

Reason behind Drinking: A Cross-sectional Study on Alcohol Use among Adult Males in Bareilly District, Uttar Pradesh, India

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ABSTRACT

Introduction: Alcoholic beverages have been a part of social life for millennia, yet societies have always found it difficult to understand or restrain their use. Different societies not only have different sets of beliefs and rules about drinking, but they also show very different outcomes when people consume alcohol.

Aims and objectives: This study is conducted to assess the reasons behind consuming alcohol among adult males of Bareilly district, Uttar Pradesh, India.

Materials and methods: A community-based cross-sectional study was carried out on males aged ≥ 15 years in Bareilly district. Thirty clusters were chosen from this population by probability proportional to size sampling, and then from these clusters, in each cluster, houses were taken out and from each, one adult male was selected till the sample size was achieved. The prevalence of alcohol usage among males in Uttar Pradesh (by National Family Health Survey 372) is 25.3%. Taking 10% of nonresponsive rate and design effect of 2, calculated sample size is 632.

Results: Totally 699 adult males participated in the study and analyzed data show that 31% males are current drinkers, 5% are past drinkers, and rest are teetotalers. Most of the study subjects indulged in this habit due to peer pressure (58.7%), while 24.9% reported that the cause was a curiosity to drink. Only 7.0% were because of conforming to social status or norms. The majority of the study subjects continued to drink in order to cheer-up (44.6%) in order to relax (40.8%), whereas only 16% current drinkers reported the cause as "peer pressure" or "think and work better."

Conclusion: We can conclude that the most common reason to start alcohol habit is peer pressure and people continue it to cheer themselves.

Keywords: Abuse, Alcohol, Reasons.

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INTRODUCTION

The human experience abounds with evidence, both cross-cultural and international, that people can use alcohol in a variety of responsible and fruitful ways.¹

Alcohol consumption has been an accepted social practice since time immemorial. However, its abuse is considered as the world's third largest risk factor for disease and disability.

Alcohol has been consumed in India at least since the Vedic period of 2000–800 BC.²

Different societies not only have different sets of beliefs and rules about drinking, but they also show very different outcomes when people do drink.³

Over the course of socialization, people learn about drunkenness what their society knows about drunkenness; and, accepting and acting upon the understandings thus imparted to them, they become the living confirmation of their society's teachings.⁴

Alcoholic beverages have been a part of social life for millennia, yet societies have always found it difficult to understand or restrain their usage.⁵

A group that views drinking as a ritually significant act is not likely to develop many alcohol-related problems of any sort, whereas another group, which sees it primarily as a way to escape from stress or to demonstrate one's strength, is at high risk of developing problems with drinking.⁶

AIMS AND OBJECTIVES

To assess the reasons behind drinking among adult males of Bareilly district, Uttar Pradesh, India.

MATERIALS AND METHODS

A community-based cross-sectional study was carried out in Bareilly district, Uttar Pradesh, India, from November 2015 to January 2016. Males aged ≥ 15 years, who have completed 15 years of age at the time of data collection, and residing in the study area were included in the sampling universe as the study population.

The prevalence of alcohol use among males in Uttar Pradesh (by National Family Health Survey 372) is 25.3%. Taking 10% of nonresponsive rate and design effect of 2, calculated sample size is 632.

Bareilly district has a population of 4,448,359 residing in 2,437 villages and wards of 6 subdistricts (as per census 2011). Thirty clusters were chosen from this population by probability proportional to size (PPS) sampling, and then from these clusters, in each cluster, houses were taken out and from each, one adult male was selected till the sample size was achieved; 22 individuals were selected from each cluster by simple random sampling method using random table. If more than one adult male was present in one house, one adult male was chosen by lottery method. If no adult male was in the house, house was locked, or individual was not willing to participate after repetitive counseling, we moved further according to random table. The schedule was prepared by the investigator before undertaking the study, which includes both open-ended and close-ended questions. It was pretested by carrying out the pilot study with a sample of 65 subjects (10% of sample size) to check the feasibility of the study. Those 65 subjects were not to be included in the study. Totally, 699 participants were included in the study.

Data were collected after taking clearance from the institutional ethical committee. All participants were explained about the objectives of the study and an informed written consent was obtained. Face-to-face interviews were conducted after explaining the purpose, benefits, risks, and ensuring the anonymity and confidentiality of the study.

The result was displayed with the help of tables according to the aim and objectives of the study. Valid information was drawn and discussed with the other studies.

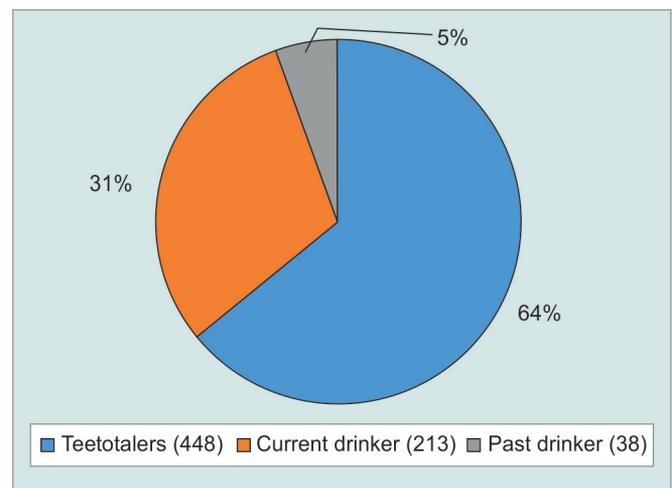
RESULTS

A community-based cross-sectional study was conducted in Bareilly district, Uttar Pradesh, India. Thirty clusters were chosen by PPS sampling. Totally, 699 adult males aged ≥15 years have participated in the study.

Table 1: Distribution of the current drinker in relation to the reasons for first drink

Reasons for the intake of first drink*	Current drinkers (n = 213)	
	No.	%
Father or relative drinks	19	8.9
To conform to social status or norms	15	7.0
Peer pressure	125	58.7
Curiosity to drink	53	24.9
To relieve stress or pressure	27	12.7
Others#	12	5.6

*Multiple responses were given; #other reasons were as a part of medicine (1.0%); to be relieved from physical exertion (4.6%); out of desire (2.2%), and due to job in army (5.2%)



Graph 1: In Bareilly district, 31% adult males are current drinkers, 5% are past drinkers, and rest are teetotalers

Data were analyzed and observed that in Bareilly district 31% adult males are current drinkers (i.e., those who accepted drinking alcohol during the past 1 year⁷), 5% are past drinkers (i.e., those who have not taken any alcohol drink during the past 1 year), and the rest are teetotalers (i.e., those who have not taken any alcohol drink ever). Most common reason to start alcohol use is peer pressure (58.7%) and to continuing it is to cheer themselves (Graph 1).

Table 1 depicts that most of the study subjects indulged in this habit due to peer pressure (58.7%), while 24.9% reported that the cause was a curiosity to drink. Only 7.0% started the habit to conform to social status or norms.

Table 2 reveals that majority of the study subjects continued to drink to cheer up (44.6%), in order to relax (40.8%), whereas only 16% current drinkers reported the cause to peer pressure or think and work better.

DISCUSSION AND CONCLUSION

In the present study, most of the study subjects indulged in this habit due to peer pressure (58.7%) and only 7.0%

Table 2: Distribution of current drinkers in relation to the reasons for continuing drinking

Reasons for continuing drinking*	Current drinkers (n = 213)	
	No.	%
To be sociable	56	26.3
To forget worries	41	19.2
To think and work better	34	16.0
To cheer up	95	44.6
To relax	87	40.8
Peer pressure	34	16.0
Others#	14	6.5

*Multiple responses were given; #other reasons were being habitual (4.1%), due to physical exertion (2.1%), out of desire (3.1%), due to job (3.3%), and its use as a medicine (1.4%)

to conform to social status or norms. They continued to drink in order to cheer up (44.6%) and in order to relax (40.8%).

Jukkala et al⁵ in their study in Moscow reported that women having regular contact with friends also had more than twice the odds of binge drinking compared with those with little contact with friends, while no effect was found among men.

These findings were consistent with the findings of Ghulam et al,⁸ Meena et al,⁹ Negi et al,¹⁰ and Khosla et al,¹¹ while not consistent with those of Girish et al¹² and Singh et al.¹³

Most common reason for the start of drinking was peer pressure and for continuation was to cheer up.

There is an element of recall bias in the present study, which is a limitation of the study.

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