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AWARENESS ON ALCOHOLISM AMONG YOUTH IN CUDDALORE TOWN

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Abstract

Alcoholism is becoming widespread problem in the India especially Tamil Nadu. The present young generations are the greatest gift to humanity and augmentable resource for the development of any country. The present study examined the Awareness on Alcoholism among youth in Youth in Cuddalore Town of Tamil Nadu. A descriptive research design was used for the study. The questionnaire was used for collecting primary data from 66 youth in Cuddalore town. Age group between 15-29 years by using purposive sampling method. The data were analyzed by using SPSS package-20 version. The study has attempted to find out youth's knowledge and impact of consuming alcohol in their personal, family and social life. The growing western culture in India has increased the result of 60 percent, alcohol intake among youth in age group between 19-20 years (ASSOCHAM, 2009). The study used various statistical methods such as; t-test and ANOVA test. The various suggestions given here would certainly help the youth, parents, State and Central Governments, NGOs and educational institutions to join hands to save the college students from the ill effects of alcohol consumption.

Key: Awareness on alcoholism, motivational factors and youth

Introduction

Alcoholism is becoming widespread problem in the India especially Tamil Nadu. The college students are the greatest gift to humanity and augmentable resource for the development of any developing country. Today every newspapers, television and social media interpreting the substantial stories about alcoholism and its consequences. Awareness of alcohol consuming and misuse of higher education is not new one. Alcohol consumption is a substantial public health issues in most part of the world. World Health Organization has estimated that there are about 2 billion youth worldwide who consume alcoholic beverages and 76.3 million

with disorders arising out of harmful use of alcohol (WHO. 2008). The young generations are try to consume alcohol for the first time in their lives during college as well as society. The youth need to be aware of the risks of alcohol consumption especially when they may not know their limits. The parents have a significant responsible to care their children with a peaceful environment, quality education and good health condition. The present young generations' dreams have destroyed by the attitude of consuming alcohol. Alcoholic addiction can be bring lot of problems like , mental illness, disabilities, loss of human life, family disparities, loss of worth & dignity and higher women head family (widows).

Reviews of Literature

Alcoholic beverages importing for India from several centuries. The production, availability, consumption and drinking patterns have been undergoing phenomenal changes. It has been influenced by combined effects of globalization, market forces, vacillating government policies, media promotion and changing values of Indian society (FAO, 2001). However, the emerging debates highlighted the necessity of reducing harmful effects of alcohol to all aspects of present young generation.

Types of alcoholic beverages:

The consumable (potable) alcoholic beverages in India are usually divided into six major segments:(1) Indian made foreign liquor-spirits, (2) Beers, (3) Wines,(4) Country liquor,(5) Illicit and/or home brewed beverages and (6) A small but growing foreign-made foreign liquor segment. Some important observations with regard to alcoholic beverage production. Indian Made Foreign Liquor (IMFL) which includes, Spirits predominantly includes *whisky*, rum, brandy, gin and vodka (IWSR, 2010). While most of the matured international markets have seen stagnant to very moderate growth, the Indian Made Foreign Liquor market (estimated at 175-200 million cases annually), is increasing annually at 10 to 15%. (Kurien, 2006b and IWSR, 2010). According to the National Institute of alcohol abuse and Alcoholism (NIAAA) (2015) stated that binge drinking is defined as drinking that brings blood alcohol concentration level to 0.08 g/Dl. This is typically occurs after 4 drinks for women and 5 drinks for men within 2 hours. An additional 599,000 students within the same age group suffer from alcohol related injuries. The young generations are at higher risk for sexual assault when drinking. About 97,000 youth age group between 18-24 are experiencing alcohol related sexual assault or date rape. About 1 in 4 that is (25%) of the youth who consume alcohol reported negative academic consequences of their drinking, including missing class, falling behind in class, doing poorly on exams, papers and receiving lower grades overall. The binge drinking have additional risks, with sings leads to blackouts or passing out (Kathryn Knight Randolph. 2016). Alcohol problems are associated with negative outcomes of youth, e.g. poorer physical and psychological health (and therefore higher hospital admission rates), poor educational achievement, eating disorders and addiction problems (West & Prinz, 1987; Girling et al., 2006), many of which persist into adulthood (Balsa et al., 2009).

Methodology

The research design was done under descriptive design, which has described the Awareness on alcoholism among youth in Cuddalore town of Tamil Nadu. A tool is a scientific component by which the required data are collected from the youth. The research respondents were met and collected primary data from bus stand, cinema theaters, and friends in Cuddalore town and data were analyzed using SPSS (Statistical Package for Social Sciences). Therefore, the sampling technique is non-probability sampling by using **purposive sampling method**. The total sample size is 66.

Analysis and Interpretation

The analysis and interpretation has been organized into describing the demographic profile of post graduate students, factors motivated to consumed alcohol and level of awareness on alcohol. The primary data being presented in the form of single frequency, inferential analysis in order bring better conclusion.

Table - 1
Demographic details are Gender, domicile and Age of the Post-Graduate Students

Living Place	No. of Respondents / Percent	Mean
Male	49 (74.2)	1.2
Female	17 (25.8)	
Domicile		
Urban	26 (39.4)	1.6
Rural	40 (60.6)	
Age		
19 Yrs	2 (30.)	20.7
20 Yrs	27 (40.9)	
21 Yrs	20 (30.3)	
22 Yrs	17 (25.8)	

$N=66$

Gender, domicile and age are significant independent variable of any research which contributes for the difference in the dependent variables such as; awareness, behaviour and decision making. It is found that Majority (74.2%) of the male and more than one fourth (25.8%) of the female youth have participated in the study.

Majority (60.6%) of the rural youth and more than one third (39.4%) of the urban youth have participated in the study.

Vast majority (97.0%) of the youth's age group between 20-22 Years.

Factors motivated to consume alcohol

Consuming alcohol is to manage the internal feeling or joy of a person. Following table describes that factors motivated to consuming alcohol among youth in Cuddalore Town.

Table - 2

Motivational Factors to Consuming Alcohol among PG students (Multiple Responses)

S. No	Motivational Factors	No. of Respondents	Rank
1.	Easily Access and availability of alcohol	94	1
2.	Peer pressure	73	2
3.	Songs and films - (role model heroes)	36	3
4.	Family Problems	32	4
5.	Tradition or culture of a place or festival	29	5
6.	Gain peer acceptance effects of alcohol	23	6
7.	Curiosity to taste alcohol	21	7
8.	Enhances Creativity	18	8
9.	The beautiful color of alcohol (beer, wine, rum & whisky)	17	9
10.	Attractive face (shine), makes grow fat	15	10

N=66

A factor is one of the things that draws a product, circumstance, or choice toward continued motivation. The following multivariate study reveals the factors that influence young people of Cuddalore Town to consuming alcohol. The youth have purposefully stated that because of easy access and availability, peer pressure, films songs (role models of heroes), family & personal difficulties, tradition or culture of a place or festival, etc., they are highly motivated to consume alcohol. According to Elizabeth Stockton (2011) found that person who drink alcohol for various factors such as stress relief, socializing, escape from issue, enjoyment, alcohol dependence etc.

Awareness on alcoholism and Gender

Women occasionally drink less alcohol than men do, but when they do, women are typically experience more physically and mental harm. Alcoholism is more prevalent in men than in women.

**Table -
Awareness on Alcoholism and Gender of the Students (Independent Sample t-test)**

Awareness	Gender	N	Mean	Std. Deviation	t-test for Equality of Means			Result
					t	df	Sig. (2-tailed)	
Awareness	Male	49	10.59	1.94	9.097	64	.000	S
	Female	17	6.17	0.72				

The above analysis reveals that the male (mean=10.59) has more awareness on effects of alcohol comparatively female (6.17). The Independent sample t-test indicates that there is significant different in the mean value of awareness on alcoholism by their gender ($p < 0.05$). According to (Asli F. Ceylan-Isik. 2010) compared to men, women typically experience much lower levels of alcohol exposure, but they also demonstrate more severe cognitive and mental damage.

Awareness on Alcoholism and Living place

The geographic location can be a significant sources of determining a youth's problems especially related to risk for alcohol. Risk may rise due to a number of circumstances, including living in an urban or rural location.

**Table -
Awareness on Alcoholism and Living place of the Students (Independent Sample t-test)**

Awareness	Living place	N	Mean	Std. Deviation	t-test for Equality of Means			Result
					t	df	Sig. (2-tailed)	
Awareness	Urban	26	9.53	2.64	.211	64	.834	NS
	Rural	40	9.40	2.58				

N=66

The independent sample t-test describes the level of alcoholism awareness and the locations where young people live in Cuddalore, Tamil Nadu. Youth in urban areas (mean = 9.53) are more aware of the effects of alcohol than youth in rural areas (mean = 9.40). However, statistically speaking, their place of residence has no bearing on their knowledge of alcoholism. It is possible to draw the conclusion that there is no appreciable difference between a person's residence and their mean level of alcohol awareness.

Awareness on Alcoholism and their Age

Age, gender, family situation, and socioeconomic status are all personal factors. Although there is no single risk factor that predominates, a person is more likely to experience alcohol-related difficulties as a result of alcohol usage.

Table - 4

Awareness on Alcoholism and Age of the students (ANNOVA Test)

Awareness	Age	N	Mean	Std. Deviation	Anova test				Result
					Df	Means square	F	Sig.	
Awareness	19 Yrs	2	9.00	4.24	3	2.284	0.330	0.004	S
	20 Yrs	27	9.90	2.61					
	21 Yrs	20	9.00	2.55	62	6.928			
	22 Yrs	17	10.54	3.32	65				
	Total	66	9.65	2.59					

One-way ANNOVA was done to examine the variance between the awareness on alcoholism and their age. It indicates that ($P < 0.05$) there is a significant variance in the mean value with awareness on alcoholism and their age. Particularly, the 20 years old youth have high awareness on alcoholism comparatively other age group of young generation. It could be stated that age can also play a major role in making decisions to consume alcohol. Early in life, alcohol usage results in mortality and disability. Approximately 13.5 percent of all deaths among adults between the ages of 20 and 39 are related to alcohol (WHO, 2022).

Main Finding and Suggestions

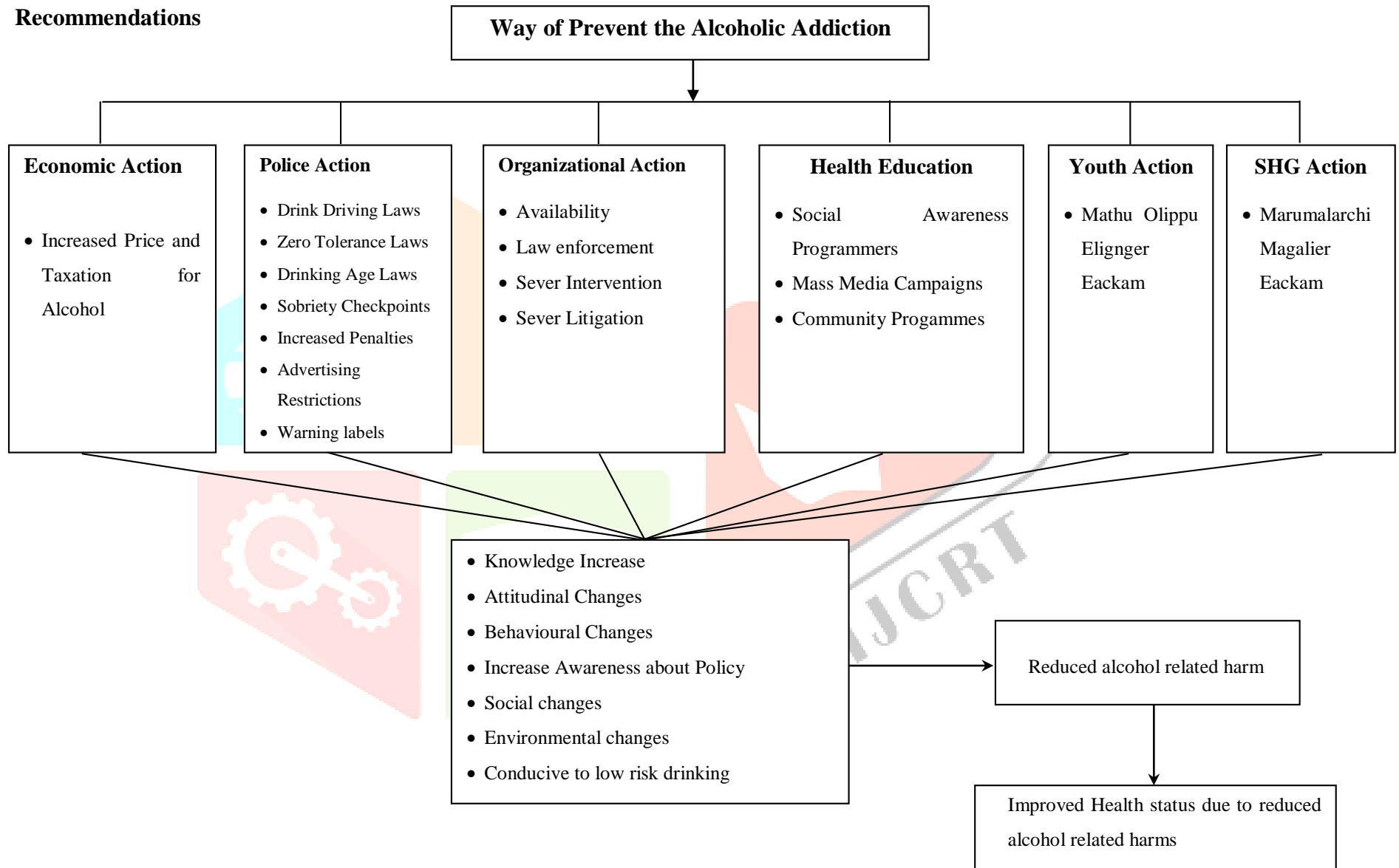
- Majority (74.2%) of the male and more than one fourth (25.8%) of the female youth have participated in the study.
- Majority (60.6%) of the rural youth and more than one third (39.4%) of the urban youth have participated in the study.
- Vast majority (97.0%) of the youth's age group between 20-22 years old.
- The youth have purposefully stated that because of easy access and availability, peer pressure, films songs (role models of heroes), family & personal difficulties, tradition or culture of a place or festival, etc., they are highly motivated to consume alcohol.
- The male (mean=10.59) has more awareness on effects of alcohol comparatively female (6.17). It is significant proved in the mean value of awareness on alcoholism by their gender ($p < 0.05$).

- Urban youth (mean = 9.53) are more aware of the effects of alcohol than youth in rural youth (mean = 9.40). However, statistically speaking, their place of residence has no bearing on their knowledge of alcoholism.
- The 20 years old youth have high awareness on alcoholism comparatively other age group of young generation.

Recommendations

1. List various measures that may be taken at the individual, societal, and policy levels to decrease dangerous alcohol use in a certain area. For instance, understanding a population's level of religion, ties within the community and within families, and social drinking norms could be utilised to design intervention and preventive efforts and further target at-risk populations.
2. The educational institutions and Government joint together for creating awareness on the risk of consuming alcohol during early age. This effects can prevent the alcohol drink and reducing the youth's the physical and mental risks.
3. Youth, especially in rural areas, lack knowledge about the effects of alcohol and use more alcohol than urban youth do. Alcohol use among young people in Cuddalore Town needs to be controlled because it is a very severe problem. it is possible only by establishing rules with severe penalties in the family and community.

Recommendations



Conclusion

Alcoholism is terrible for the people who has it as well as his family and society as a whole. The challenge with alcoholics is that once they begin drinking, they become addicted to it and up their intake, which has a very negative impact on personal, family and community.

The foundation of typical and healthy social interactions can a healthy life organisation be built. These relationships are strained when booze is utilised excessively. Changes in how the formal societal values are really lived out result in highly individual views. A drinker who becomes addicted could have problems with his or her job, family, and house. He could be talkative or depressingly silent when intoxicated.

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