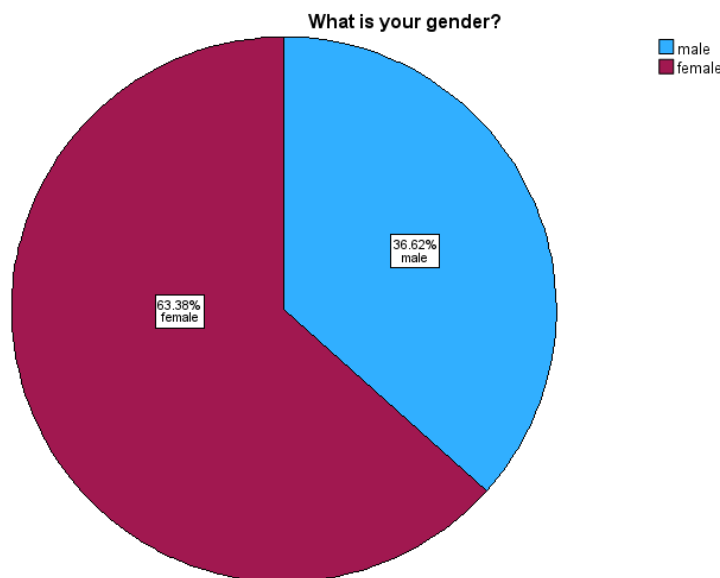


Figure 4.1: Gender

The above pie chart illustrates the gender distribution of the respondents. The data shows that the bar attendant field is predominantly female, with 63.38% of respondents being women compared to 36.62% men. This balance in representation ensures that the research is not gender biased. Furthermore, the findings indicate that both genders are equally aware of the implementation of alcohol control policies and the regulation of underage drinking in Nyandarua County. Since bar attendants

regularly interact with diverse individuals in their workplaces, their perspectives provide valuable and reliable insights for this study.

4.3.2 Age of the Respondents

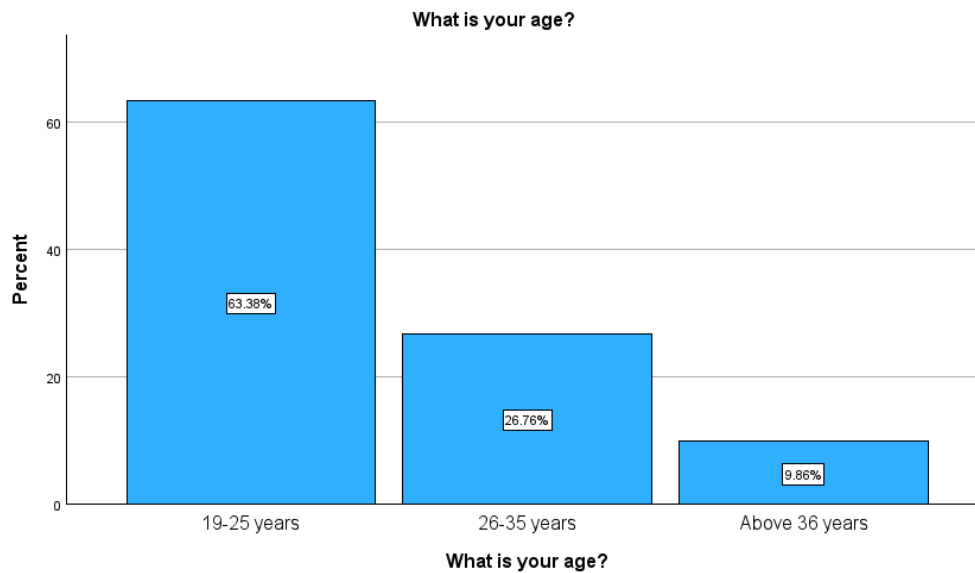


Figure 4.2: Age of the Respondents

Figure 4.2 above present's data on the age distribution of respondents in the study. The chart shows that 63.38% were aged between 19–25 years, 26.76% were between 26–35 years, and 9.86% were above 36 years. This indicates that the majority of bar attendants were young adults aged 19–25 years. The findings further reveal that while most alcohol sellers fall within the lower age bracket, none of the respondents employed as bar attendants were below 18 years. The implication of this distribution is that younger bar attendants, who form the majority, are likely to have higher exposure to interactions with youth, making their awareness and enforcement of alcohol control policies particularly critical in regulating underage drinking.

4.3.3 Employment Period

Chart 4.3 below illustrates the respondents' period of employment. The data shows that 47.89% of bar attendants had worked for 1–3 years, 32.39% for more than 3 years, 18.31% for 6 months to 1 year, and 1.41% for less than 6 months. These findings indicate that most respondents had been employed in their workplaces for a considerable period, which implies that they were adequately familiar with alcohol control policies, their level of enforcement, and the occurrence of underage drinking in the area. This experience enhances the credibility of their responses, as it reflects informed perspectives shaped by sustained interaction with the realities of alcohol regulation.

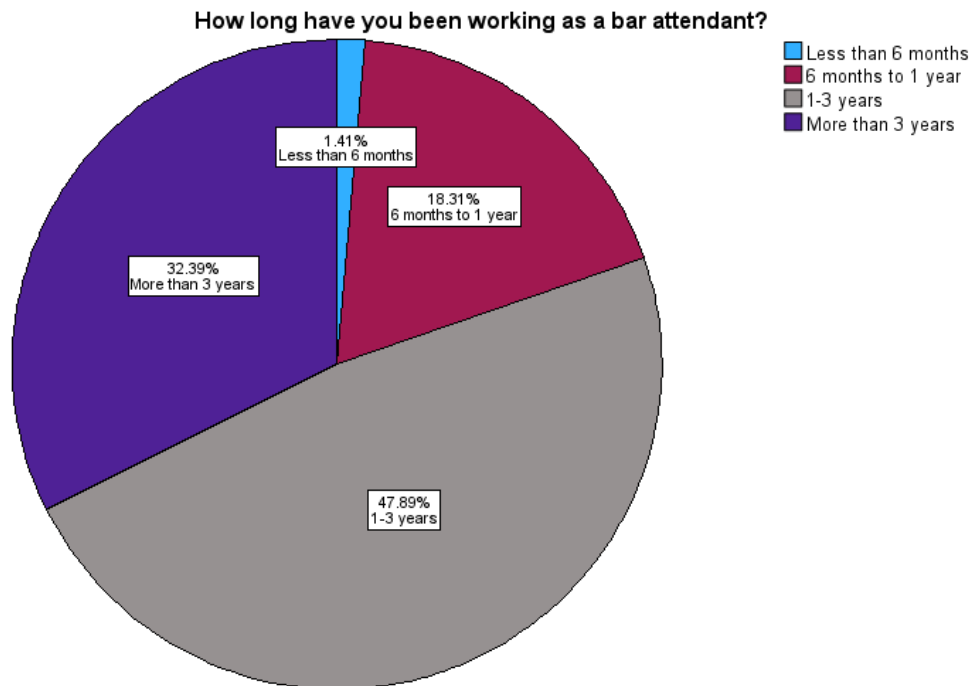


Figure 1.3: Employment Period

4.3.4 Education Level

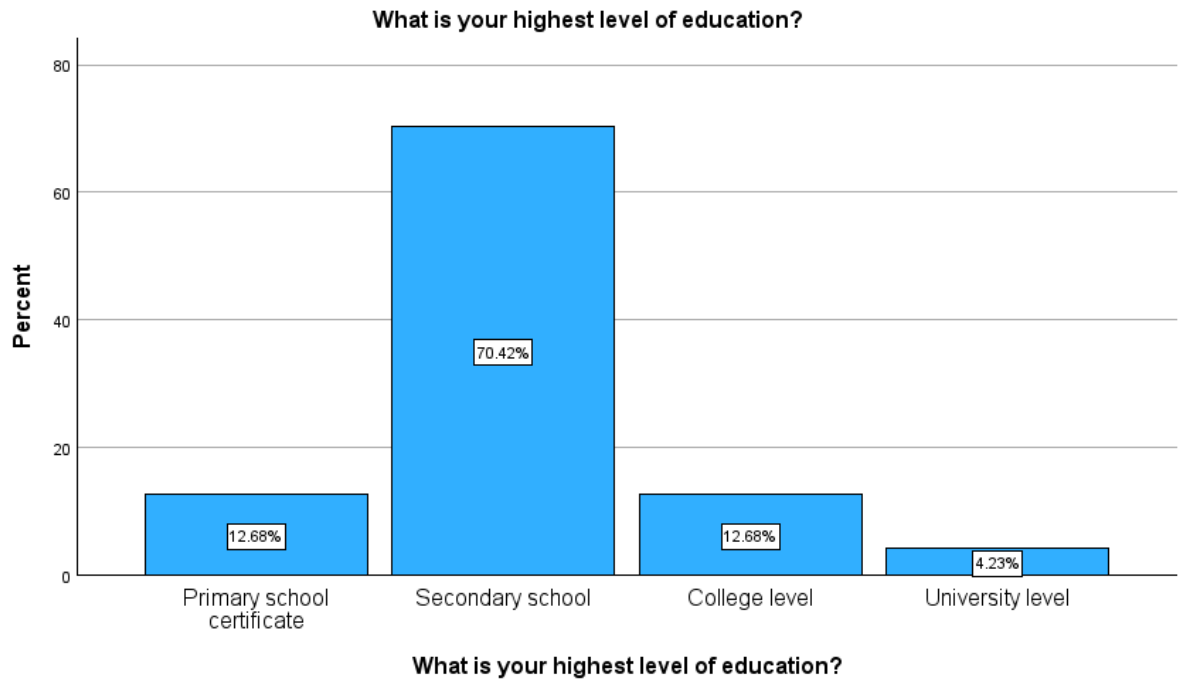


Figure 4.4: Education Level

Figure 4.4 above illustrates the education levels of the respondents. According to the data, 70.42% had attained secondary education, 12.68% had primary education, another 12.68% had college education, and 4.23% had university education. This indicates that the majority of participants were educated and therefore possessed sufficient knowledge about alcohol control policy regulations and underage drinking in Nyandarua County, Kinangop sub-county. The findings align with Orodho (2014), who argues that respondents with relevant knowledge of a subject are more likely to provide accurate and meaningful responses that effectively address research questions. Consequently, since most respondents were knowledgeable, their contributions were reliable and enhanced the quality of the study's findings.

4.4 Awareness and Perceptions of Alcohol Control Policies

4.4.1 Alcohol Control Policies Awareness

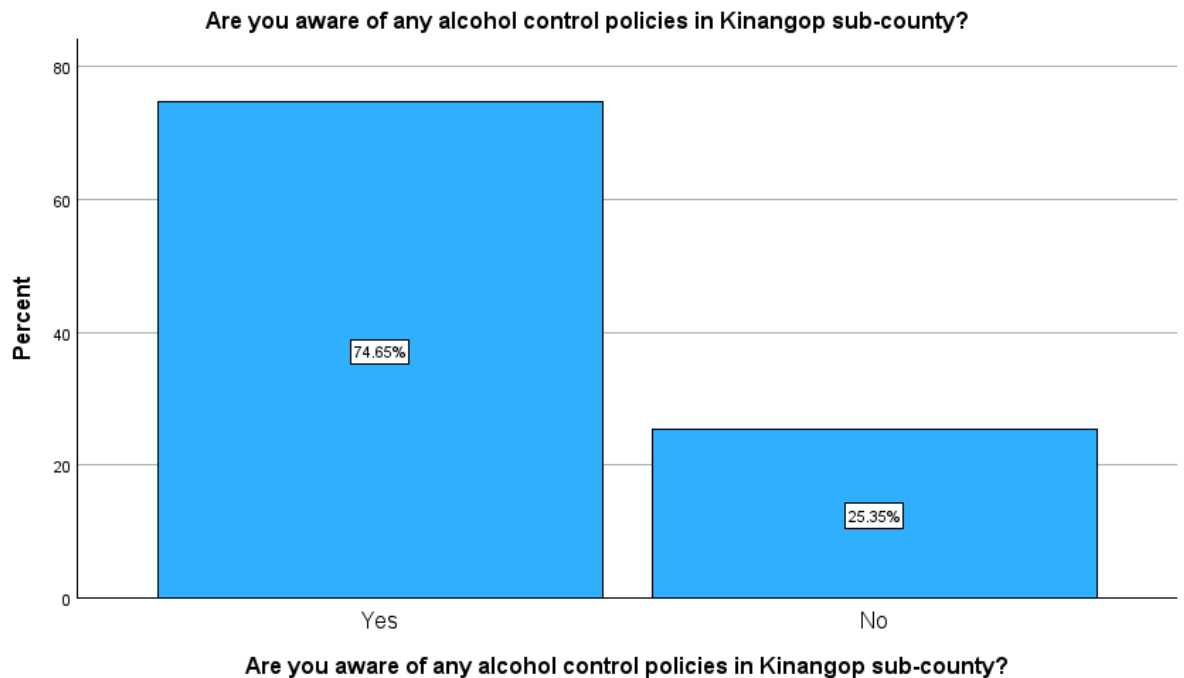


Figure 4.5: Alcohol Control Policies Awareness

The above figure shows that the majority of participants, 74.65%, reported being aware of alcohol control policies, while 25.35% indicated they were not aware. This demonstrates that most respondents recognize the existence of such policies in the region. The implication of this finding is that awareness levels among bar attendants are generally high, which is essential for effective policy implementation and enforcement, as informed stakeholders are more likely to support compliance and contribute to reducing underage drinking.

4.4.2 Effectiveness of Alcohol Control Policies

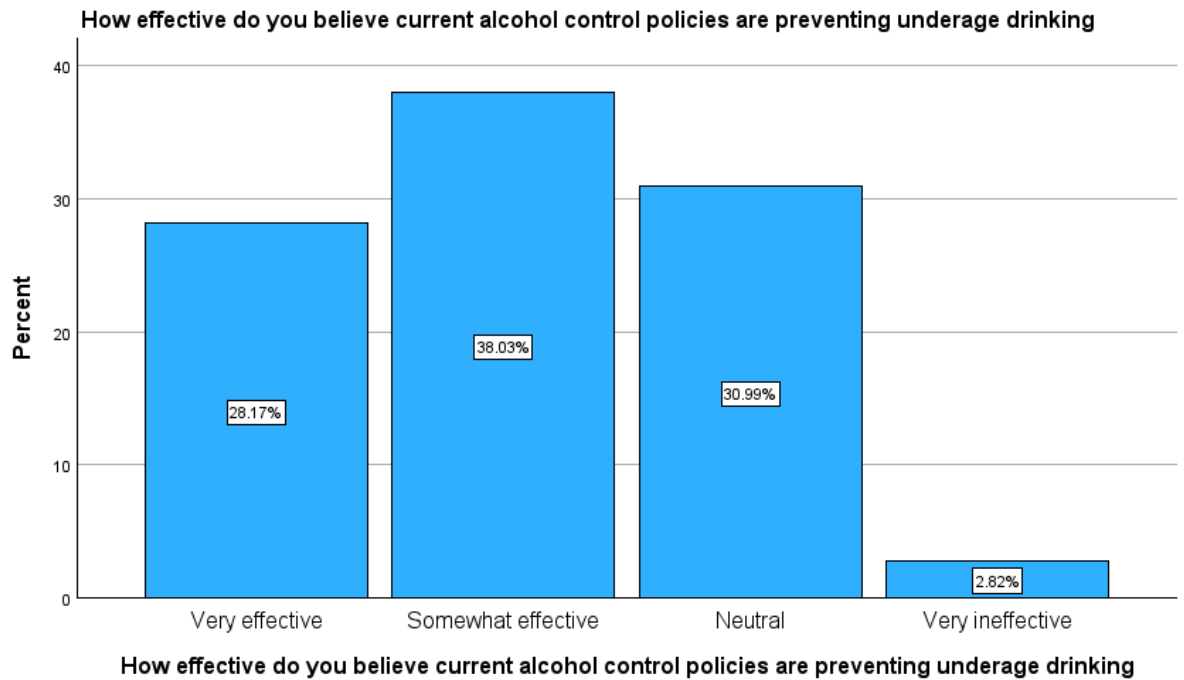


Figure 4.6: Effectiveness of Alcohol Control Policies

Figure 4.6 above shows that the majority of respondents viewed the policies as somewhat effective (38.03%), followed by neutral (30.99%), very effective (28.17%), and ineffective (2.82%). This suggests that while participants acknowledged the role of alcohol control policies, they felt the measures were not fully addressing underage drinking in the region. The perceived gaps may be attributed to factors such as limited resources, inadequate public awareness, inconsistent enforcement, and cultural or social influences that enable minors to access alcohol. As highlighted by Odebero (2021), underage drinking is also shaped by informal access to alcohol, peer pressure, and prevailing social norms, which means that policies alone may not be sufficient. The implication is that although existing policies contribute to reducing underage drinking, their effectiveness is

constrained by broader social and structural challenges that require complementary interventions.

4.4.3 Motivation of Underage Drinking in Kinangop Sub-County

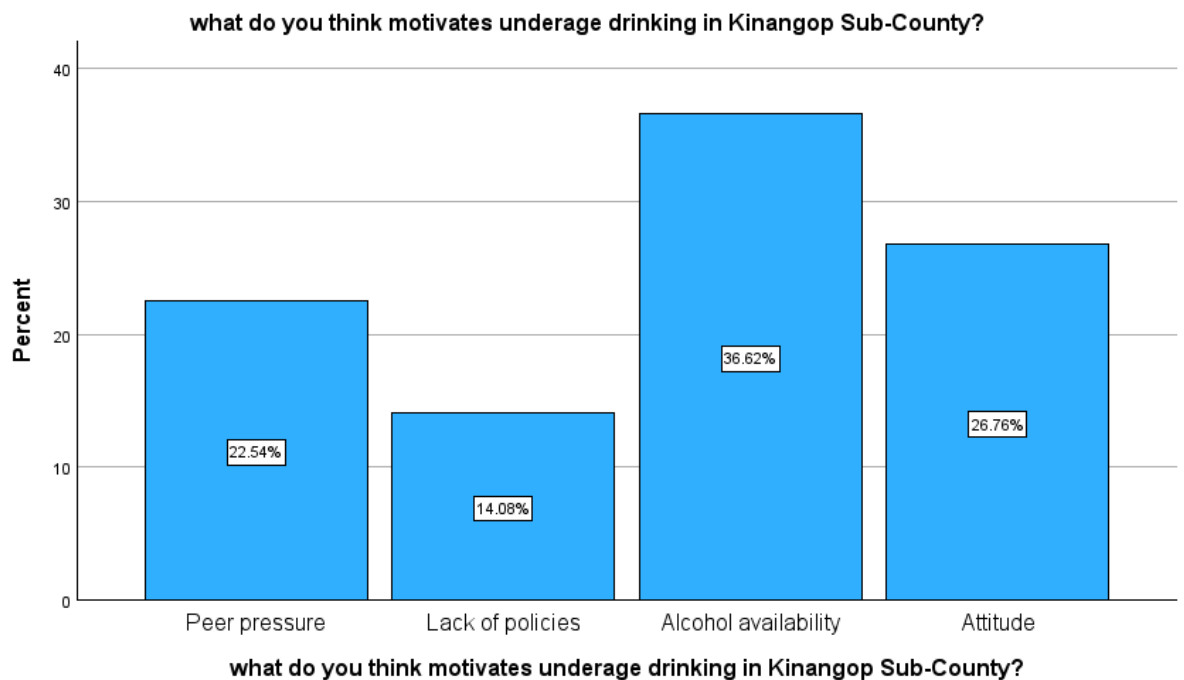


Figure 4.7: Motivation for Underage Drinking

According to Figure 4.7 above, participants identified alcohol availability as the leading factor motivating underage drinking in the region (36.62%), followed by attitudes toward alcohol (26.76%), peer pressure (22.54%), and lack of alcohol control policies (14.08%). The perception that availability is the primary driver highlights gaps in the enforcement of alcohol regulations, allowing minor's unauthorized access to alcohol. Respondents also pointed to peer pressure and attitudes as significant contributors, which underscores the need for greater stakeholder engagement, including parents, educators, and community leaders, in addressing behavioral and social influences. The fact that lack of policies received

the least responses indicates that most participants are aware of existing liquor control policies, but believe that enforcement and community-level interventions remain weak. The implication is that while policies exist, their effectiveness is undermined by poor enforcement and insufficient stakeholder involvement, allowing social and environmental factors to continue fueling underage drinking.

4.4.4 Training or Updates



Figure 4.8: Training or Updates Regarding Alcohol Control Policies

Figure 4.5 above shows that the majority of respondents reported not receiving training or updates on alcohol control policies, with 66.20% disagreeing and only 33.80% agreeing. These findings reveal a significant gap in policy enforcement and awareness, likely stemming from limited resources, poor communication channels, and inadequate measures by government agencies. The lack of proper training for alcohol sellers increases the risk of unintentional violations, as they may be unaware of specific legal requirements. The implication is that insufficient training and

updates weaken the implementation of alcohol policies, thereby contributing to continued cases of underage drinking in the region.

4.5 Descriptive Statistic

This section examines how the enactment of alcohol control policies affects underage drinking. The purpose of the research study is to ascertain the degree to which participants concur with the following declarations regarding alcohol control policies and underage drinking in the Kinangop sub-county. These are the outcomes of the research conducted:

4.5.1 Level of Underage Drinking

Table 4.3: Level of Underage Drinking

	N	Mean	Std Dev
Underage drinking is a significant problem in this area	71	4.01	.87
The frequency of underage drinking has increased in the past few years.	71	3.77	.99
The consumption of alcohol by minors is a common occurrence in social gatherings or parties.	71	3.80	.87
Underage drinking in Nyandarua County leads to social and health problems.	71	3.75	.81
Valid N (listwise)	71		
Missing N (listwise)	0		

Table 4.3 presents empirical evidence that underscores the prevalence and perceived escalation of underage drinking in the North Kinangop sub-county. The results

indicate that respondents agreed, with little variability, that underage drinking is a significant problem in the area (mean = 4.01, SD = 0.87). This finding connects to McMorris et al. (2018), who reported a moderate rise in underage drinking in rural areas linked to weak policy enforcement, socio-cultural permissiveness, and the normalization of alcohol in youth social spaces. The analysis further shows that respondents agreed the frequency of underage drinking has increased in the past few years (mean = 3.77, SD = 0.99), moderately believed that alcohol consumption by minors is common in social gatherings (mean = 3.63, SD = 0.90), and strongly associated it with social and health problems (mean = 3.75, SD = 0.81). These statistical results directly support the findings by demonstrating that underage drinking is not only widespread but also escalating and harmful, confirming both the prevalence and the consequences identified by participants. Overall, the data highlights significant concern about underage drinking in the region, though with some variability in perceptions of its frequency and rise.

We engaged the ward administrator of this region to comment on the level of underage drinking and he stated,

“We have noted a rapid increase in the number of alcohol businesses in this area which is likely to lead to high alcohol availability even to minors. I am engaging with police and chiefs to ensure that all these establishments are licensed and alcohol sold meets the required standard. We are working hard to crack down on all sellers of illicit brews such as changaa, especially in those remote areas to reduce the number of underage drinking in the region and its associated negative effect”.

4.5.2 Enforcement of Alcohol Control Policies and Regulation of Underage Drinking.

4.5.2.1 Enforcement of 300m Rule from School

Table 4.4: Enforcement of 300m Rule from School

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	2	2.8	3.41	1.04
	disagree	14	19.7		
	neutral	17	23.9		
	agree	29	40.8		
	strongly agree	9	12.7		
Total		71	100.0		

Table 4.4 above shows the findings on whether enforcement of the 300m rule from schools is implemented to regulate minors from accessing alcohol. The research question aimed to assess the effect of alcohol control policy enforcement on underage drinking. The analysis indicates that 40.8% of respondents agreed with the statement, 23.9% were neutral, 19.7% disagreed, 12.7% strongly agreed, and 2.8% strongly disagreed. Overall, 53.5% of respondents agreed or strongly agreed, suggesting a moderate level of adherence to the 300m rule in the location of liquor establishments. This is supported by the mean score of 3.41 and a standard deviation of 1.04, leaning towards agreement. However, the 23.9% of respondents who disagreed highlight gaps in enforcement, suggesting that the rule is not uniformly applied across all areas. These inconsistencies align with Street-Level Bureaucracy Theory, which argues that frontline actors often implement policies selectively due to resource limitations or

discretionary decision-making. Therefore, while the data confirms that the 300m rule is partially enforced, the findings emphasize that inconsistent implementation undermines its effectiveness in regulating underage drinking, calling for stronger monitoring, enhanced local oversight, and community sensitization to ensure uniform compliance.

I interviewed OCS of the region in regards to the enforcement of this rule and he noted that.

“National police is working tirelessly in collaboration with Nyandarua County licensing committee to ensure that no liquor establishment is given a license if it is located near the school. I have directed police to the field to ensure this rule is followed strictly failure to which business license will be revoked and the owner prosecuted according to the law”.

4.5.2.2 Enforcement of Bar Operating Hours

Table 4.5: Enforcement of Bar Operating Hours

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	2	2.8	3.31	1.09
	disagree	17	23.9		
	neutral	20	28.2		
	agree	21	29.6		
	strongly agree	11	15.5		
Total		71	100.0		

Table 4.5 above indicates the responses of the respondents on whether bars adhere to the stipulated operating hours in Nyandarua County. According to the results, 29.6% agreed that liquor stores adhere to the law on operating hours, 28.2% were neutral, 23.9% disagreed, 15.5% strongly agreed, and 2.8% strongly disagreed. Overall,

45.1% agreed or strongly agreed, suggesting partial compliance with the policy, but the relatively high proportion of neutral (28.2%) and disagreeing respondents (23.9%) indicates uncertainty and inconsistency in enforcement. This is further reflected in the mean score of 3.31 and a standard deviation of 1.09, which shows a moderate lean towards agreement but with considerable variation in responses. The variation suggests that while some areas observe operating hour regulations, others do not, pointing to uneven enforcement. This outcome aligns with Street-Level Bureaucracy Theory, which explains how frontline enforcement officers apply discretion in implementing policies, often leading to irregular or selective application. Consequently, the findings imply that although operating hours laws exist, their inconsistent enforcement weakens the intended control over alcohol availability, thereby reducing the effectiveness of these policies in curbing underage drinking and related harms.

We interviewed some of the parents in the region and said the following,

“We have noticed tremendous adherence to bar operating hours in this region for the past years. However, some alcohol sellers are violating this law by selling alcohol back doors especially here in rural areas where law enforcement hardly reaches most of the time. The government should make arrangements that will ensure law enforcers access even the remote areas of the county because in those areas where stipulated laws of alcohol consumption are being violated”.

4.5.2.3 Witnessed Action Being Taken to Business Selling Alcohol to Minors

Table 4.6: Witnessed Action Being Taken to Business to Minors

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	6	8.5	3.24	1.09
	disagree	12	16.9		
	neutral	17	23.9		
	agree	31	43.7		
	strongly agree	5	7.0		
Total		71	100.0		

Table 4.6 above shows whether respondents had witnessed law enforcers taking action against businesses selling alcohol to minors. This statement is critical as it provides insight into the extent of actual enforcement in the region. The findings reveal that 43.7% of respondents agreed, 7.0% strongly agreed, 23.9% were neutral, 16.9% disagreed, and 8.5% strongly disagreed. Overall, this means that 50.7% of participants agreed or strongly agreed, suggesting that enforcement efforts are visible to some extent. However, the significant proportion of neutral (23.9%) and disagreeing responses (25.4%) reflects uncertainty and inconsistency in enforcement. This indicates that although action is sometimes taken, enforcement is not systematic or universally observed. These results align with Kariuki (2021), who noted that while certain areas may experience active enforcement, minors continue to access alcohol due to insufficient follow-up and monitoring, thereby undermining the effectiveness of policies. The findings also resonate with Street-Level Bureaucracy Theory, which explains how frontline officers apply discretion in policy

implementation; leading to uneven enforcement influenced by resource limitations or localized pressures. Therefore, while enforcement is acknowledged, its perceived irregularity reduces its deterrent effect, signaling the need for more consistent monitoring, adequate resourcing, and greater community involvement to strengthen alcohol regulation and effectively curb underage drinking.

4.5.2.4 Checking of Branding of Age Limit on Alcoholic Drinking's

Table 4.7: Branding of Age Limit on Alcoholic Drinking

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	6	8.5	3.03	0.97
	disagree	13	18.3		
	neutral	26	36.6		
	agree	25	35.2		
	strongly agree	1	1.4		
Total		71	100.0		

Table 4.7 presents data on whether law enforcers check the branding of age limits on alcoholic drinks being sold. The findings show that 35.2% of respondents agreed, 1.4% strongly agreed, 18.3% disagreed, 8.5% strongly disagreed, while a notable 36.6% remained neutral. These results suggest that while 36.6% of respondents believe branding checks occur, an equally large proportion expressed neutrality, reflecting uncertainty about the consistency of this enforcement. This aligns with Gathura (2015), who noted that although alcohol manufacturers generally adhere to branding rules, gaps in monitoring reduce the policy's visibility and impact. The high- proportion of neutral responses signals limited public awareness and infrequent

enforcement, raising questions about whether these checks are systematically carried out. The Street-Level Bureaucracy Theory provides a useful explanation, as frontline officers may prioritize more visible enforcement measures, such as controlling sales to minors, over routine branding inspections due to resource constraints or competing duties. Overall, while branding regulations exist, weak enforcement and limited visibility undermine their intended role in shielding minors from alcohol exposure, thereby weakening broader alcohol control efforts.

The director of enforcement commented on this matter where he stated,

“This office is working in collaboration with law enforcement authorities to ensure that all alcoholic beverage manufacturers put a visible WARNING message to all alcoholic drinks and also the alcoholic drinking’s must be branded the age limit that is ‘alcohol must not be sold to persons under the age of 18 years. Failure to adhere to this law will attract fines or imprisonment. Additionally, I recognize the weight this exercise carries as the process requires the allocation of adequate resources such as logistic and enforcement personnel therefore, the exercise may not be performed as stipulated but we are working closely with county government to ensure that we have an adequate allocation of resources which will ensure such exercise is effectively done in the future”.

4.5.2.5 Multi-agency Coordination between Law Enforcement and Bar Attendants

Table 4.8: Multi-Agency Coordination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	14.1	2.83	1.06
	disagree	13	18.3		
	neutral	30	42.3		
	agree	15	21.1		
	strongly agree	3	4.2		
Total		71	100.0		

Table 4.8 indicates the results of the statement on multi-agency coordination between various stakeholders to help curb underage drinking in the region. The findings show that 42.3% of respondents were neutral, 18.3% disagreed, 14.1% strongly disagreed, 21.1% agreed, and only 4.2% strongly agreed. This distribution highlights that a majority of participants either disagreed (32.4%) or remained neutral (42.3%), signaling weak or unclear multi-agency coordination between law enforcers, bar attendants, and other stakeholders. The mean score of 2.83 with a standard deviation of 1.06 further confirms a tendency toward disagreement, reflecting limited collaboration in practice. These findings align with Mutua (2022), who emphasized that underage drinking can only be effectively curbed through collective action and coordination among law enforcement, bar owners, and community actors. The results also echo Street-Level Bureaucracy Theory, which highlights how fragmented,

decentralized actors often operate in silos, resulting in inconsistent and weak enforcement. Overall, the evidence underscores that without institutionalized partnerships; effective communication frameworks, and shared responsibility mechanisms, alcohol policy enforcement remains fragmented, undermining efforts to combat underage drinking.

4.5.2.6 Minors Being Apprehended Buying Alcohol

Table 4.9: Minors Being Apprehended Buying Alcohol

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	4	5.6	3.00	0.96
	disagree	19	26.8		
	neutral	22	31.0		
	agree	25	35.2		
	strongly agree	1	1.4		
Total		71	100.0		

Table 4.9 presents the responses of participants regarding the apprehension of minors purchasing alcohol in the region. The findings show that 36.6% agreed with the statement, 32.4% disagreed, and 31% remained neutral. The mean score of 3.00 with a standard deviation of 0.96 indicates that, on average, respondents were neutral, reflecting mixed perceptions and uncertainty about whether minors are consistently apprehended. This variation suggests that enforcement practices are irregular and often lack visibility, weakening the deterrent effect of such measures. The Street-Level Bureaucracy Theory helps explain these inconsistencies, noting that frontline officers may exercise discretion or face operational and resource constraints that limit

uniform enforcement. Overall, the results highlight a deficiency in both deterrence and communication strategies, underscoring the need for more visible, consistent, and community-backed enforcement to effectively regulate underage drinking.

4.5.2.7 Enforcement of Age Verification

Table 4.10: Enforcement of Age Verification

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	6	8.5	2.94	1.03
	disagree	19	26.8		
	neutral	21	29.6		
	agree	23	32.4		
	strongly agree	2	2.8		
Total		71	100.0		

Table 4.10 presents respondents' views on whether age verification is conducted before selling alcohol. The results show that 35.2% agreed, 35.3% disagreed, and 29.6% remained neutral. The mean score of 2.94 with a standard deviation of 1.03 reflects significant variation in responses, indicating that opinions are divided and enforcement is inconsistent. This inconsistency aligns with Street-Level Bureaucracy Theory, which explains how frontline actors such as law enforcers and alcohol sellers often apply discretion in enforcing rules, leading to variability in compliance. The findings therefore highlight a critical gap in age verification enforcement, undermining efforts to prevent underage drinking. These points to the urgent need for standardized enforcement practices, increased public sensitization, and stronger penalties for non-compliance to ensure alcohol sales are effectively regulated.

4.5.2.8 Acceptance of Bribes by Law Enforcement

Table 4.11: Acceptance of Bribes by Law Enforcement

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	8	11.3	3.23	1.12
	disagree	11	15.5		
	neutral	12	16.9		
	agree	37	52.1		
	strongly agree	3	4.2		
Total		71	100.0		

Table 4.11 presents findings on bribery and corruption in the enforcement of alcohol policies in Nyandarua County. A majority of respondents (52.1%) agreed that corruption occurs when offenses are detected, 16.9% were neutral, and 26.8% disagreed. Notably, 56.3% strongly agreed, reflecting widespread concern. The mean score of 3.23 with a standard deviation of 1.12 indicates moderate agreement overall but with considerable variability in perceptions. These results suggest that bribery is a significant factor undermining the regulation of underage drinking, as it compromises the continuity and effectiveness of enforcement. This aligns with Lutta (2016), who found corruption to be prevalent among local law enforcers such as chiefs and police, weakening policy implementation. From a theoretical perspective, Street-Level Bureaucracy Theory explains that frontline enforcers, operating with discretion and limited oversight, may resort to corrupt practices due to personal incentives or external pressures. Collectively, the findings underscore that unless corruption is curbed through systemic reforms, stronger oversight, and civic

accountability, alcohol policy enforcement in Nyandarua will remain ineffective in addressing underage drinking.

I interviewed the CECM of enforcement on the issue of corruption and he said,

“This department has received alarming feedback on the level of corruption experienced in the enforcement of various policies where law enforcers are taking bribes to overlook any violation of law. I want to assure you that we are working tirelessly with the help of other stakeholders to ensure these officers are caught and prosecuted to rectify this problem”.

From the result corruption has been recognized by even the government as a major problem in the implementation of the alcohol policies hence the government in collaboration with other stakeholders should address this issue.

4.5.3 Alcohol Licensing and Regulation of Underage Drinking

4.5.3.1 Revocation and Denial of License

Table 4.12: Revocation and denial of License

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	2	2.8	3.56	1.01
	disagree	8	11.3		
	neutral	22	31.0		
	agree	26	36.6		
	strongly agree	13	18.3		
Total		71	100.0		

Table 4.12 presents findings on the revocation and denial of licenses for premises not adhering to licensing requirements in the region. The results show that 54.9% of respondents agreed that such enforcement takes place, 31% were neutral, and 14.1%

disagreed. The mean score of 3.56, which is above the neutral point, together with a relatively low standard deviation of 1.01, indicates that most participants had positive perceptions of license revocation as a regulatory measure. These findings suggest that revocation and denial of licenses are relatively well-enforced compared to other policy areas, with participants viewing it as a functional deterrent for non-compliant liquor vendors. From a theoretical perspective, this aligns with New Public Management, which stresses accountability, structured regulatory frameworks, and consistent enforcement in public administration. However, when compared with earlier findings on weak enforcement of age verification, multi-agency coordination, and corruption, this area of effectiveness appears more isolated than systemic. Overall, license revocation and denial stand out as one of the few visible enforcement mechanisms, but broader consistency across all policy areas remains lacking.

Chief in the Engineer ward in North Kinangop sub-county was in support of the effectiveness in the enforcement of licensing requirements as he noted that,

“In the engineer ward, there are several license applicants who were unable to acquire trading licenses because their liquor store did not comply with the stipulated health and safety regulation standard and also the location of the premises did not meet the requirement of the law. In addition, some business trading licenses have been revoked following a constant violation of bar operating hours and sale of alcohol through closed doors”.

4.5.3.2 300m Rule from School Adherence Before License Is Granted

Table 4.13: 300m Rule from School Adherence Before License Is Granted

		Frequency	Percent	Mean	Std deviation
Valid	disagree	9	12.7	3.51	0.91
	neutral	28	39.4		
	agree	23	32.4		
	strongly agree	11	15.5		
Total		71	100.0		

Table 4.13 presents the study results on adherence to the 300-meter rule from schools before a license is granted. The findings show that 47.9% of respondents agreed with the statement, 39.4% were neutral, and 12.7% disagreed. The mean score of 3.51, which is above neutral, indicates that overall, respondents lean toward perceiving adherence to the rule, while the standard deviation of 0.91 reflects moderate consistency in responses. This suggests that although many participants believe the 300-meter rule is enforced during licensing, a large proportion of neutrality highlights uncertainty or lack of awareness about how consistently the rule is applied. From a theoretical perspective, the results align with New Public Management (NPM), which emphasizes structured regulatory frameworks and accountability, as licensing authorities appear to follow formal compliance checks. However, the high level of neutrality points to gaps in transparency and stakeholder engagement, which NPM also prioritizes. Overall, the findings suggest that while pre-licensing enforcement of the 300-meter rule is relatively credible, greater visibility and public involvement are needed to build trust and reduce uncertainty about policy enforcement. We interacted

with some of the government officials in the licensing committee who commented on this and said:

“No license will be issued or renewed to any liquor establishment if the business location has not observed the 300m rule from school. This committee is working in collaboration with OCS, and ward administrators to ensure this law is followed to the letter and also no alcohol is sold to minors otherwise any person liable attracts a 12-month imprisonment or a fine of Kshs 150,000 or both”.

4.5.3.3 Corruption is high in Process of Obtaining License

Table 4.14: Corruption is high in Process of Obtaining License

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	1	1.4	3.42	0.92
	disagree	11	15.5		
	neutral	23	32.4		
	agree	29	40.8		
	strongly agree	7	9.9		
Total		71	100.0		

Table 4.14 presents responses on whether corruption is high in the process of obtaining a license. The results reveal that 50.8% of respondents agreed that corruption is a problem, 32.4% remained neutral, and 16.9% disagreed. With a mean score of 3.42—above the neutral point of 3.00—the data suggests that a significant proportion of respondents perceive corruption as a major challenge in the licensing process. The standard deviation of 0.92 indicates fairly consistent responses, reinforcing the reliability of this perception. The high level of neutrality, however,

signals uncertainty or reluctance among some respondents, which may itself reflect the sensitive nature of corruption-related issues.

From a theoretical perspective, these findings strongly resonate with New Public Management (NPM), which emphasizes efficiency, accountability, and transparency in public service delivery. Corruption in licensing undermines these principles by distorting regulatory processes, weakening institutional credibility, and eroding public trust. This also reveals a tension: while formal rules such as the 300-meter regulation (Table 4.13) may appear to be enforced, hidden practices like bribery compromise the fairness and effectiveness of policy implementation. Overall, the findings underscore that unless corruption in licensing is addressed through systemic reforms and oversight mechanisms, the broader objectives of alcohol regulation particularly in reducing underage drinking will remain unattainable.

4.5.3.4 The Process of Obtaining License is Very Stringent

Table 4.15: The Process of Obtaining License is Very Stringent

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	1	1.4	3.38	0.87
	disagree	10	14.1		
	neutral	26	36.6		
	agree	29	40.8		
	strongly agree	5	7.0		
Total		71	100.0		

The survey results on whether the process of obtaining a license is very stringent reveal a general tendency toward agreement, though with some variation in opinion. The largest group, 40.8%, agreed that the process is stringent, and 7% strongly agreed, suggesting that many respondents perceive the licensing process as fairly rigorous. Meanwhile, 36.6% remained neutral, indicating uncertainty or lack of strong feelings about the matter, while 14.1% disagreed and 1.4% strongly disagreed, showing that a minority feel the process is insufficiently demanding. The mean score of 3.38, which is above the neutral point, reflects an overall leaning toward agreement. The standard deviation of 0.87 shows relatively consistent responses, with most clustered on the side of agreement. These results therefore suggest that although the licensing process is generally regarded as stringent, perceptions vary, and a considerable share of respondents remain unconvinced.

Theoretically, these findings align with New Public Management (NPM), which emphasizes structured, transparent, and accountable regulatory systems. On the surface, the licensing procedure appears to meet these principles by being viewed as relatively strict. However, when considered alongside earlier findings of corruption in licensing (Table 4.14) and enforcement (Table 4.11), it becomes evident that the perceived stringency may be undermined by behind-the-scenes practices such as bribery. This gap between formal policy design and practical implementation highlights a key challenge: while regulations may appear robust on paper, corruption dilutes their integrity and reduces their effectiveness in controlling alcohol access and curbing underage drinking.

4.5.3.5 Regular Audits and Compliance Check with Licensing Requirement

Table 4.16: Regular Audits and Compliance Check

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	2	2.8	3.42	0.97
	disagree	9	12.7		
	neutral	26	36.6		
	agree	25	35.2		
	strongly agree	9	12.7		
Total		71	100.0		

Table 4.16 above shows the responses to the statement of whether there are regular audits and compliance checks according to licensing requirements in Nyandarua County. The majority of respondents, 49.9%, agreed with the statement, while 36.6% remained neutral and 15.5% disagreed. The mean score of 3.42 suggests a general tendency toward agreement, indicating that respondents believe compliance checks do take place. However, the relatively high proportion of neutral responses highlights uncertainty among a substantial share of participants, suggesting that while audits are recognized, their consistency and effectiveness may not be fully evident to the public.

From a New Public Management (NPM) perspective, these findings reflect positively on the presence of regulatory oversight, accountability mechanisms, and structured governance in alcohol licensing. However, when examined alongside earlier findings such as corruption in licensing (Table 4.14) and inconsistent enforcement practices (Tables 4.10 and 4.11) it becomes apparent that the impact of these audits may be undermined by irregular implementation and weak transparency. This indicates a gap

between the formal existence of compliance checks and their practical enforcement value in curbing underage drinking. Overall, while audits are viewed as part of the system, their limited visibility and effectiveness weaken their potential to ensure accountability and sustain public trust in alcohol regulation.

I engaged some members of the licensing committee, who commented on the requirement of licensing and said that,

“We have been engaging with chiefs, ward administrators, and national police to ensure that there are regular audit and compliance checks to ensure only licensed businesses are operating and according to laid down laws and regulations. Though the audit and compliance checks are not done as frequently as is needed we intend to intensify these exercises in the future, we are working with the government to ensure sufficient allocation of resources to effectively facilitate these exercises’.

4.5.4 Stakeholders’ Engagement and Regulation of Underage Drinking

4.5.4.1 Parent Involvement

Table 4.17: Parent Involvement

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	3	4.2	3.10	1.00
	disagree	18	25.4		
	neutral	24	33.8		
	agree	21	29.6		
	strongly agree	5	7.0		
Total		71	100.0		

Table 4.17 above shows the responses on whether parents are involved by the government in the fight against underage drinking in the region. The findings reveal

that the largest group of respondents, 36.6%, agreed with the statement, while 29.6% disagreed and 33.8% remained neutral. The mean score of 3.10, which is close to neutral, together with a standard deviation of 1.00, suggests significant uncertainty and divided opinions about the extent of parental involvement in government-led initiatives.

Interpreted through Social Exchange Theory, these results highlight that collaboration requires mutual benefit and active engagement. If parents are not provided with incentives, training, or platforms for participation, their role in controlling underage drinking remains limited or passive. These findings also echo earlier results on the lack of multi-agency coordination (Table 4.8), reinforcing the point that weak stakeholder collaboration undermines the effectiveness of alcohol control efforts. Overall, the data underscores a critical weakness in community-government partnership, suggesting that without meaningful parental involvement, strategies to curb underage drinking will remain fragmented and less sustainable.

I interacted with the parent representative and enquired about the extent of their collaboration with the government to ensure minors do not access alcohol and she said,

“Government should intensify collaboration between us the parents and law enforcers to rectify this problem”.

4.5.4.2 Stakeholders Have a Say in Cancellation of License

Table 4.18: Stakeholders Have a Say in Cancellation of License

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	3	4.2	3.13	0.96
	disagree	14	19.7		
	neutral	30	42.3		
	agree	19	26.8		
	strongly agree	5	7.0		
Total		71	100.0		

The investigation results concerning whether stakeholders have a say in the cancellation of a license show varied sentiments. A substantial number of respondents, 42.3%, were neutral on this statement, reflecting a sense of indifference or uncertainty about their engagement in the licensing process. Additionally, 33.8% agreed that stakeholders have a say, suggesting there is some recognition of their involvement, while 23.9% disagreed, indicating that a notable proportion of respondents perceive stakeholder engagement as limited or absent. The mean score of 3.13, which is slightly above neutral, demonstrates a mild inclination toward agreement, though not strongly so. The standard deviation of 0.96 reflects moderate consistency in responses, suggesting that while perspectives differ, most respondents fall around the mid-point of the scale.

From a theoretical standpoint, Social Exchange Theory provides useful insight into these results. If stakeholders such as parents, community leaders, or civil society

organizations do not perceive meaningful benefits, clear influence, or transparency in the process, their engagement is likely to be minimal or passive. These findings align with earlier results on weak multi-agency coordination (Table 4.8) and limited parental involvement (Table 4.17), highlighting systemic gaps in collaborative governance. Overall, the results point to the need for structured, transparent, and inclusive mechanisms to enhance stakeholder participation and strengthen the legitimacy and effectiveness of alcohol policy enforcement.

4.5.4.3 Feedback Mechanism and Post-Licensing Engagement

Table 4.19: Feedback Mechanism and Post-Licensing Engagement

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	4	4.2	2.99	1.01
	disagree	19	19.7		
	neutral	27	42.3		
	agree	16	26.8		
	strongly agree	5	7.0		
Total		71	100.0		

The research results on feedback mechanisms and post-licensing engagement indicate a largely neutral stance from the participants. The majority, 42.3%, neither agreed nor disagreed with the statement, suggesting uncertainty about the existence or effectiveness of such mechanisms. Meanwhile, 33.8% agreed, indicating some recognition of feedback processes, while 23.9% disagreed, reflecting skepticism or lack of awareness. The mean score of 2.99, close to neutral, reinforces the perception of uncertainty, while the standard deviation of 1.01 shows moderate consistency in

responses, with most opinions concentrated around neutrality. These results suggest that while feedback and post-licensing engagement may occur to some degree, they are not sufficiently visible or institutionalized to build public confidence.

Viewed through the lens of Social Exchange Theory, the absence of meaningful feedback and engagement mechanisms erodes reciprocal trust between citizens and regulatory authorities. If community members and stakeholders feel excluded from post-licensing oversight, they are less likely to comply with regulations or actively support enforcement efforts. This weak feedback loop undermines accountability and transparency, allowing businesses to operate with minimal community scrutiny and reducing the effectiveness of alcohol control policies. Ultimately, strengthening structured and participatory feedback channels is critical to ensuring legitimacy, shared responsibility, and sustainable enforcement in curbing underage drinking.

4.5.4.4 Collaboration between the Government and Other Stakeholders Such as Parents and Religious Leaders

Table 4.20: Collaboration Between the Government and Stakeholders

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	3	4.2	2.96	0.98
	disagree	23	32.4		
	neutral	22	31.0		
	agree	20	28.2		
	strongly agree	3	4.2		
Total		71	100.0		

The collaboration between the government and other stakeholders in addressing underage drinking is a crucial measure that could significantly enhance policy effectiveness. Stakeholders such as parents and religious leaders play an essential role in creating awareness and educating minors about the dangers of alcohol consumption, given their close and sustained interaction with youth at the community level. However, the findings indicate weak collaboration in practice. Specifically, 36.6% of respondents strongly disagreed that such collaboration exists, 31.0% remained neutral, and only 32.4% agreed that there is some level of cooperation. With a mean of 2.96 and a standard deviation of 0.98, the results suggest that collaboration between the government and community stakeholders is insufficient and inconsistent in the region.

From a theoretical perspective, this disconnect undermines the principles of Social Exchange Theory, which emphasizes the necessity of mutual involvement and perceived benefits for sustained cooperation. When stakeholders such as parents, teachers, or religious leaders are not systematically engaged, their incentive to actively support enforcement efforts or guide minors diminishes. This lack of structured collaboration weakens community-based enforcement, reduces policy legitimacy, and ultimately hampers efforts to curb underage drinking. Strengthening this area requires institutionalized frameworks for dialogue, resource support, and inclusive civic engagement to ensure stakeholders can meaningfully participate in alcohol regulation and prevention strategies.

“I have served in this region as a priest of ACK church for approximately 6 years but I have never experienced any efforts by the government to alias with religious leaders to fight the problem of alcohol consumption. I believe a fight against underage drinking is a collective responsibility and the government should implement measures that will ensure there is the engagement of the church in the fight against underage drinking as the church leaders interact closely with these minors every day at the community level”.

4.5.4.5 Education Campaigns in Collaboration with Enforcement

Table 4.21: Education Campaigns

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	3	4.2	3.03	1.00
	disagree	21	29.6		
	neutral	22	31.0		
	agree	21	29.6		
	strongly agree	4	5.6		
Total		71	100.0		

Education plays a critical role in regulating underage drinking as it raises awareness of the negative consequences of alcohol use and informs stakeholders of preventive measures that can be applied to curb the problem. Table 26 shows mixed responses regarding the government’s facilitation of education campaigns. Specifically, 33.8% of respondents disagreed that such campaigns exist, 31% were neutral, and only 35.2% agreed. These results indicate that while some effort by the government to initiate educational campaigns is acknowledged, the overall impact is limited, as the high proportion of neutral and disagreeing responses reflects uncertainty and dissatisfaction with the scope or effectiveness of these interventions.

This outcome directly aligns with Social Exchange Theory, which highlights the role of perceived benefits and reciprocal engagement in sustaining collaboration. If communities do not perceive education campaigns as valuable, visible, or responsive to local needs, they may lack motivation to engage with or support such initiatives. Therefore, while educational campaigns exist to some degree, their limited visibility and reach weaken their effectiveness. Strengthening these efforts requires scaling up campaigns, tailoring messages to cultural and community contexts, improving communication strategies, and embedding mechanisms for continuous evaluation to ensure impact and foster stronger community-government collaboration.

I interviewed one of the teacher’s representatives on the role of government and teachers in curbing underage drinking and she said,

“I will urge the government to invest in education campaigns on alcohol consumption such as through school broadcasts to create awareness among these minors of the dangers of alcohol engagement. Government should work in collaboration with teachers and parents and the community in general as they are conscious of any loophole in the community that the government can mitigate to fully address this issue”.

4.5.4.5 Stakeholders Engagement in Licensing Process

Table 4.22: Stakeholders Engagement in Licensing Process

		Frequency	Percent	Mean	Std deviation
Valid	strongly disagree	4	5.6	3.21	0.98
	disagree	19	26.8		
	neutral	27	38.0		
	agree	16	22.5		
	strongly agree	5	7.0		
Total		71	100.0		

Table 4.22 above presents the respondents' views on stakeholder engagement in the licensing process in Nyandarua County. The results show that 29.5% of participants agreed that there is engagement, while 38% remained neutral, and 32.4% disagreed. The large neutral percentage, coupled with the fairly balanced split between agreement and disagreement, highlights uncertainty and inconsistency in perceptions of stakeholder participation. The mean score of 3.21, slightly above neutral, and a standard deviation of 0.98 further demonstrate that respondents perceive stakeholder involvement in the licensing process as limited and irregular.

This limited involvement contradicts the principles of Social Exchange Theory, which emphasizes that meaningful engagement and reciprocal participation are critical for building trust, legitimacy, and collective responsibility. When stakeholders such as community members, parents, and civic organizations feel excluded from decision-making, their willingness to support enforcement measures and cooperate with alcohol control policies diminishes. Therefore, the findings reveal a critical weakness in stakeholder inclusion, suggesting that the licensing process lacks transparency and participatory frameworks. Strengthening stakeholder engagement through structured consultations, transparent decision-making, and inclusive forums is essential to foster collaboration and enhance the effectiveness of alcohol regulation in combating underage drinking.

4.6 Inferential Statistic

4.6.1 Pearson Correlation Analysis

I applied the Pearson Correlation to demonstrate a linear association amongst the variables following the descriptive analysis. The strengths of the model relationship can be determined by determining which variable best explains the relationship between the implementation of alcohol control policies and underage drinking.

Table 4.23: Correlation Coefficients Analysis

		Underage drinking	Enforcement	Stakeholders' engagement	Licensing
Underage drinking	Pearson Correlation	1.000	.611	.220	.590
	Sig. (2-tailed)		.000	.004	.000
	N	71	71	71	71
Enforcement	Pearson Correlation	.611	1.000	.617	.500
	Sig. (2-tailed)	.000		.000	.000
	N	71	71	71	71
Stakeholders' engagement	Pearson Correlation	.220	.617	1.000	.306
	Sig. (2-tailed)	.004	.000		.009
	N	71	71	71	71
Licensing	Pearson Correlation	.590	.500	.306	1.000
	Sig. (2-tailed)	.000	.000	.009	
	N	71	71	71	71

Table 4.24 above presents the correlation outcomes for the study data. The results reveal that enforcement policies have a significant positive relationship with the regulation of alcohol in Nyandarua County, with a correlation coefficient of $r = 0.611$, $p = 0.000$. This demonstrates a robust and statistically significant link, confirming that effective enforcement policies are central to curbing underage drinking.

Similarly, stakeholders' engagement policies show a positive and significant correlation with alcohol regulation ($r = 0.220$, $p = 0.004$), suggesting that involving community actors contributes to improved regulation outcomes, albeit to a lesser degree. Licensing policies also exhibit a positive and significant relationship with alcohol regulation ($r = 0.590$, $p = 0.000$), underscoring the critical role of compliance with licensing requirements in ensuring effective regulation.

Comparatively, enforcement policies had the strongest influence, with the highest correlation ($r = 0.611$), followed closely by licensing policies ($r = 0.590$). These findings highlight that while stakeholder engagement is beneficial; the most decisive impact on regulating underage drinking in Nyandarua arises from strong enforcement and structured licensing. This aligns with Kamau (2014), who emphasized that licensing strategies significantly shape alcohol regulation. The consistency of these findings underscores the importance of prioritizing enforcement and licensing mechanisms, supported by meaningful stakeholder engagement, to establish a comprehensive and effective alcohol control framework in the county.

4.6.2 Regression Analysis

A linear multiple regression examination was used to unveil the linear connection amongst the implementation of alcohol control policies and underage liquor consumption. Likert scales were used to quantify the effect of the enactment of alcohol control policies on underage drinking. Each variable received a total score derived from the Likert scale. These overall ratings were used in the regression analysis. According to the researcher's hypothesis, the regression model that is detailed below will best capture the linear relationship between the three variables:

Table 4.24: Model of Fitness

R	R Square	Adjusted R Square	Std. Error of the Estimate
.72	.52	.50	.41

Table 4.24 presents the outcomes of the model fitness applied in the regression analysis to explain the regulation of underage drinking in Kinangop, Nyandarua County. The results indicate that licensing policies, enforcement policies, and stakeholder engagement are significant predictors of underage drinking regulation in the region. According to the model, these three factors collectively account for 52% of the variation in the regulation of underage drinking, as reflected by the coefficient of determination ($R^2 = 0.52$). This demonstrates that more than half of the observed variation in underage drinking regulation can be attributed to these policy areas, underscoring their combined importance in shaping effective alcohol control.

However, the results also show that 48% of the variance remains unexplained by the model, suggesting that additional factors such as cultural attitudes, economic influences, informal alcohol access, or gaps in public awareness may also play a critical role. This highlights the need for further investigation into complementary strategies beyond licensing, enforcement, and stakeholder engagement, in order to build a more holistic and sustainable framework for addressing underage drinking in Nyandarua County.

4.6.3 Analysis of Variance

Table 4.25: ANOVA Analysis

	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.37	3	4.12	24.28	.000
Residual	11.38	67	.17		
Total	23.74	70			

Table 4.25 presents the analysis of variance (ANOVA) results, which examine the relationship between the independent variables licensing, enforcement, and stakeholder engagement and the dependent variable, the regulation of underage drinking. In statistical terms, the p-value is a key determinant of significance: a p-value below 0.05 indicates that the independent variables explain a meaningful portion of the variance in the dependent variable, whereas a p-value above 0.05 suggests no significant explanatory power.

The results of this study reveal that the model is statistically significant in explaining variations in the regulation of underage drinking in Nyandarua County. The F-statistic value of 24.28, accompanied by a p-value of 0.000 (well below the 0.05 threshold), affirms that licensing, enforcement, and stakeholder engagement together significantly contribute to the regulation of underage drinking. This finding highlights the critical role these factors play when combined in shaping alcohol control outcomes.

Moreover, these results are consistent with earlier research, such as Howard et al. (2018), who similarly applied ANOVA to assess the explanatory strength of multiple

variables in regulatory contexts. By validating that licensing, enforcement, and stakeholder engagement are strong and reliable predictors, the current study reinforces the hypothesis that these factors are central to addressing underage drinking in Nyandarua County.

4.6.4 Regression Coefficients

Table 4.26: Regression Coefficients

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.12	.32	.00	6.67	.000		
	Enforcement	.43	.09	.58	4.88	.000	.51	1.95
	Stakeholders' engagement	.25	.11	.25	2.35	.022	.62	1.61
	licensing	.33	.08	.38	3.88	.000	.75	1.33
a. Dependent Variable: Underage drinking								

The results presented in Table 4.26 show the regression coefficients for the independent variables enforcement, licensing, and stakeholder engagement—and the dependent variable, the regulation of underage drinking. The findings indicate that a one-unit increase in enforcement is associated with a 0.43-unit improvement in regulating underage drinking in Nyandarua County ($\beta = 0.43$, $p = 0.000$). This relationship is statistically significant, as the p-value falls below the 0.05 threshold, underscoring enforcement policies as a critical determinant in curbing underage alcohol consumption.

Similarly, a one-unit increase in licensing policies corresponds to a 0.33-unit improvement in regulating underage drinking ($\beta = 0.33, p = 0.000$). This result, also statistically significant, reinforces the role of licensing in controlling alcohol accessibility and ensuring compliance with legal requirements. In addition, stakeholder engagement—including parents, teachers, religious leaders, and community leaders—demonstrates a significant effect, with a one-unit increase contributing to a 0.25-unit improvement in regulation ($\beta = 0.25, p = 0.022$). This positive association highlights the importance of collaborative, community-driven efforts in addressing the problem of underage drinking.

These findings collectively demonstrate that enforcement, licensing, and stakeholder engagement are all significant predictors of underage drinking regulation. The statistical results justify the rejection of the null hypothesis, which posited that these factors do not significantly affect regulation in Nyandarua County. Instead, the evidence confirms that these three dimensions particularly enforcement and licensing work synergistically to strengthen alcohol control mechanisms. This aligns with governance frameworks such as the New Public Management (NPM) model, which emphasizes regulatory efficiency, accountability, and collaboration, while also resonating with Social Exchange Theory, which underscores the value of community participation and reciprocal engagement.

The following model was fitted using the model coefficients below:

$$Y_i = 2.12 + 0.43X_1 + 0.33X_2 + 0.25X_3 + \varepsilon$$

Y- The dependent variable representing regulation of underage drinking behavior.

X1- represents the licensing variable.

X₂- represents the enforcement variable.

X₃- represents the stakeholder engagement variable

β_0 - is the intercept term, represents underage drinking when entirely independent variables are at constant.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section of the chapter gives conclusions, a summary of the findings, discussions, and recommendations, which were found from this study. The chapter will also entail the suggestion of further study. The answers were grounded on the objectives of the research study which is required to establish how the implementation of alcohol control policies helps in the regulation of underage drinking in Nyandarua County.

5.2 Summary of the Findings

This research purpose was to examine how the implementation of alcohol control policies regulates underage drinking in Nyandarua County. The study objectives were to assess the effects of enforcement on the regulation of underage drinking in Nyandarua County, evaluate the effects of licensing on the regulation of underage drinking in Nyandarua County, and lastly, weigh the degree to which stakeholder engagement affects the regulation of underage drinking in Nyandarua County.

According to the study's findings, participants generally agreed on several aspects of enforcement. For instance, the age verification process was seen as somewhat effective, with a mean score of 3.41. Similarly, law enforcers checking bar operating hours to ensure compliance received a mean score of 3.31, indicating that participants acknowledged this as a routine part of enforcement. Respondents also agreed that law enforcement had taken action against businesses selling alcohol to minors, with a mean score of 3.24. Furthermore, the verification of age branding on alcoholic drinks

was reported with a mean score of 3.03, showing some level of agreement that businesses are following guidelines regarding age restrictions.

However, while respondents agreed on some aspects of enforcement, the findings also revealed areas of concern. For instance, multi-agency coordination between bar attendants and law enforcement officers was less strongly endorsed, with a mean score of 2.83. The cases of liquor businesses being caught selling alcohol to minors were reported with a mean score of 3.00, suggesting that although enforcement actions are taking place, they are not sufficiently frequent or impactful. Additionally, the enforcement of the 300-meter buffer zone from schools for liquor businesses received a mean score of 2.94, indicating a neutral stance on the effectiveness of this regulation. The issue of bribery among law enforcement officers, which was also raised, had a mean score of 3.23, pointing to concerns over the integrity of enforcement practices.

These findings suggest that while the majority of respondents agree that alcohol control policies are in place and can be implemented to regulate underage drinking, there are mixed opinions on their overall effectiveness. Despite general acknowledgment of the enforcement measures, participants were neutral regarding the applicability of these policies in fully addressing the issue of underage drinking. This indicates that, while some enforcement actions are visible, there are gaps in their consistency and effectiveness.

The findings imply that although enforcement mechanisms for alcohol control policies are acknowledged by stakeholders in Kinangop Sub-County, their implementation remains inadequate in addressing the problem of underage drinking. The mixed perceptions among respondents suggest that enforcement is present but

inconsistent, which undermines its deterrent effect. Weak multi-agency collaboration, limited monitoring of liquor businesses and the persistence of bribery within enforcement structures reduce the overall credibility and impact of these policies. Consequently, unless enforcement is strengthened through enhanced coordination, accountability, and transparency, underage drinking is likely to remain a significant challenge despite the existence of regulatory frameworks.

The second research objective of the study was to assess the outcome of licensing policies on the regulation of underage drinking in Nyandarua County. Based on the responses from the participants, it was found that the revocation and denial of liquor licenses are common enforcement actions in the region, with a mean score of 3.56 and a standard deviation of 1.01, suggesting that many respondents view these actions as frequent and somewhat consistent. Additionally, participants indicated that there is proper enforcement of the 300-meter rule, which mandates that liquor establishments must be situated a specified distance from schools, with a mean of 3.21 and a standard deviation of 0.91. This advocates a largely optimistic perception of the rule's enforcement, although there may be some variability in how respondents interpret the effectiveness of its implementation.

However, a majority of respondents raised concern because of the high level of alleged corruption within the licensing process, with a mean of 3.42 and a standard deviation of 0.92. This proposes that several participants fear that the procedure of procuring a license is not wholly transparent and is likely influenced by bribery or other unethical practices in the region. This act of corruption could significantly undermine the effectiveness of alcohol control policies, mainly those intended to control underage drinking.

Furthermore, the respondents agreed with a mean of 3.38 and standard deviation of 0.87 that the licensing procedure is very stringent for liquor establishments and hence contributes to the regulation of underage drinking in the region. The findings of this statement indicate though the licensing process might be stringent there is a need for improvement in terms of precision and consistency in the enforcement. Compliance checks and regular audits of licensing requirements also received a relatively positive response, with a mean of 3.42 and a standard deviation of 0.97. These results suggest that, while audits might be conducted, the occurrence and diligence of these checks may need to be more consistent to reinforce alcohol regulation.

Based on these results, it can be concluded that while licensing policies in Nyandarua County are somewhat effective in regulating underage drinking, there are significant challenges to their full implementation. To enhance the effectiveness of these policies, the government should consider addressing these shortcomings by implementing stricter oversight, reducing opportunities for corrupt practices, and ensuring that resources are adequately allocated to support the enforcement of alcohol control measures. This would help ensure that the policies achieve their intended outcomes in reducing underage drinking in the region.

These findings imply that licensing policies in Nyandarua County play a critical role in shaping the regulation of underage drinking, but their effectiveness is undermined by systemic weaknesses in enforcement. While measures such as license revocation, denial, and compliance audits contribute positively to alcohol regulation, the persistence of corruption within the licensing process erodes public confidence and reduces the policies' intended impact. This suggests that regulatory frameworks alone are insufficient without mechanisms that ensure transparency, accountability, and

consistency in enforcement. Strengthening institutional capacity, enhancing oversight, and fostering public trust in the licensing process are therefore essential if licensing policies are to function as an effective deterrent to underage drinking.

The third research objective of the research was to investigate the outcome of stakeholder engagement in the regulation of underage drinking in Nyandarua County. According to the outcomes, the majority of respondents indicated that there is insufficient parental involvement in the process of regulating underage drinking, with a mean of 3.10 and a standard deviation of 1.00. This suggests that many respondents feel that parents are not adequately engaged in efforts to thwart underage drinking, which may limit the effectiveness of alcohol control measures. Furthermore, participants expressed the belief that they do not have a significant role in the cancellation of liquor licenses, with a mean of 3.13 and a standard deviation of 0.96. This result shows a lack of public involvement in decision-making processes which is likely to negatively influence the regulation of liquor premises. In addition, respondents were seen as unsatisfactory with the feedback mechanisms and post-licensing engagements with a mean of 2.99 and a standard deviation of 1.01, indicating that respondents felt there was a lack of constant engagement and consultation after the initial licensing process.

There was a low score of mean 2.96 and a standard deviation of 0.98 which shows the presence of very low collaboration between the government and other key stakeholders, such as religious and community leaders. This pinpoints a gap in synchronized efforts between authorities and community-based establishments that could play a critical role in preventing underage drinking through awareness campaigns and local support systems. Education campaigns steered in collaboration

with enforcement agencies, scored a mean of 3.03 and a standard deviation of 1.00, suggesting that while there is some teamwork in raising awareness, more inclusive efforts may be required to discourse the fundamental grounds of underage drinking.

Finally, whether there is stakeholder engagement in the licensing process had a mean score of 3.21 and a standard deviation of 0.98, which shows a reasonable level of participation but still points to the need for more inclusivity and transparency. The general outline of results proposes a strong gap in the level to which various participants, including parents, community leaders, and the general public, are involved in the regulation of underage drinking. These findings show that stakeholder engagement in Nyandarua County is presently inadequate, and the success of underage drinking regulation is probably being delayed by this lack of partnership and communication. To progress the state, the government must prioritize enhancing stakeholder involvement at all levels, including in decision-making, enforcement, and education. Strengthening these associations will not only empower communities to perform an additional dynamic part in the prevention of underage drinking but also foster a more collaborative environment where various parties can work together to achieve sustainable outcomes in the regulation of alcohol consumption.

The findings imply that weak stakeholder engagement significantly undermines the effectiveness of alcohol control policies in Nyandarua County. Limited parental involvement, minimal collaboration with community and religious leaders, and inadequate public participation in licensing decisions all point to a fragmented regulatory framework that lacks grassroots support. Without robust stakeholder input, enforcement efforts risk being perceived as top-down and disconnected from community realities, thereby reducing compliance and sustainability. This suggests

that a participatory approach that incorporates parents, educators, religious institutions, and community-based organizations is critical to strengthening the legitimacy and impact of alcohol control policies. Enhancing stakeholder engagement would not only improve accountability and transparency but also create a shared responsibility framework, making the regulation of underage drinking more holistic and sustainable.

5.3 Conclusion

The study indicated that enforcement, licensing, and stakeholder engagement are critical strategies for regulating underage drinking in the region. Participants in the study, including government officials, teachers, parents, and bar attendants, all expressed awareness of the policies formulated by the government to address this issue. The findings showed that the majority of respondents believe these policies are somewhat effective in curbing underage drinking. However, they also highlighted several challenges that undermine their full effectiveness. This shows that while policies are in place, their success largely depends on addressing the barriers that weaken their implementation.

One of the key findings of the study relates to the enforcement of alcohol control policies, which is a cornerstone in the regulation of underage drinking. Effective enforcement ensures that existing policies are not only present on paper but are also translated into practical actions that deter violations and protect minors. However, the study revealed that enforcement in Nyandarua County faces several structural and operational challenges that compromise its effectiveness. The study emphasizes the need for the government to address these barriers to enhance the impact of alcohol control policies. For instance, inadequate resources such as insufficient funding, lack

of patrol vehicles, and limited manpower hinder the ability of law enforcement to monitor and enforce alcohol regulations across all areas of the county. Additionally, the presence of corruption and bribery among some law enforcement officers, where alcohol vendors may pay off officers to overlook violations, exacerbates the problem. Therefore, strengthening resource allocation and eliminating corruption are essential steps toward ensuring effective enforcement of alcohol control measures.

The findings also revealed challenges within licensing processes, where widespread corruption and bribery reduce the transparency and accountability of regulatory mechanisms. Such practices weaken the effectiveness of key licensing policies, including the revocation or denial of licenses and the enforcement of distance regulations from schools, which are intended to prevent minors' access to alcohol. Strengthening oversight, minimizing corrupt practices, and ensuring fair compliance checks are therefore essential to improve the integrity of the licensing system. This underlines that a transparent and accountable licensing process is crucial for safeguarding young people from the risks of underage drinking.

Moreover, the study found that involving a broader range of stakeholders, particularly parents, teachers, and other community leaders, would significantly improve policy effectiveness. Many respondents suggested that these groups should be actively engaged in both the formulation of alcohol control policies and the implementation of community-based initiatives aimed at preventing underage drinking. By drawing on the knowledge and influence of these key stakeholders, the government can foster a more collaborative approach, ensuring that the policies are more relevant, comprehensive, and supported by the community. This confirms that without

meaningful stakeholder engagement, efforts to regulate underage drinking will remain fragmented and less sustainable.

In conclusion, while current policies are viewed as somewhat effective, there is a strong consensus that addressing these underlying issues such as resource limitations, corruption, and the inclusion of additional stakeholders is crucial to improving the overall effectiveness of efforts to reduce underage drinking in the region. Ultimately, the study demonstrates that a holistic approach combining strong enforcement, transparent licensing, and inclusive stakeholder engagement offers the most sustainable pathway to reducing underage drinking in Nyandarua County.

5.4 Recommendations

According to the results of this research, enforcement, and stakeholder involvement waned out as important pillars in controlling underage drinking around Nyandarua County. The following recommendations should top the priorities of the County Government and other concerned authorities that tend to counter the problem that persists to date:

First, the enforcement measures should be comprehensively reinforced by establishing a specific anti-liquor team to deal with the problem of the underage access to alcohol and provide the adherence to the current regulations. The utilization of post-licensing patrol officers would also be important in inspecting and checking the outlets licensed to sell alcohol regularly, especially in the rural and urban regions where inspection is usually low. The availability of sufficient vehicles and logistics will improve on mobility and effectiveness of these officers. The County ought to invest in branding prohibitive messages aimed at discouraging teenage drinking which should be carried on vehicles mounted with public services, and educational

facilities as well as at business premises. Additionally, the government ought to find a way of minimizing the problem of corruption that comes along with the problem of effective enforcement by ensuring that an anti-corruption unit is put in place to work independently in the enforcement framework on alcohol. This must be augmented by a healthy feedback and accountability of the system amongst the officers whereby community members have an option of reporting any officer with cases of misconduct or irregular exercise of powers, anonymously.

To enhance the effectiveness of licensing policies in regulating underage drinking, the County Government should prioritize transparency, accountability, and community involvement in the licensing process. First, the licensing procedure should be digitized to minimize human discretion and reduce opportunities for corruption, while ensuring that all licensed outlets are easily tracked and monitored. Second, multi-sectorial licensing committees involving community leaders, health officials, and law enforcement should be established to guarantee fairness and inclusivity in the approval of licenses. Third, routine compliance audits must be carried out to ensure establishments adhere to the 300-meter rule and other licensing requirements, with violators facing swift penalties such as suspension or revocation of licenses. Finally, a public feedback mechanism, such as a hotline or online reporting system, should be introduced to allow community members to report violations, thereby fostering accountability and strengthening the role of licensing in curbing underage drinking.

Conversely, engagement with the stakeholders should be institutionalized along with sufficient financial resources. The County Government ought to implement a well-funded civic engagement program to an organizational level that will have serious

involvement of important community members in curbing alcohol such as parents, religious leaders, and mentors to youths, teachers, and local government administrators. A feedback mechanism must be developed to enable the two-way flow of communication, such as a suggestion box, toll-free hotline, and template reporting format where the people can provide their inputs and complaints. They should also establish a vigilance post-licensing committee community-based in each ward or in each sub-county that will enable the residents to oversee and report vices on the ground level. Such committees are to operate with the affinity of enforcement officers and county officials. The County Government should also build and manage a database of key stakeholders in alcohol control in each sub-county as a way of facilitating coordination and focused programs and actions. Such a database would facilitate planning, communication of information, and mobilization of stakeholders in time.

Lastly, to strengthen such initiatives the County Government must also come up with stiff punishment for any person or shop that will be caught abusing the alcohol control law especially the cases concerning the sale of alcohol to underage people. Continued use of such penalties shall convince others to be firm about the pursuit of protecting their young ones against alcohol-related damages in the county.

5.5 Suggestion for Further Study

Since this study only investigated the process of alcohol control policy implementation and underage drinking by people within Nyandarua County, which is largely rural, the results cannot necessarily be applied to more urbanized cities with different social structures, infrastructures, and enforcement mechanisms. This justifies further studies in urban settings where factors such as nightlife culture,

population density, and media influence present distinct challenges to alcohol regulation.

Additionally, the study was guided by a specific theoretical framework, which may have influenced interpretation. Future research should apply alternative frameworks such as Public Health Theory, Social Learning Theory, or Institutional Theory to capture broader behavioral, structural, and institutional dynamics that shape underage drinking.

Another important avenue for further research is the interplay between national and county laws on alcohol control. Conflicts or overlaps between these legal systems can create loopholes and weaken enforcement. Investigating such legislative tensions would provide insights for harmonizing policies and strengthening enforcement mechanisms across governance levels.

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APPENDECIES

Appendix I: Introduction letter

Dear sir/ Madam

I am a Masters student in the Faculty of Public Administration at Kenyatta University. Am doing research titled: implementation of alcohol control policies and regulation of underage drinking in Nyandarua County, a case study of Kinangop Sub-County. My study aims to explore how the implementation of alcohol controls policies using variable such as licensing, enforcement, and stakeholder's engagement helps in curbing underage drinking in Kinangop sub-county, Kenya. The importance of this questionnaire is to assist in data collection regarding the issue under concern. You were selected as a respondent because you have understanding and possess expertise and knowledge of the subject under investigation. You are under no obligation to participate, and you are free to stop at any moment. During the survey your privacy is ensured and your input will remain confidential. The data collected will not be examined independently and hence, all the data will be transferred to computer software. This implies that your anonymity is guaranteed. Please complete the questionnaire that emanates with this cover letter if you are willing to participate. Your input in filling out this questionnaire and answering interview questions will take roughly 20 minutes. Please provide accurate responses to facilitate the collection of valuable data for achieving research goals and aiding decision-making processes. Please use the information below to get in touch with me if you have any questions.

Peter Mundia

0710862253

Thank you for your participation.

Appendix II: Questionnaire

Section 1: Demographics

1. What is your gender

Male ()

Female ()

2. What is your age?

Below 18 years

19-25 years

26-35 years

Above 36 years

3. How long have you been working as a bar attendant?

Less than 6 months

6 months to 1 year

1-3 years

More than 3 years

4. What is your highest level of education?

Primary school certificate ()

Secondary school ()

College level ()

University level ()

Section 2: Awareness and perception of alcohol control policies

5. Are you aware of any alcohol control policies in Kinangop sub-county?

Yes () No ()

6. How effective do you believe current alcohol control policies are preventing underage drinking

Very effective

Somewhat effective

Neutral

Somewhat ineffective

Very ineffective

7. In your own words what do you think motivates underage drinking in Kinangop Sub-County?

8. Do you get training or updates regarding alcohol control policies?

Section 3: Underage drinking

Using the scale of 1-5 tick appropriately where you agree with the following statements: Whereby 1-strongly disagree, 2-disagree, 3-average, 4-agree, 5-strongly agree.

Statements	1	2	3	4	5
Underage drinking is a significant problem in this area					

I have observed minors engaging in alcohol consumption in public places.					
The consumption of alcohol by minors is a common occurrence in social gatherings or parties.					
Underage drinking in Nyandarua County leads to social and health problems.					

Section 4: Enforcement

Using the scale of 1-5 tick appropriately where you agree with the following statements: Whereby 1-strongly disagree, 2-disagree, 3-average, 4-agree, 5-strongly agree.

Statements	1	2	3	3	5
There is enforcement of 300m rule for a liquor business to operate from school.					
Enforcement officials regularly check on compliance with bar operating hours i.e. (open and closing time)					
I have recently witnessed about law enforcement taking action against business selling alcohol to minors					
Enforcement officials regularly check on branding of age limit (18yrs) on alcoholic drinking sold.					
There is a multi-agency coordination between law enforcement and bar attendants to help curb underage drinking.					

I have witnessed cases of minors being apprehended buying alcoholic drinking's.					
Age verification checks (e.g., ID checks) conducted at bar is frequent.					
Enforcement personnel accept bribes in order to avoid prosecution of people selling alcohol to minors.					

Section 5: Alcohol licensing

Using the scale of 1-5 tick appropriately where you agree with the following statements: Whereby 1-strongly disagree, 2-disagree, 3-average, 4-agree, 5-strongly agree.

Statement	1	2	3	4	5
Revocation and denial of license is common to business selling alcohol to minors.					
There is adherence of 300m rule for a liquor business location from school before license is granted					
Corruption is very high in the process of obtaining license for liquor establishments					
The requirements for obtaining an alcohol license are very stringent and hence aids in reducing underage drinking.					
There is regular audits and compliance check with licensing requirement aiming to prevent minors accessing alcohol.					

Section 6: Stakeholders engagement

Using the scale of 1-5 tick appropriately where you agree with the following statements: Whereby 1-strongly disagree, 2-disagree, 3-average, 4-agree, 5-strongly agree.

Statements	1	2	3	4	5
There are various stakeholders' representatives in the licensing process.					
Am aware of educational campaigns in collaboration with the authority aimed at educating dangers of minors drinking.					
Am aware of collaboration between the government and stakeholders such as parent, religious leaders, and community in the process of formulation of policies that help curb minors drinking					
Various stakeholders have a say in cancellation of license in case of offense.					
There is huge collaboration of local liquor business with authority in curbing underage drinking.					
There is feedback mechanism and post licensing engagement in licensing process.					

Appendix III: Interview Guide

The subsequent questions purpose to gather information concerning the alcohol consumption and prevention of underage drinking in Kinangop sub-county, Kenya.

1. What is your comment on level of corruption in licensing and enforcement process?
2. What is your comment on process of enforcement of licensing requirements?
3. How is issuance of alcohol licenses done and monitored to guarantee compliance with regulations stopping underage from accessing alcohol?
4. What are the major problems encountered in the process of implementing policies effectively, particularly policies regarding to underage drinking?
5. How is collaboration with stakeholders such as law enforcement, parents, educational establishments, teachers and community groups to tackle cases of underage drinking?
6. What is your comment on cases of underage alcohol consumption in the last 5 years?
7. What is your comment on the enforcement of alcohol control polices in regulating of underage drinking in the region
8. What is your comment on campaigns and educational programs aimed to help eradicate underage drinking?
9. Do you agree parents and teachers are well involved in process of enforcement and licensing?
10. Do you think these policies are sufficient to address this issue of minor alcohol consumption in this region?

Thank you for your time and participation. Your replies will contribute to a better understanding of how alcohol control policies can be improved to protect young people from the dangers of underage drinking.

Appendix IV: Research Approval Letter



KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 810901 Ext. 4150

Internal Memo

FROM: Executive Dean, Graduate School

DATE: 30th October, 2024

TO: Peter Mundia Kamau
C/o Public Policy and Administration Dept.

REF: CI53/OL /CTY /21883/2022

SUBJECT: APPROVAL OF RESEARCH PROJECT PROPOSAL

This is to inform you that Graduate School Board at its meeting of 16th October, 2024 approved your Research Project Proposal for the M.PPA Degree Entitled, "Alcohol Control Policy and Regulation of Underage Drinking, A case Study of Nyandarua County Kenya."

You may now proceed with your Data Collection, Subject to Clearance with Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking and Progress Report Forms per semester. The Forms are available at the University's Website under Graduate School webpage downloads.

Also, please ensure that you publish article(s) from your project before submitting it to Graduate School for examination as per the Commission for University Education and Kenyatta University guidelines.

Thank you.


ELIJAH MUTUA
FOR: EXECUTIVE DEAN, GRADUATE SCHOOL

c.c. Chairman, Public Policy and Administration Department.

Supervisors:

1. Dr. Wilson Muna, PhD
C/o Department of Public Policy and Administration
Kenyatta University

ENK/c

Appendix V: Research Authorization Letter



KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: C153/CTY/OL/21883/2022

DATE: 30th October, 2024

Director General,
National Commission for Science, Technology
and Innovation
P.O. Box 30623-00100
NAIROBI

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION FOR PETER MUNDIA KAMAU – REG. NO. C153/OL /CTY /21883/2022

I write to introduce **Peter Mundia Kamau** who is a Postgraduate Student of this University. The student is registered for **M.PPA** degree programme in the **Department of Public Policy and Administration**.

Peter intends to conduct research for a **M.PPA** Project Proposal entitled, **“Alcohol Control Policy and Regulation of Underage Drinking, a Case Study of Nyandarua County Kenya.”**


Any assistance given will be highly appreciated.


Yours faithfully,


PROF. ELIUD NJAGI
EXECUTIVE DEAN, GRADUATE SCHOOL

EM/e


Appendix VI: NACOSTI Permit


REPUBLIC OF KENYA


NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION


Ref No: **645601** Date of Issue: **29/January/2025**

RESEARCH LICENSE




This is to Certify that Mr. PETER MUNDIA KAMAU of Kenyatta University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nyandarua on the topic: ALCOHOL CONTROL POLICY AND REGULATION OF UNDERAGE DRINKING, A CASE STUDY OF NYANDARUA COUNTY, KENYA for the period ending : 29/January/2026.

License No: **NACOSTI/P/25/415515**


Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Applicant Identification Number
645601

Verification QR Code


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See overleaf for conditions