

Attitude and Awareness of Youth on Alcohol Consumption

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Abstract

This study explored youth attitudes and awareness regarding alcohol consumption, focusing on prevalence, health effects, mental health impacts, and social consequences. Employing a descriptive research design with a quantitative approach, it aimed to comprehensively understand alcohol consumption among college students. A sample of 50 undergraduate students was randomly selected for data collection through a questionnaire covering demographic details, attitudes towards alcohol, health effects, mental health impacts, and social consequences. Despite facing challenges in data collection due to respondents' time constraints, no tool modification was necessary during pre-testing. The study's findings contributed to evidence-based recommendations for promoting responsible drinking and addressing alcohol-related issues among youth. By shedding light on these aspects, the research strived to enhance awareness and facilitate informed decision-making regarding alcohol consumption among young individuals, thereby potentially reducing associated risks and negative impacts on health and society.

Keywords: Youth, alcohol consumption, attitudes, awareness, prevalence, health effects.

Introduction

Alcohol consumption among youth emerged as a significant societal concern, manifesting in a myriad of adverse outcomes spanning familial, health, academic, and social domains. The pervasive nature of this issue underscored the urgent need for comprehensive investigation and intervention. This study embarked on a journey to probe the attitudes and awareness of young individuals concerning alcohol consumption, with a nuanced focus on unraveling the intricate interplay of behaviors and perceptions within this demographic. In contemporary society, the phenomenon of youth alcohol consumption reverberated through households, communities, and institutions, eliciting profound repercussions. Family disturbances often arose as a consequence of excessive drinking among youth, straining relationships and eroding familial cohesion. Moreover, the deleterious health effects of alcohol misuse among young individuals could not be understated, with a spectrum of ailments ranging from liver damage to mental health disorders casting a shadow over their well-being. Academic institutions also bore witness to the disruptive influence of alcohol consumption, as evidenced by declining academic performance, increased absenteeism, and heightened dropout rates among students grappling with alcohol-related issues.

Such ramifications not only jeopardized individual educational trajectories but also impeded the collective progress of society by stunting the intellectual and professional development of future generations. Furthermore, the social fabric of communities was marred by the prevalence of youth alcohol consumption, as it engendered a culture of recklessness, endangerment, and impaired judgment. Incidents of violence, accidents, and antisocial behavior often stemmed from alcohol-fueled encounters, exacerbating tensions and fracturing community cohesion. Against this backdrop, this research endeavored to shed light on the underlying attitudes and awareness of young individuals towards alcohol consumption. By delving into the prevalence of alcohol use, the associated health impacts, and the multifaceted determinants shaping attitudes, this study aspired to furnish valuable insights that could inform the design and implementation of targeted interventions. Central to this endeavor was the recognition that effective strategies for promoting responsible drinking habits among youth necessitated a holistic understanding of the factors underpinning alcohol consumption behaviors.

By dissecting the intricate web of societal, cultural, psychological, and environmental influences, this research sought to elucidate pathways towards fostering a culture of moderation and harm reduction. Ultimately, the overarching goal of this study was to contribute to the development of evidence-based strategies that empowered youth to make informed choices regarding alcohol consumption, thereby mitigating the adverse consequences associated with excessive drinking. Through rigorous inquiry and thoughtful analysis, this research endeavored to pave the way towards a healthier, more resilient generation of youth equipped with the knowledge and awareness to navigate the complexities of alcohol consumption in contemporary society.

Torronen (2019) delves into the investigation of why young people are drinking less than they did in the past. The research pragmatically identifies and defines social mechanisms to understand the decline in youth alcohol intake. Through qualitative interviews with 49 young individuals from Sweden, including both drinkers and non-drinkers, the study explores the validity and implications of various arguments accounting for this trend. The findings suggest that contemporary young people may be maturing earlier than previous generations, evolving into more unique, responsible, introspective, and adult-like individuals. In summary, the report offers potential avenues for future quantitative research to explore the frequency and distribution of identified social mechanisms and proposes strategies for developing successful interventions promoting healthy lifestyles among youth.

Critchlow (2018) conducted a study titled "Awareness of alcohol marketing, ownership of alcohol branded merchandise, and the association with alcohol consumption, higher-risk drinking, and drinking susceptibility in adolescents and young adults. The investigation focused on these topics among adolescents and young adults in the United Kingdom, utilizing a cross-sectional survey. The study employed an online survey conducted in April and May of 2017, targeting a demographically representative sample of young people nationwide. The survey aimed to assess participants' awareness of alcohol marketing and ownership of products bearing alcohol branding. It provided insights into the types of alcohol marketing encountered by young individuals, the frequency of exposure, and the characteristics associated with owning alcohol-branded merchandise and increased awareness of alcohol marketing.

Daniel (2015) explores the attitudes of college students towards alcohol consumption in Mangalore. The study underscores the influence of peer pressure on alcohol consumption among adolescents, noting motivations

ranging from social conformity to personal choice. Conducted in NITTE University-affiliated colleges, the survey targeted students present during the study period and utilized a questionnaire comprising 14 questions. Findings reveal that 26.4% of the surveyed students reported alcohol consumption, despite an awareness of its negative consequences.

Rakesh (2016) investigates the awareness of alcohol consumption among adolescents and young adults in Mangalore. Highlighting the global public health concern surrounding alcohol consumption, especially in India, the study emphasizes the evolving trends in underage drinking. Through a questionnaire-based assessment, the study reveals that a majority of participants were cognizant of underage drinking and its associated risks. Notably, a significant proportion of respondents cited curiosity as the primary reason for initiating alcohol consumption.

Significance of the study: Alcohol consumption among youth emerged as a pressing concern, posing multifaceted challenges to individuals and society alike. This study endeavored to delve deeply into the attitudes and awareness of young individuals towards alcohol consumption, seeking to unravel the complexities of their behaviors and perceptions in this realm. By comprehensively exploring the prevalence of alcohol use, its profound impacts on health, academic performance, familial dynamics, and social interactions, this research aimed to provide a nuanced understanding of the factors driving youth alcohol consumption. Furthermore, through the identification of trends and traits among alcohol-consuming youth, this study endeavored to illuminate the underlying influences shaping their drinking behaviors and the subsequent repercussions. Ultimately, the insights gleaned from this research endeavor were poised to inform evidence-based interventions and policies tailored towards fostering responsible drinking habits among youth, thereby safeguarding their health, well-being, and future prospects.

Scope of the study: The scope of this study encompassed a comprehensive examination of the attitudes and awareness surrounding alcohol consumption among college students. Employing a descriptive approach, the research sought to delve into the intricacies of alcohol use within these demographic, utilizing quantitative methods to understand consumption patterns, contexts, and frequency. By concentrating on this specific population, the study aimed to elucidate the factors influencing attitudes towards alcohol and their implications. Additionally, the research endeavored to identify opportunities for intervention and educational initiatives to address the negative impacts of alcohol consumption among college students.

Through the analysis of attitudes and awareness within the college community, the study aimed to offer practical insights for the development of targeted strategies and programs to mitigate alcohol-related issues effectively. Ultimately, this study aspired to contribute meaningful findings to the broader discourse on youth alcohol consumption, facilitating informed decision-making and promoting healthier behaviors among college students. The aim of this research was to explore young individuals' attitudes and knowledge about alcohol use to develop practical strategies for promoting responsible drinking habits and addressing alcohol-related issues among youth with the following objectives.

- To analyze the gender of the respondents concerning various dimensions of attitude and awareness of youth on alcohol consumption.
- To conduct an analysis of variance among the locality of the respondents concerning the various dimensions of attitude and awareness of youth on alcohol consumption.
- Calculate the correlation between the age of the respondents with regards to the various dimensions of attitude and awareness of youth on alcohol consumption.

Methodology

Research design: In this study, a descriptive research design was utilized to systematically collect data on youth attitudes and awareness regarding alcohol consumption, providing comprehensive insights into behaviors and perceptions among young individuals. Through structured questionnaires, the research aimed to understand the prevalence, patterns, and contextual factors influencing youth alcohol consumption. Additionally, the design allowed for an in-depth exploration of societal influences shaping youth attitudes towards alcohol. By analyzing the data, the study sought to uncover insights that informed targeted interventions and educational practices promoting responsible drinking habits among youth. Ultimately, this research contributed to evidence-based strategies for addressing alcohol-related issues and cultivating healthier behaviors among young individuals.

Universe and sampling: This study involved undergraduate students, employing a sample size of 50 participants selected through random sampling. By focusing on this specific demographic group, the research aimed to capture diverse perspectives and experiences regarding alcohol consumption among college students. Through the targeted selection of participants, the study endeavored to gather comprehensive insights into the attitudes and behaviors surrounding alcohol use within this population. By employing random sampling, the research ensured that each member of the demographic had an equal chance of

being included in the study, enhancing the representativeness of the findings. Ultimately, this approach enabled the study to provide valuable insights into youth alcohol consumption patterns and inform targeted interventions to address related issues effectively.

Tool of data collection: A questionnaire was employed as the primary tool for data collection, comprising sections on demographic details, attitudes towards alcohol consumption, health and mental health impacts, and social consequences among college students. This comprehensive instrument enabled a thorough exploration of youth perspectives on alcohol use within the study population, capturing a diverse range of insights. Utilizing a combination of nominal and Likert scale questions enhanced the depth and breadth of data collected, allowing for a nuanced understanding of attitudes and behaviors related to alcohol consumption. Additionally, the questionnaire incorporated open-ended questions to elicit qualitative responses, providing richer insights into the experiences and perceptions of young individuals regarding alcohol use. Through this multifaceted approach to data collection, the study aimed to generate valuable findings that informed evidence-based interventions and strategies for promoting responsible drinking habits among youth.

Results and discussion

The Table 1 illustrates that, there is no significant difference between male and female respondents and dimensions of the study which include the factors of Attitude of youth towards alcohol consumption, Health effects of alcohol consumption among youth and Social consequences among the youth it also illustrates that there is no significant difference between male and female employees with regard to the dimension of mental health impacts of alcohol consumption among youth.

H₀: There is no significant difference between the gender of the respondents and attitude and awareness of youth on alcohol consumption

H₁: There is significant difference between the gender of the respondents and attitude and awareness of youth on alcohol consumption

Result: Since $P = 0.989$ ($P > 0.05$) There is no significant difference between the gender of the respondents and attitude and awareness of youth on alcohol consumption. Thus, the Null hypothesis is accepted and research hypothesis is rejected.

Table 1. 't' test between gender of the respondents with regard to various dimensions of attitude and awareness of youth on alcohol consumption.

Variables	Mean	Std. Deviation	Statistical Inference
Attitude of youth towards alcohol consumption Male (24) Female (26)	18.08 18.38	1.613 1.813	(t) = 0.539 P = 0.214 P>0.05 Not Significant
Health effects of alcohol consumption among youth Male (24) Female (26)	25.79 24.92	3.310 3.532	(t) = 0.375 P = 0.989 P>0.05 Not Significant
Mental health impacts of alcohol consumption among youth Male (24) Female (26)	10.25 9.23	2.172 1.107	(t) = 0.040 P = 0.00 P<0.05 Significant
Social consequences among the youth Male (24) Female (26)	13.13 13.58	1.702 2.101	(t) = 0.410 P = 0.231 P>0.05 Not Significant

Table 2. One-way analysis of variance among the locality of the respondents with regard to the various dimensions of attitude and awareness of youth on alcohol consumption.

Source	SS	MS	Mean	Statistical Inference
Attitude of youth towards alcohol consumption Between groups (2) Within groups (47)	3.253 139.867	1.627 2.976	G1=19.00 G2=18.27 G3=18.00	F=0.547 P> 0.05 Not significant
Health effects of alcohol consumption among youth Between groups (2) Within groups (47)	22.482 550.738	11.241 11.718	G1=26.50 G2=24.80 G3=26.06	F=0.959 P> 0.05 Not significant
Mental health impacts of alcohol consumption among youth Between groups (2) Within groups (47)	8.613 143.467	4.307 3.052	G1=10.25 G2=9.97 G3= 9.13	F=1.411 P>0.05 Not significant
Social consequences among the youth Between groups (2) Within groups (47)	19.053 160.467	9.527 3.414	G1=14.50 G2=12.87 G3=14.00	F=2.790 P> 0.05 Not significant

The presented Table 2 illustrate that, there is no significant difference among the different locality of the respondents with regard to the dimension include the factors of attitude and awareness of youth on alcohol consumption. Irrespective of the difference in the locality of the respondent, the perspective remains the same with no significance difference on their view of attitude and awareness of youth on alcohol consumption.

Ho: There is no significant difference among the different locality of the respondents and attitude and awareness of youth on alcohol consumption.

H1: There is significant difference among the different locality of the respondents and attitude and awareness of youth on alcohol consumption.

Result: Since P = 0.254 (P>0.05) There is no significant difference among the different locality of the respondents and attitude and awareness of youth on alcohol consumption. Thus, the Null hypothesis is accepted and research hypothesis is rejected.

Table 3. Karl Pearson's Co-efficient of correlation between the age of the respondents with regard to the various dimensions of attitude and awareness of youth on alcohol consumption.

Dimensions	Correlation value	Statistical Inference
Attitude of youth towards alcohol consumption	0.089	P>0.089 Not Significant
Health effects of alcohol consumption among youth	0.-128	P>0.-128 Not Significant
Mental health impacts of alcohol consumption among youth	0.-292	P>0.-292 Not significant
Social consequences among the youth	0.119	P>0.119 Not significant

The presented Table 3 states that there is no significant relationship between age of the respondents and the factors of attitude and awareness of youth on alcohol consumption, Negative Acts of attitude and awareness of youth on alcohol consumption.

Suggestions

Suggestion to the Students

- Become knowledgeable about the dangers of alcohol use and educate yourself on safe drinking techniques.
- Remain aware of peer pressure and base your decisions on your personal wellbeing and principles.
- Give your physical and mental well-being more weightage than the temptations from society to consume alcohol.
- Seek out assistance from friends, family, or the professional resources like the college counselling Centre on campus if you're having problems relating to alcohol.

Suggestion to the College

- Put in place thorough alcohol education initiatives that cover the dangers, and repercussions so as to avoid consumption.
- Offer students coping with alcohol-related issues discreet and easily accessible support resources, including counselling and opportunities for rehabilitation.
- Create an environment on campus where responsible behavior is valued and excessive alcohol consumption is discouraged by involving the community and running awareness programs.
- Implement and routinely evaluate alcohol rules, including preventive measures and sanctions for infractions, to provide a safe and healthy campus environment.

Suggestion to the Government

- Put to strict adherence the age limit for consumption of alcohol and initiate corrective measures along with the local governments.
- Fund national public health programs that promote awareness to encourage responsible drinking and increase public knowledge of the dangers of alcohol consumption.

- Examine and revise alcohol laws on a regular basis to ensure they meet societal needs and current research, considering things like price tactics, age restrictions, and advertising regulations.
- Enhance the availability and cost-effectiveness of alcohol rehabilitation and treatment initiatives, guaranteeing assistance for people grappling with alcohol-related challenges.
- Encourage collaborations between governmental bodies, academic establishments, and neighborhood associations to develop a comprehensive strategy for tackling alcohol-related issues at the national level.

Conclusion

The research on "Attitude and Awareness of Youth on Alcohol Consumption" among undergraduate students aimed to understand their attitudes and awareness regarding alcohol consumption. Utilizing a questionnaire and a descriptive research method, the study explored the social, mental, and health impacts of alcohol use, alongside its prevalence among young individuals. The findings emphasized the importance of implementing better teaching strategies and awareness campaigns to encourage responsible drinking and mitigate the harmful effects of alcohol use among youth. Despite its contributions, the study faced limitations such as temporal constraints and respondent availability, suggesting potential areas for future investigation. In conclusion, the research underscores the necessity of comprehending the incidence and effects of Youth alcohol use. It calls for educational institutions to initiate interventions and awareness campaigns to address the detrimental consequences of alcohol consumption on health, mental well-being, and social life among young individuals. Future research endeavors should aim to overcome these limitations, providing a more comprehensive understanding of the issue and facilitating the development of effective interventions and awareness initiatives to safeguard youth from the negative impacts of alcohol use.

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