

**FACTORS ASSOCIATED WITH ALCOHOL CONSUMPTION
DURING FESTIVAL AMONG THE PEOPLE OF KATHMANDU**

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CHAPTER I

INTRODUCTION

1.1. Background of the study

Nepalese drink alcohol in an average of 400 million dollars annually, which shows the attitude and focus of Nepalese people toward the drinking dynasty. Nepalese are rich even though the country has poor symbolization in economic growth (Sahayogee, 2014). In fact, the Nepalese are very much buff to drink and taste the new launched wine and whiskey. Almost, in every celebration, there is necessity of wine and alcohol. There are many cases like Newar, Tamang, Lama, which needs the wine to worship and accomplish the rituals and worshipping functions. They also need a compulsory wine to make taste to the new born baby which is named after six days of birth. On that occasion, wine plays a crucial role in accomplishing of worshipping for those social and castes people. Furthermore, alcohol has covered and made almost every Nepalese in their connection (Thapa & Shah, 2014).

The capital city of Nepal, Kathmandu known as the hub of drunkard because many drunkards have made their places to makes flexible even in any small occasion leads to the celebration that needs alcohol for making it more colorful. The Newars which have compulsory adapted the wine or alcohol in any celebration have a large society live in Kathmandu. Nepalese drink alcohol during festivals. There is no any suspense on this topic to be discussed more. It is the country where alcohol is purchased more than water. For drinking, people of Nepal are seeking the day and reason to make the party and organize the wild and bold function having alcohol necessarily.

Consumption of alcohol is prevalent among almost all-ethnic groups irrespective of the caste hierarchy. Traditionally the whole Nepalese society is segmented based on alcohol use. Matwali are traditional alcohol users, and Tagadharis are traditional alcohol non-users. Most ethnic groups and 'untouchables' - the lower strata of Hindu hierarchical caste system- are the traditionally alcohol users. Whereas Brahmin, Chettri and Thakuri; the higher strata of the Hindu hierarchical caste system are considered as traditional alcohol non-users. However, the cultural barriers for the consumption of alcohol have almost disappeared and there are a few cultural groups where alcohol has not been used (Bista D. b., 2027 BS).

Regarding alcohol types, homemade brews fermented from grains (jand/chang) and liquors distilled from grain and raw sugar(raksi) are the most common drinks. But factory produced beers, distilled liquors, and imported drinks are also common. The context of alcohol use is diverse and differs widely by gender. Access to the alcohol market is more available to men than women. While men drink both inside and outside the home, women's drinking is mostly confined to the house. But it is the women who are mostly the producers of the homemade alcohol. One third of the sampled households were producing alcohol for both consumption and sale. The per capita production of alcohol was 33 manas (16.5 liters) of which two thirds are sold (Dhital, 2000). The context of alcohol use is diverse and differs widely by gender. Access to the alcohol market is more available to men than women. While men drink both inside and outside the home, women's drinking is mostly confined to the house. But it is the women who are mostly the producers of the homemade alcohol (Bista, 1972).

1.2. Statement of the problem

Research problem is the gap between the actual state and desired state. A research gap is defined as a topic or area for which missing or insufficient information limits the ability to reach a conclusion for a question. A research question is an answerable inquiry into a specific concern or issue. It is an initial step in a research project after we have an idea of what we want to study. It is the fundamental core of a research project. It is the ground beneath the foundation. It is what everything in a research project is built on. It helps to specify the issue or concern of the study and guides all stages of inquiry, analysis, and reporting. It is useful in the formulation of the hypothesis of the research. This study will aim to find the answers of following research questions:

1. What is the socio demographic characteristic of the respondent.
2. What are the influencing factors of alcohol consumption during festival among the respondent.
3. Is there any relationship between alcohol consumption during festival with demographic characteristic among the respondent.
4. What is the impact of factor associated with consumption of alcohol during festivals in Kathmandu?

1.3. Objective of the study

For any study there has to be some objectives which highlight the purpose of doing the research work. The study will be conducted to identify and analyze the factors that influence the consumption of liquors during festivals. The specific objective of the study will be:

1. To identify the socio demographic characteristic of the respondent.
2. To access the influencing factor of alcohol consumption during festivals among the people of Kathmandu.
3. To examine the relationship between alcohol consumption during festival with demographic characteristic among a respondent.
4. To analyze associated between influencing factors and consumption of alcohol during festivals.

1.4. Significance of the study

This study is attempted to examine the factors influencing the consumption of liquors during festivals. The findings of the study may be useful for the companies or the organizations that are selling alcohol product in our country. This will enable the liquor companies for proper decision making in order to sell their product to get maximum profit from it. This study will work as the framework for the companies selling the liquors and will be helpful to know about the liquor consumption pattern during the time of festivals. The major significances of the study will be as follows:

1. This study will examine the factors associated with the consumption of the liquors which is needed for the liquor organizations in order to make proper decision to sell their product to get maximum profit.
2. This study will be helpful for anyone who wants to know about the trend of alcohol consumption in Kathmandu.
3. This study will be useful as a reference for the researcher who would plan to make any related study precisely.

CHAPTER II

REVIEW OF LITERATURE

2.1. Literature survey

Literature surveys will be basis for research in nearly every academic field. It includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. It provides foundation of knowledge on topic.

2.1.1. Related theories

The theories that will be reviewed in this study are: The theory of reasoned action (TRA) and The theory of planned behavior (TPB).

2.1.2 Review of empirical literature

There are many factors that impact the increasing demand of liquors during the festivals. In making study of these factors several researchers found out that the demand of liquors during festival is mostly affected by factors such as age, number of festivals and drinkers. Empirical evidences with respect to whether these factors are related to the investment decision are shown in the table below.

Major empirical studies

This table presents the major empirical studies that are undertaken to investigate the various factors that impact the demand of liquors in the festival. The lists of studies cover the period from 2004 to 2016 that were conducted in various countries and are presented in chronological order. First column of the shows the citation of the studies and second column presents the major findings of the study.

Study	Major Findings
(Wilks, 1993)	The alcohol may be an essential part of a ritual or serve to stimulate the appetite and help produce conversation, relaxation, and good feelings. According to one research by the American survey it is found that by the final school year, 93% of boys and 87% of girls try alcoholic beverages.
(Dhital, Institute of Alcohol Studies, 2000)	As a sub-sample of the main survey, a total of 426 children and youths, 58.5 per cent boys and 41.5 per cent girls, aged 10-17 years were interviewed from the sample households. Based on their ethnicity, 56.6 per cent belonged to groups which traditionally use alcohol, whereas

	43.4 per cent belonged to non-user groups. 64.8 per cent came from rural and 35.2 percent from urban areas. The use of alcohol was examined through prevalence based on the information collected on both current and lifetime use. The overall prevalence among children aged 10-17 is 17.4 per cent for current (in the last 12 months) and 27.2 per cent for lifetime use.
(Yeh, 2006)	Research was carried out among high school students in Taiwan and found that parents and peer groups were the determinants influencing alcohol consumption.
(Laure & Marie, 2007)	Inspected on young French people that come from different backgrounds and confirms the existence of significant relationships between young people's alcohol consumption and socio-economic context, also focuses on the parental control in relevant topic.
(Maharjan P Land Magar KT, 2017)	Studied using a modified standard questionnaire was conducted among 250 youth of Suryabinayak Municipality, Bhaktapur. Overall, 56% of youth reported current drinking, with male (37.6%) outnumbering female (18.4%). 32.8% of youth were lifetime abstainers while 73.6% of current drinkers were found to drink in the past 30 days. The mean age of initiating drinking alcohol was found to be 17 years. 61.9% were introduced into the alcohol by their friends. Almost half of the respondents (44.7%) drink beer. Female usually drink jaad/chyang, beer and wine whereas male usually drink jaad/chyang, beer, distillery products and mix.

Factors Influencing Alcohol Use

Even though alcohol is the most harmful drug for an individual as well as for society (Nutt, King & Philips, 2010; Bouwmeester, 2012.), alcohol is integrated in many cultures as an aspect of everyday life. Alcohol is integrated in such a way that literature even talks of the term "alcohol culture". Factors influencing alcohol use among adolescent will be looked at under the following sub topics; social norms, religion, and alcohol advertising.

Family and Alcohol Use

Family is defined as a group of specified people related to each other either by blood, by marriage, or through legal adoption (Abotchi, 1998). Families do play important roles always in the actual development of alcohol and other drug related problems among youth (Rowe & Liddle, 2006; Hawkin, 2001). Parental influence is a critical factor in adolescent drinking (Kim & Neff, 2010). In a study conducted in Wisconsin,

among high school students, reported suggested that 53.3% of the students reported that parental influence was instrumental in their intake or no-intake of alcohol (Nash, McQueen, & Bray, 2005). In the great United States alone, 7 million of the children younger than 18 years are children born of alcoholic parents (Ethan, 2000). Drug and other substance use by parents, older siblings, and liberal parental attitude towards alcohol use by adolescent foretell greater risk of young alcohol use (Moghe et al., 2011). Research confirms that parents who are liberal about discipline and do not enforce any rules are more likely to end up their old life with children who drink on a regular basis (Jackson, Dickson, 1999; Yu, 2003). Children born of parents who abuse alcohol are at high risk of many indecent behavioral and medical problems such as delinquencies, marked learning disorders, psychosomatic complaints, and involving in drinking or alcoholism as with adults (Adger, 2001).

Advertising and Alcohol Use

Alcohol advertising plays an important role in sustaining a cultural environment in which drinking is seen as normal and shapes adolescents' perception and attitudes towards alcohol use (Gerbner, 1995). Alcohol advertising plays an important role in having to encourage youth to drink (Saffer & Dave, 2006). For those who have not started to drink, the expectancies of these youths are influenced by a normative assumption about teenage habit of drinking as well as in observing parents, peers and other role models and celebrities are on the various media to increasingly portray the use (Anderson, 2009). Considerable effort in research has shown that the media which the youth is exposed to can make them and adolescents more likely to experiment the intake of alcohol (Strasburger, 2002; American Academy of Pediatrics, 2007). Media (such as television, movies, billboards, and internet), are known to be very significant in promoting alcohol use through attractive and mesmerizing manner. According to Austin and Knaus (2000) there is an association between exposure to portrayal of alcohol use on the media and positive drinking expectancies by adolescents. In research conducted among older adolescents between the ages of 14 and 18 years with alcohol use disorders, showed considerably superior brain activation to alcohol beverage pictures that control youths, predominantly in brain areas linked to reward, desire, and positive effect (Tapert et al., 2003). Chen and Grube (2002) also asserted that young people, having more positive sentimental responses to substance called alcohol hold more favorable drinking expectancies, they perceive a greater social

approval for drinking, believe drinking is more common among peers and adults, and intend to drink more as adults. Most times, paying attention to advertising presupposes that the viewer is getting some reward or benefits from it, most basically that they are doing perceived right thing by consuming the advertised product (Aitken et al., 1998).

Religion and Alcohol Use

Religion is for a lot of people, an aspect of everyday life (Ammerman, 2014). Religion can also be of influence on alcohol consumption (Jeynes, 2006). Religious variables such as religious preference, religiosity and alcohol prohibition are important for certain drinking patterns (Michalak et al., 2007). It is also known that students who indicate to be part of a religion reports less alcohol consumption than students who report not to follow any religion. In addition, students with no religious affinity, report significantly higher level of frequency and quantity of drinking and getting drunk (Galen & Rogers, 2004). In conclusion, existing literature indicates a high number of alcohols uses among students in second cycle institutions. A lot of factors such as social norms, peer and parental influence have been identified as a few predictors of alcohol use among adolescents. However, not many studies have been done on alcohol use among students in secondary Schools in Uganda. This study sets out to contribute to existing in the literature on alcohol use among adolescents in Senior High School.

CHAPTER III

PROPOSAL AND RESEARCH FRAMEWORK

3.1. Identification of study variables and their interrelationship

Variables are qualities, properties, or characteristics of person, things, or situations that change. Chin and Kramer stated that 'variables are concepts at different levels of abstraction that are concisely defined to promote their measurement or manipulation within study'. Variables are classified based on their nature, action, and effects on the variables. All research projects are based around variables. A variable is the characteristic or attribute of an individual, group, educational system, or the environment that is of interest in a research study. Variables can be straightforward and easy to measure, such as gender, age, or course of study. Other variables are more complex, such as socioeconomic status, academic achievement, or attitude toward school. Variables may also include an aspect of the educational system, such as a specific teaching method or counseling program. Characteristics of the environment may also be variables, such as the amount of school funding or availability of computers. Therefore, once the general research topic has been identified, the researcher should identify the key variables of interest.

Dependent Variables

The dependent variable in this study is Brand, types of alcohol, Alcohol use, Influences to use alcohol.

Independent Variable

The independent variables include Age, Marital status, Ethnicity, Religion, etc.

3.1.1. Definitions of the variables

The definition of each variable of this research study i.e., demand of liquors, ethnicity, gender, alcohol brand, marital status, religion, age group, and consumption of liquors during festivals.

Demand of liquors: Demand refers to the desire of purchasers, consumers, etc. for a particular commodity or service. Demand of liquors refers to the quantity of liquors that an individual wants to buy. Demand of liquors for the individual can be affected by various factors; festivals are one of the main reasons affecting the demand of alcohol. Usually there is demand of liquors in high quantity for the consumption in festival.

Ethnicity: Ethnicity is the any class or group of people who inherit exclusive privileges or are perceived as socially distinct. Every caste people have their own norms and values. This makes them distinct in their aspect of living from other Ethnicity. The way they celebrate the festival is also different. Consumption of liquors in festival may or may not be involve in all the castes during the celebration of the festival.

Alcohol Brand: Alcohol brand have major influence in the celebration of the festivals. Rich people use branded alcohol for celebration while some people use cheap brand of liquors. Some people use the locally made alcohol for the celebration as it is very important to their culture. Consumption of the alcohol varies accordingly with the brand and non-brand of the alcohol used in the festivals for celebration.

Consumption of liquors during festival: It has been a common trend to use alcohol in any sort of festivals celebrated. Every caste people are using alcohol as a celebrating medium in the festival they celebrate. Alcohol brand are used by various culture in high volume consumption by almost all castes of people in Nepal. There are very few people who avoid the consumption of alcohol for the celebration purposes.

CHAPTER IV

RESEARCH METHODOLOGY

4.1. Research design

Generally, the research design is the specification of the plan, structure and strategy of investigation for acquiring the information needed to structure and solve the problems. In another words, it is the conceptual framework within which research is conducted. A research design is a blueprint regarding how research is to be conducted. The research design in this study that will help to find the answers to the research questions are quantitative, descriptive, exploratory, correlation and causal research designs.

4.2. Population and sample

The population of this study will be some of the areas of Kathmandu city. The sample will be selected for the study based on quota sampling and convenience sampling. Sample will be collected from the people of the Kathmandu city.

4.3. Nature and source of data

This research will be based upon the primary and secondary data. The primary sources of the data will be used to determine the perception of the local people regarding the factors influencing the consumption of liquors in Kathmandu city. A Designed Questionnaire will be administered to the participants. Previous literatures on this topic will be used as secondary data. In addition, various theories related to consumption of liquors will also be used.

4.4. Methods of data analysis

The statistical tools used in this study to analyze the data findings are mentioned in the following subsections:

Mean

Mean is the arithmetic average of a range of values or quantities computed by dividing the total of all values by the number of values. In other word, the mean is the average that adds up all the numbers and then divide by the number of numbers. In this study, mean is calculated to find out the average of the responses given by the respondents regarding to the different variables in Likert scale question. Mean value

of the responses given by the respondents in Likert scale question is calculated on all samples as well as across male and female.

Median

Median is the number separating the higher half of a data sample, population, or a probability distribution, from the lower half. The basic advantage of the median over the mean in describing data is that it is resilient to extremely large or small values, and may be a better descriptor of a typical outcome. In this study, median is calculated to find out the mid value of the responses provided by the respondents in Likert scale question, which is calculated on whole sample as well as across male and female.

Mode

The mode is the value that occurs most often in a set of data. If no number is repeated, then there is no mode for the list. This happens when two or more elements occur with equal frequency in the data set. The mode is a way of expressing, in a single number, important information about a random variable or a population. In this study, mode is calculated to find out the most repeated responses in Likert scale question and it is calculated on the responses of whole sample as well as on the responses of male and female.

Standard Deviation

Standard deviation is the measure of dispersion, that is used to quantify the amount of variation or dispersion of a set of data values. It can be defined as the positive square root of variance. A low standard deviation indicates that the data tends to be close to the mean of the set, while a high standard deviation indicates that the data points are spread out over a wider range of values. In this study, standard deviation is calculated for the responses provided in Likert scale for all samples and for male and female as well.

Variance

In statistics, variance is the expectation of the squared deviation of a random variable from its mean, and it informally measures how far a set of (random) numbers are spread out from their mean. Variance is calculated by taking the difference between each number in the set and the mean, squaring the differences and dividing the sum of the squares by the number of values in the set. In this study, variance is calculated for the responses provided in Likert scale for all samples and for male and female as well.

4.5. Limitations of the study

The followings will be the major limitations of the study:

1. The study will be based on the small area. Thus, the findings in the study will not be generalizable for the whole people in Nepal.
2. The study will be primarily based on questionnaire method of data collection. Therefore, limitations of these methods also remain in the study.
3. The study will be carried out within limited time period.
4. The validity of the study findings will depend upon the accuracy of the information provided by the respondents to be covered on the study.

CHAPTER V

ORGANIZATION OF THE STUDY

5.1. Chapter plan for the thesis

The whole study has been organized and divided into five major chapters in order to make the study easy to understand.

Chapter One: Introduction

This chapter includes the introduction of the entire thesis work. It includes background of the study, statement of problems, objectives of the study, significance of the study and limitations of the study.

Chapter Two: Review of literature

It includes the main introductory contents of the topic on which we have focused the work that it can explain what the theoretical concepts are on the thesis that is being carried out. This chapter present the overview of major literature review, conceptual framework.

Chapter Three: Research Methodology

The third chapter will explain about methodology to be used consisting of research design, research approach, sources of data collection, procedures of data collection, tools and instruments for data presentation and techniques for analysis of data.

Chapter Four: Result and discussion

Fourthly, this chapter include the results of the study and will be presented with their interpretation and analysis along with major findings. It will include the detail analysis of the questionnaire.

Chapter Five: Summary, Conclusion, and Implications

Finally, fifth chapter will cover summary, conclusion, and implications of the study along with scope for future research.

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9 Terai Janajati 10 Muslim

11. Other (Specify)

6. What is your religion?

1 Hindu 2 Buddhist 3 Muslim

4 Kirat 5 Christian 6 Others

7. What is your current marital status?

1. Married 2. Divorced/separated

3. Widowed 4. Never-married and never lived together

Basic and variables related information

S. No.	Questions	Response	
		Yes	No
8.	Do you consume alcohol in the festival?		
9.	Does your caste need alcohol as a compulsory requirement in the festivals you celebrate?		
10.	Are you compelled to consume alcohol because of your religion?		
11.	Has drinking alcohol been one of your habits?		

12. Which brand of alcohol do you consume most?

) Local/Home made

) Imported

) Branded

) Any

) Do not drink

13. Which type of alcohol do you consume most? Please Tick the option of your choice. (Multiple answers accepted)

- Beer
- Whisky
- Rum
- Wine
- Vodka
- Local/Home made
- Others/Do not Drink)

14. Which of the following factors influences you to consume liquors(alcohol) in festivals? Please rank them in order of importance where 1 is the most important and 4 is the least important.

- Demand of liquors
- Ethnicity
- Alcohol Brand
- Friends and Family

Following are the factors influencing consumption of liquors (alcohol) in festivals. Please tick a right mark to reflect your opinion that shows the level of disagreement or agreement at the end of each statement. The answers provided to the statements will be measured on Likert scale. The 5-point measurement scale with explanation is below:

1	2	3	4	5
Strongly Disagree	disagree	Neither Disagree nor Agree	Agree	Strongly Agree

S.No.	Items	Responses				
		1	2	3	4	5
15	Demand of liquors					
15.1	I buy alcohol for my own consumption.					
15.2	I buy alcohol for the visitors' consumption in festivals.					
16	Caste	1	2	3	4	5
16.1	It is normal to consume alcohol with my family members.					
16.2	Siblings try to make me consume alcohol for giving them company.					
17	Alcohol Brand	1	2	3	4	5
17.1	Alcohol brand matters for me.					
17.2	I am introduced to different brands from my friends.					
18	Quantity of consumption	1	2	3	4	5
18.1	Having little consumption of alcohol during festival is normal.					
18.2	Having little consumption of alcohol every day is normal.					
19	Consumption of liquors(alcohol)	1	2	3	4	5
19.1	Friends are influencers to consume liquors.					
19.2	Family is influencers to consume liquors.					

Thank you very much for your participation in the study.