

Analysis of Key Reasons for Alcohol Consumption in The State Chhattisgarh

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ABSTRACT

Consumption of alcohol has been attributed to different reasons by different consumers in different parts of the country. This study examines 300 cases of alcohol intake within the state of Chhattisgarh. It attempts to analyse the reasons for alcohol intake and the belief about addiction. The results of the present study are likely to upsurge the awareness of this critical issue and help the authorities to take the requisite measures to control and manipulate the consumption of alcohol in the state. The paper unveils the real story of reasons for alcohol consumption and the driving forces behind them. The resulting analysis suggests that alcohol is consumed for several different purposes for different psychological effects in different contexts.

Keywords: Alcoholism; Liquor; Excise; Peer Pressure

INTRODUCTION

Alcoholism also known as alcohol dependence prominently prevails in the state of Chhattisgarh. People view alcohol as a symbol of prestige and social status. The population groups at high risk are those undergoing rapid socioeconomic and cultural changes or are under peer pressure. It is not hard to imagine the rationale for the very first alcohol-induced experience which arises from curiosity. Curiosity is a prevalent reason for alcohol consumption today. Peer pressure and influence of adults also have a place in driving people to consume alcohol. Another reason for alcohol consumption is stress reduction. We live in trying times, and alcohol is seen as a way to alleviate our stress.

- To understand the reasons the alcohol consumption by the consumers in the state of Chhattisgarh.
- To identify the reasons for starting alcohol consumption by the consumers in the state of Chhattisgarh.

RESEARCH METHODOLOGY

The present study is an attempt to analyze the key reasons for consumption of Liquor in the state of Chhattisgarh. In order to have a clear understanding of the subject dealt here review of literature relating to different reasons of alcohol consumption in different parts of the country is done, preceding the Research. Significant studies relating to the same conducted in India have been reviewed. Further, For the purpose of the study, two sets of data have been collected:

OBJECTIVES OF THE STUDY

1. **PRIMARY DATA:** Data for the current study has been originally obtained through direct efforts i.e. through surveys, interviews and direct observation. Though primary data is more costly to obtain, but it is also more recent and more relevant to the research project.

The primary respondents i.e. the head of the household were interviewed for themselves and on behalf of their family, for information relating to alcohol consumption. Pilot testing of the information collected through the primary respondents was done using cross validation. To further confirm the rationality of the information on the reasons for alcohol consumption, this study reports only on consumption of the principal respondents namely the head of the households. The questionnaires were further looked upon for coding and other imprecisions.

The state of Chhattisgarh is divided into five divisions by the state government. Following is the data of location wise respondents of Chhattisgarh:

DIVISION	NO. OF RESPONDENTS
Bastar	60
Durg	60
Raipur	60
Bilaspur	60
Surguja	60
TOTAL	300

2. **SECONDARY DATA:**

Emphasis has been laid by the Chhattisgarh government health administration, on creation of awareness and development of a basic infrastructure for treatment of problems that arise due to consumption of alcohol. In order to get a scientific database with comparable research methodology and applicability, a pilot project was initiated by the Health Ministry in the state of

Chhattisgarh. Reports of the same are analyzed and further newspapers like Economic Times, Financial Express, and Times of India etc., websites of Chhattisgarh State Excise Department and Ministry of Statistics of India has been used for collection of data.

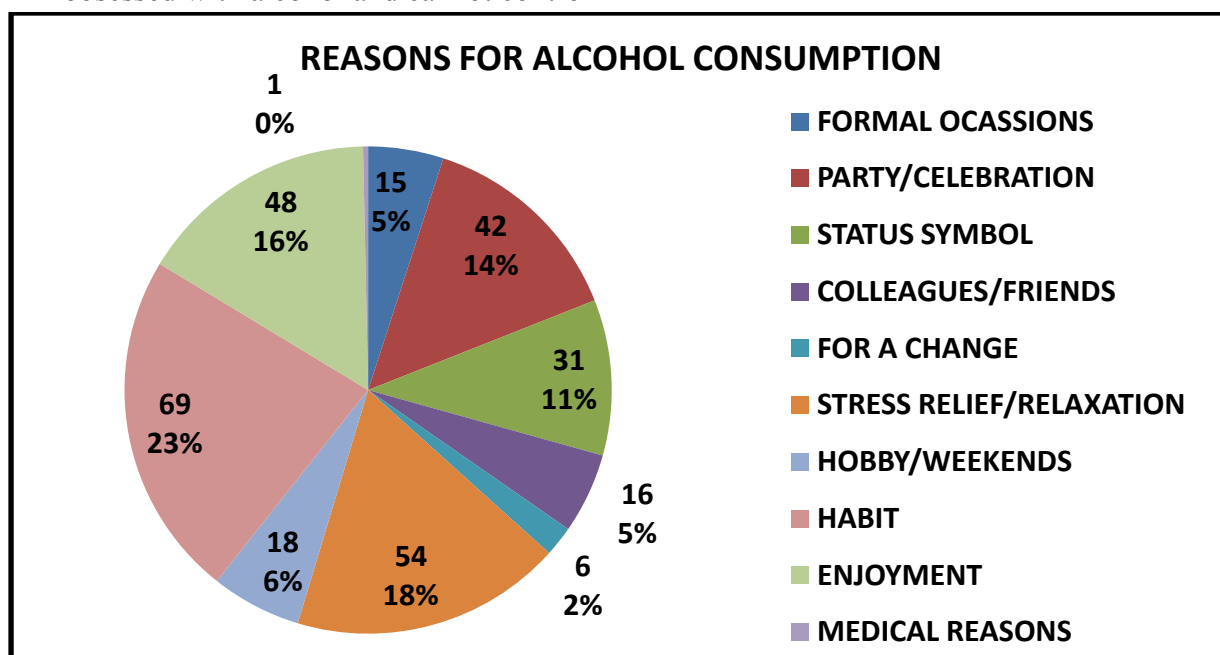
MAJOR FINDINGS OF THE STUDY

- Alcohol is often served at social congregations and is a normal part of the setting at places where people go for get together. People of Chhattisgarh believe that alcohol instils a sense of social confidence and promotes relaxation in the company of others. 14 percent of the respondents consume alcohol in parties or celebrations while 5 percent of the respondents consume alcohol in formal occasions.
- Alcohol's disinhibition effects result in stress reduction and relaxation. There is no doubt that loneliness can serve as an incentive for alcohol use and abuse. Out of the total sample surveyed 18 percent of the respondents consume alcohol to reduce stress or for relaxation.
- One of the most problematic reasons for alcohol use is the company of friends or colleagues. Many adolescents and college students find themselves in situations where alcohol is present. 5 Percent of the sample under study consumes alcohol to accompany friends or colleagues.
- 11 percent of the respondents of Chhattisgarh consume alcohol as they find drinking as a symbol of prestige or social status.
- College students are renowned for partying at the weekends. 6 percent of the respondents of Chhattisgarh drinks alcohol in weekends. However, The

National Institute on Alcohol Abuse and Alcoholism states that this level of alcohol consumption may cause damage to DNA of the consumer.

- An alcoholic is a person, while alcoholism is the illness. Alcoholism is a long-term disease. Alcoholics are obsessed with alcohol and cannot control

how much they consume, even if it is causing serious problems at home, work, or to their finances. Majority of respondents in Chhattisgarh consume alcohol as it has become an inseparable part of their lives. 23 percent of the sample drinks alcohol as a habit.



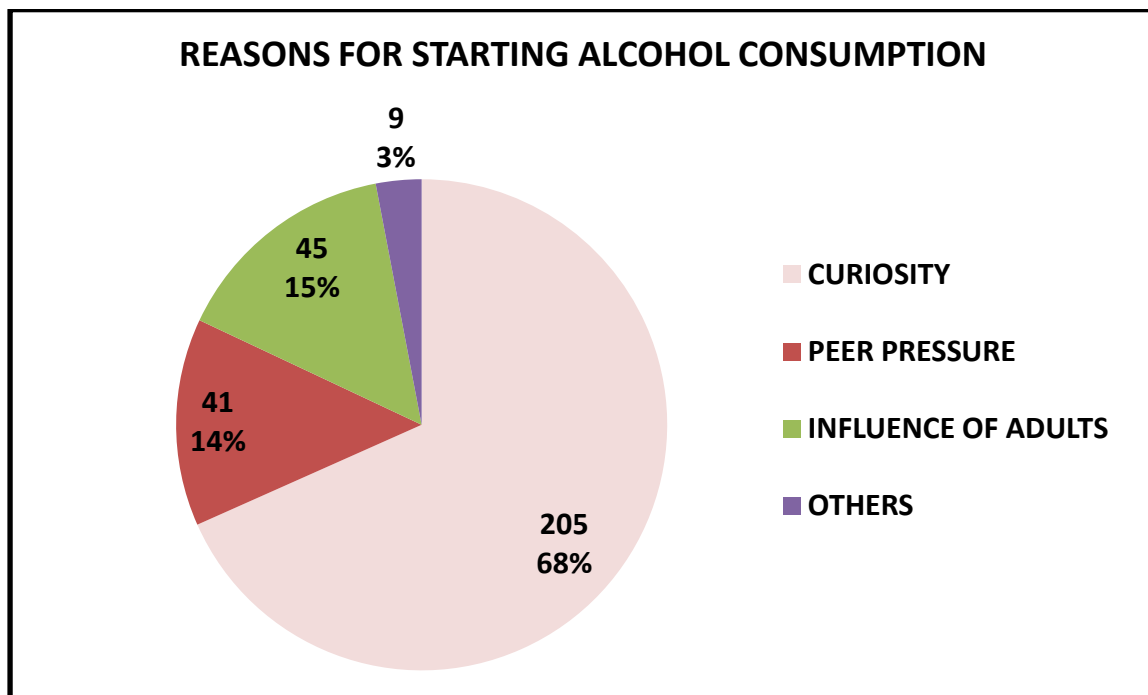
REASONS FOR ALCOHOL CONSUMPTION	NO. OF PERSONS	PERCENTAGE
FORMAL OCCASSIONS	15	5.00
PARTY/CELEBRATION	42	14.00
STATUS SYMBOL	31	10.33
COLLEAGUES/FRIENDS	16	5.33
FOR A CHANGE	6	2.00
STRESS RELIEF/ RELAXATION	54	18.00
HOBBY/WEEKENDS	18	6.00
HABIT	69	23.00
ENJOYMENT	48	16.00
MEDICAL REASONS	1	0.33
TOTAL	300	100.00

REASONS FOR STARTING ALCOHOL CONSUMPTION

- It is not hard to imagine the rationale for the very first alcohol-induced experience which arises from curiosity. Curiosity is a prevalent reason for alcohol consumption today.

Maximum alcohol consumer of Chhattisgarh reported that the reason for their very first alcohol consumption was curiosity. 68 percent of the respondents started consuming alcohol out of curiosity.

- Peer pressure and influence of adults also plays a prominent role in inducing people to drink alcohol. 14 percent of the sample under study reveals that their first ever alcohol consumption was due to the pressure of their peers.
- Significant number of people of India are born and brought up in an environment where their fathers, fore fathers or other adults of the family consume alcohol. Influence of adults is one of the vital reasons responsible for initiating alcohol consumption. 15 percent of the respondents of Chhattisgarh started alcohol consumption due



REASONS	NO. OF PERSONS	PERCENTAGE
CURIOSITY	205	68.33
PEER PRESSURE	41	13.67
INFLUENCE OF ADULTS	45	15.00
OTHERS	9	3.00
TOTAL	300	100.00

LIMITATIONS OF THE STUDY

- Reasons for alcohol intake are complex to understand. The range of issues studied needs to be broadened, particularly extending analysis to the economic, political and ecological factors that have so far received very

less study than the various psychosocial issues.

- Since information collected from sampling method are relatively less accurate than that from census method, all characteristics of the population may not be found in the samples drawn from the population. Therefore, the present study makes an attempt to get as much

accurate data as possible keeping in concern the above limitation.

- Since the data is collected from the state of Chhattisgarh, results cannot be replicated for all India Level for its general conclusion.

CONCLUSION

Much of what is known about alcohol drinking has been gathered using convenience samples from various households. Though drinking behaviour varies across persons and across regions, however, generalizing from these has been made. Evidence from studies of household samples suggests that alcohol is consumed for several different purposes for different psychological effects in different contexts. A pattern of habit or addiction is strongly related to increase drinking among people. This pattern is supported by research into behaviour, drinking drives, alcohol expectancies and drinking contexts. Another pattern of drinking associated with negative emotional states. Large number of people consumes alcohol for stress reduction.

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