



Motivations for Alcohol abuse among youngsters in Tamil Nadu

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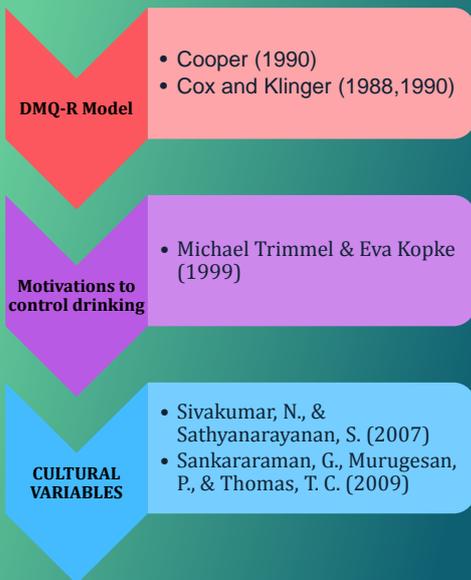
OBJECTIVE

- Societal influence have been identified as an important motivator for alcohol abuse in youngsters in previous researches.
- Due to cultural differences this acts as a negative motivator in Tamil Nadu.
- This paper tries to prove that societal influence acts as an negative influence for youngsters in Tamil Nadu.
- This paper also suggests ways for government to curb alcohol abuse based on this study.

INTRODUCTION

- Alcohol and substance abuse by youngsters are important factors that the world governments and societies are very concerned about.
- In order to prevent the abuse, motivations for alcohol use has to be identified.
- While a four factor model has been developed previously, it does not concern with Tamil Nadu cultural difference.
- Here societal pressure acts as a negative motivator for alcohol use.
- So the four factors will decide the positive and negative impact on the alcohol use among youngsters.

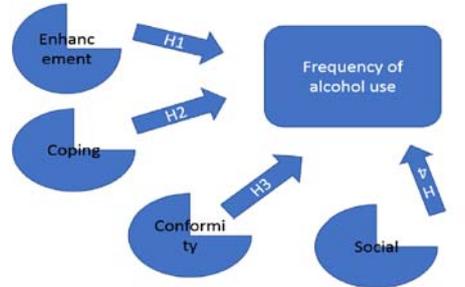
LITERATURE REVIEW



RESEARCH QUESTION

- Will the factors social, coping, conformity and enhancement affect the frequency of alcohol use.
- How will the factors social, coping, conformity and enhancement affect the frequency of alcohol use.

CONCEPTUAL MODEL

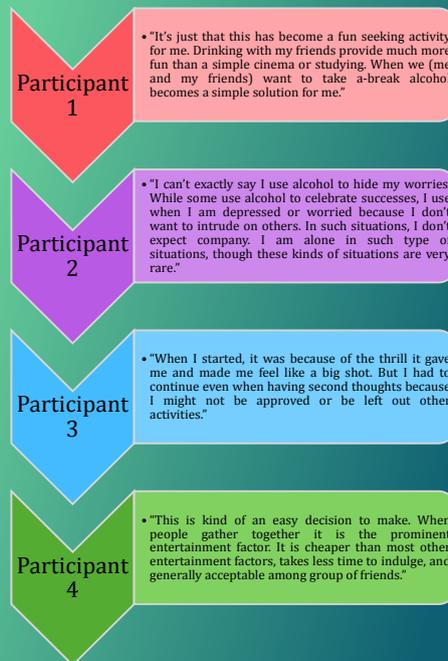


HYPOTHESIS

- H1: Enhancement has a significantly positive influence on frequency of alcohol use among youngsters.
- H2: Coping has a significantly positive influence on frequency of alcohol use among youngsters.
- H3: Conformity has a significantly positive influence on frequency of alcohol use among youngsters.
- H4: Social values has a significantly negative influence on frequency of alcohol use among youngsters.

RESEARCH METHODOLOGY

- Focus Group to identify and verify the factors.



- Online questionnaire to measure the factors.
 - 130 responses were collected for the floated questionnaire
 - The respondents were restricted to the age group of 16-29.
 - Order logistic regression was performed to arrive at a consensus.

ANALYSIS AND FINDINGS

Frequency of Consumption	Odds Ratio	Z Value	P > Z
Age	6.013	4.98	0.00
Enhancement	1.239	3.28	0.001
Coping	1.077	1.39	0.165
Conformity	0.998	-0.02	0.986
Social	0.876	-2.16	0.031

- Enhancement has a positively significant value of 3.28 on frequency of alcohol consumption, which means that enhancement is the factor that influences the high frequency users the most.
- Social values has a negatively significant value of -2.16 on frequency of alcohol consumption, which means that societal influences are the values that discourages the most among heavy alcohol users.

CONCLUSION

- Analysis shows that enhancement has the highest value of a significantly positive influence on alcohol use among youngsters in Tamil Nadu.
- Analysis shows that social has the highest value of a significantly negative influence on alcohol use among youngsters in Tamil Nadu.
- This also shows that coping and conformity has a not so significant influence on the desired populace.

LIMITATIONS

- The study is dominated by male gender.
- This doesn't completely cover the cultural data of India.
- This cultural variable is more known and influential among Southern India than Northern India.

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