



## MOTIVATION BEHIND ALCOHOL CONSUMPTION & INCREASING USE OF IT BY YOUTH IN PUNJAB, INDIA

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### Abstract:

*This paper illustrates about the motivation behind consumption of alcohol and increasing use of it by youth in Punjab. We can see now-a-days that the use of alcohol in youth is increasing day by day. Those, who consume it, never leave even a single chance to take it. The following are common occasions or moments, when youth consume alcohol.*

### INTRODUCTION:

#### Happy Moments:

1. Marriage Party / Engagement party.
2. Birth Day / New born party.
3. Welcome / Farewell party.
4. Exam results.
5. Election results.
6. Lobbying and liasoning.
7. Weekends.

#### Sad Moments:

1. Death of a close one.
2. Failure in exam.
3. Loss of job.
4. Loss in business.

According to Cooper (1994) there are four motives, which can be described as follows:

1. Social: In this case, people are very positive but they drink for sharing external feelings. Like people enjoy in parties and functions, with their social friends.
2. Enhancement: In this case also, people are very positive and enjoy drinking. They have some internal feelings and for joy and happiness they consume alcohol.
3. Coping: This is a negative case, but with internal feelings. Like a girlfriend has broken the relationship with her boyfriend.
4. Conformity: In this case, people drink because of external feelings but those are negative. For example someone has not secured good marks in exams or was not invited by at particular place.

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Drinking Motivation Questionnaire (DMQ) is the best way to know the motives behind alcohol. It consists of 20 items. While later on “Kuntsche” designed a revised short version of DMQ and it is known as DMQ-R. In this study the original DMQ has been used.

**Objectives**

1. To develop the Punjabi version of the Drinking Motives Questionnaire (DMQ).
2. To investigate the validity, reliability and applicability of the four-dimensional structure of drinking motives.

To fulfill the above mentioned objectives, the following two studies were conducted.

Study 1: The Drinking Motives Questionnaire (DMQ) was validated in an adolescent and a college student sample.

Adolescents: 986 students have participated in this study, 34 students (3.4%) of those were dropped due to high number of missing values (20% or more) or inconsistencies. Since drinking motives can be analyzed only among drinkers, so participants who did not indicate at least one drinking occasion in the last 12 months (n=30, 3.1%) were excluded. The final sample was composed of 952 high-school students (mean age = 16.6 years, SD=1.44 years, age range 14-20; 361 boys and 591 girls). The higher proportion of girls in this sample is in accordance with the gender distribution in high schools in Punjab.

College Students: 1255 students from various faculties at the Punjabi University, Patiala were asked via e-mail to fill out an online questionnaire on alcohol use, in case they consumed alcohol at least once during the last 12 months. A total of 529 students (317 males, 212 females) have filled in the questionnaire resulting in a response rate of 42.2% which is similar to those of other web-based alcohol research studies among college students (Kuntsche, Von Fischer, & Gmel, 2008). Out of the 529 students 346 (193 males and 153 females; 65.4%) have completed the entire questionnaire. Mean age of the students in the final sample was 21.6 years, SD=2.61 years, age range 18-30.

The following figure illustrates the links between drinking motives and alcohol use (outcomes) in a multigroup analysis.

Social motives	Frequency of Drinking
Enhancement motives	Frequency of Binge Drinking
Coping motives	Frequency of Drunkenness
Conformity motives	Frequency of Feeding

**Measures**

Drinking Motives Questionnaire respondents were asked about the frequency of drinking and drunkenness (in the last 12 months respectively). Frequency of binge drinking (5 or more drinks in one occasion) was also assessed by measuring the monthly prevalence among adolescents and the yearly prevalence among university students.

**Key results and discussions**

Results in samples confirmed the four-dimensional structure of drinking motives. While the model fit of the DMQ was entirely adequate.

**Adolescents College students**

Mean level of drinking motives (standard deviation, SD)\*

Social	2.62a (1.43)	2.65a (1.37)
Enhancement	1.79a (1.27)	1.80a (1.15)
Coping	1.48a (1.30)	1.31b (1.25)
Conformity	0.76a (0.94)	0.56b (0.73)

Results showed that People start consuming alcohol at early stage. This is applicable to both males and females. It is different matter that people disclose it or not, but high consumption starts at early ages.

However, results showed a diversified pattern of results among adolescents. Social and conformity motives predicted the frequency of drinking, enhancement and conformity motives predicted the frequency of drunkenness. This implies that it depends heavily on the peer group how often teenagers drink. However, drunkenness is also influenced by internal sources. Contrary to the expected results, social motives predicted binge drinking among college students which might be explained by the assumption that this population drinks in a risky way particularly often at parties and various social gatherings. Nevertheless, these assumptions should be confirmed by future studies.

**Study 2**

Data was collected in the Chandigarh City. In total, approximately 700 persons were approached of which 543 visitors (77.6%; age range 12 to 77 years) filled in the questionnaire. However, 153 questionnaires were excluded for various reasons. The final sample consisted of 390 young adults (172 males and 218 females, mean age 23.6, SD=4.4). 56% lived in Punjab, about one third (31%) had completed college or university education, and another 57.2% had studied up to secondary school.

**Measures**

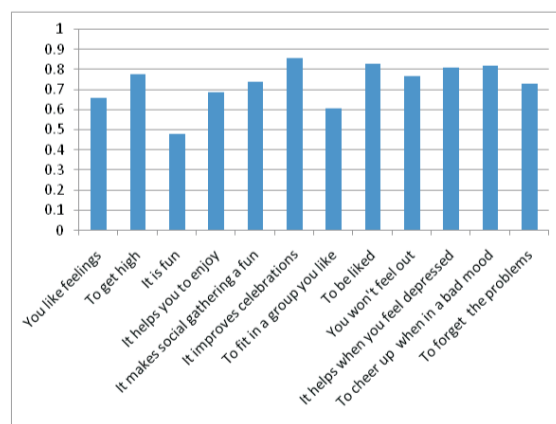
Besides using the Drinking Motives Questionnaire respondents were asked about the frequency of drinking and drunkenness (in the last 30 days respectively) and about the frequency of problems related to the alcohol use (e.g. academic problems, violent behavior etc.) in the last 12 months.

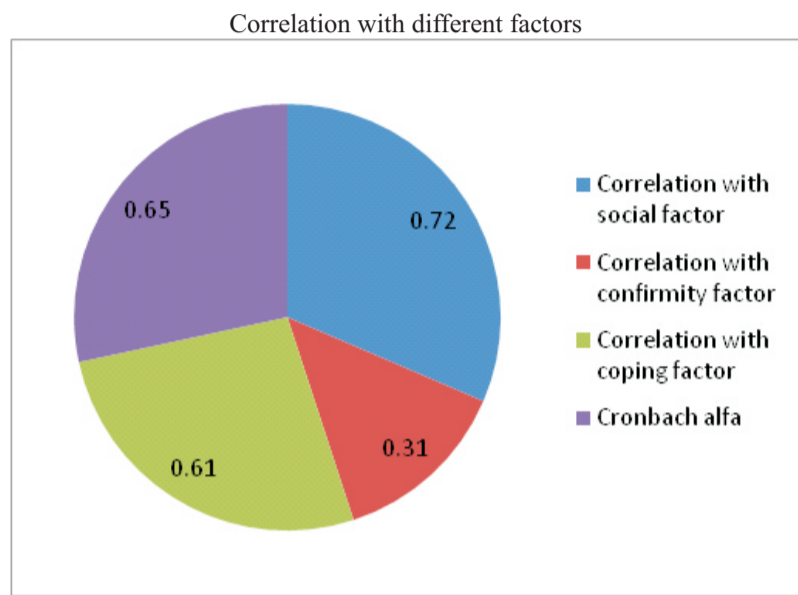
**Key results and discussions**

The study confirmed the four-dimensional structure of drinking motives in an older, special, more heterogeneous sample in a recreational context. Furthermore the psychometric properties of the DMQ were also appropriate. The model fit freely estimated to the whole sample was also adequate ( $\chi^2=129$ ;  $df=48$ ;  $CFI=0.94$ ;  $TLI=0.92$ ;  $RMSEA=0.066$  [0.052-0.080];  $SRMR=0.057$ ). Results for females and males were also equivalent.

There were, however, some differences in the results of the earlier studies. The item of the enhancement scale 'because it is fun' had a relatively low factor loading (<0.6) and the internal consistency of the enhancement scale remained also somewhat below the threshold (Cronbach Alfa: 0.65).

**Enhancement Social Conformity Coping**





**Gender Differences**

**TOTAL Males(Females)**

Social	2.12 (0.58)	2.22 (0.57)	2.03 (0.57)	3.31	388	0.01
Enhancement	1.76 (0.52)	1.84 (0.53)	1.69 (0.51)	2.89	388	0.04
Coping	1.47 (0.53)	1.47 (0.53)	1.47 (0.54)	0.03	388	n.sz
Conformity	1.26 (0.41)	1.33 (0.48)	1.20 (0.34)	2.91	301	0.04

Mean levels of drinking motives and gender differences (with standard deviation in brackets)

Results of structural equation modeling showed that only the externally driven – thus considered being more variable – social motive may predict the frequency of drinking. It seems that in recreational context social factors are decisive for drinking among young adults.

Frequency of alcohol-related problems (e.g. academic problems, violent behavior etc.) was predicted by coping motives which supports international data (Cooper, 1995; Kuntsche et al., 2005). Similarly to the results of Bradley, Carman and Petree (1999) not only coping but social motives could also predict the frequency of academic problems suggesting that drinking with friends is an important leisure activity for students having difficulties at school or university, which probably contributes again to the poor academic performance. Nevertheless, it has to be noted that the formulation of question referred only to problems at school and did not include problems at workplaces. This might have caused some bias because older respondents did not feel addressed by the question. Finally, not surprisingly and underpinning previous results (Cooper, 1994; Kuntsche, Stewart and Cooper, 2008) conformity motives proved to be a predictor of violent behavior.

To conclude, results confirm that the DMQ is a valid, reliable and rapid measure.

**CONCLUSION**

To conclude, several aspects of the results can be highlighted. Independently of age, gender and culture the externally driven social motives had the highest mean level which are not related to risky drinking and alcohol-problems. This indicates that most people drink alcohol moderately only because of the social context and the positive mood, which does not cause any concerns.

In the relationship between risky drinking, alcohol-problems and drinking motives a complex picture can be drawn up. Regarding the development of motives in the life span a process of internalization

can be observed, indicating a shift from social (external) towards future internal drinking motives. This is consistent with the results of the longitudinal study of Schelleman- Offermans, Kuntsche and Knibbe (2010). While among adolescents conformity motives play a decisive role and peers essentially influence the frequency of drinking and drunkenness, later on the internally generated motives (coping and enhancement motives) have a strong impact. Although based on above Study it can be concluded that (the externally driven and positive rewarding) social motives are determinant in the frequency of drinking, the problematic way of drinking as described above is predicted by internal motives. In contrast to that, among adolescents conformity motives are the predictor of risky drinking. Nevertheless, a group of adolescents can be identified, consisted of coping and enhancement drinkers, who are at substantial risk in terms of frequent drunkenness and binge drinking. There is a great need for prevention programs targeting this group of adolescents.

Furthermore, based on the comparison of adolescents and college students it was revealed that teenagers endorse significantly more motives with negative outcome such as conformity and coping motives than young adults. This suggests that to fit into a valued group and to escape from problems are important reasons for drinking among adolescents compared to college students.

Concerning the role of gender and age we can conclude the results of Study that adolescent boys drink more than girls, and this is reflected in the higher mean level of motives among boys. In particular, making social gatherings more enjoyable can be considered as the 'engine' of their

alcohol consumption. However, the Study also showed that with the age, a group of coping drinkers can be identified among females who are at great risk in terms of alcohol-related problems.

Finally, it has to be mentioned that research on drinking motives clearly demonstrates the high risk of internally driven (enhancement and coping) motives in terms of hazardous and problematic drinking (Kuntsche et al., 2006). Results can be summarized that enhancement motives predict frequent drinking and drunkenness, and coping motives predict the frequency of alcohol-related problems (Kuntsche et al., 2005). These associations were confirmed by results of this study. Among college students and teenagers enhancement motives predicted indeed the frequency of drinking and drunkenness. In the recreational setting only the social motives predicted the frequency of drinking, which might be explained by the social characteristics of the festival. Coping motives predicted in all three studies the frequency of alcohol-problems. Thus, enhancement and coping motives have a central role in terms of hazardous and problematic drinking but in the recreational setting social factors and the enjoyment of party have to be taken into consideration in the prevention programs.

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