

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

A Dissertation submitted to the Office of the Dean, Faculty of
Management in partial fulfilment of the requirements for the Degree of
Masters of Business Studies

by

Sanish Shrestha

Symbol No.: 15767/19

T.U. Registration No.: 7-2-1181-58-2013

People's Campus

Campus Roll no. 83/075

Kathmandu

December, 2022

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Certification of Authorship

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “Factors associated with alcohol consumption during festival among the people of Kathmandu”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the dissertation.

.....

Sanish Shrestha

December, 2022

Report of Research Committee

Mr. Sanish Shrestha has defended research proposal entitled “**Factors associated with alcohol consumption during festival among the people of Kathmandu**” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestion and guidance of supervisor **Bipul Rijal** and submit the dissertation for evaluation and viva voce examination.

..... **Dissertation Proposal Defended Date: 21-07-2022**
Supervisor **05-04-2079**

..... **Dissertation Submitted Date: 26-12-2022**
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Approval Sheet

We have examined the dissertation entitled “**Factors associated with alcohol consumption during festival among the people of Kathmandu**” presented by Mr. **Sanish Shrestha** for the degree of Masters of Business Studies. We hereby certify that the dissertation is acceptable for the award of degree.

.....

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Internal Examiner

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External Examiner

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Chairperson Research Committee

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The study entitled “**Factors associated with alcohol consumption during festival among the people of Kathmandu**” has been prepared to fulfill the partial requirement for Masters of Business Studies.

I am heartily thankful to my supervisor, **Bipul Rijal** whose encouragement, guidance and support from the initial to the final level enabled me to develop an understanding of the subject.

I would like to express grateful thanks to all the respondents who participated in filling the questionnaires and provided the necessary information for this study. My thanks also go to all well-wishers for their valuable comments, understandings and encouragement when it was required. I would like to take the responsibility of any possible mistakes that may have occurred in the report. I would be delighted to welcome readers for their suggestion and recommendation to improve the report.

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Last but not the least, I would like to express my sincere thanks to all my family, friends and well-wishers for their immense support and best wishes throughout the project.

Sanish Shrestha

December, 2022

Abstract

Any managers of any liquor selling organization or companies commonly perform market demand analysis by making use of fundamental analysis, technical analysis and judgment. This study aims to examine factors that influence the consumption of liquors during festivals in Kathmandu. In the study, four variables are taken as independent variables: availability of liquors, Caste/Ethnicity, alcohol brand and friends/family, and consumption of liquors during festivals is taken as the dependent variable. The main purpose of the study was to describe the relationship, among independent variables and dependent variable in Kathmandu. Data collection is made with the help of structured questionnaires. The study was conducted on the 106 respondents out of 106 respondents that constituted the sample size. The research design adopted in the study consists of descriptive research designs. Various tools used for data analysis were mean, median, mode, standard deviation, correlation and variance. Based on the result of ranking question and likert scale question, friends/family was considered as the first important factor, Caste/Ethnicity as second important factor, alcohol brand as the third important factor and demand of liquors as the least important factor influencing the consumption of liquors during festivals in Kathmandu.

Key words: Demand of liquors, Caste, Alcohol brand, Friends/family.

Table of contents

| Contents | Page No. |
|---|-----------------|
| <i>Title page</i> | <i>ii</i> |
| <i>Certification of Authorship</i> | <i>iii</i> |
| <i>Report of Research Committee</i> | <i>iv</i> |
| <i>Approval Sheet</i> | <i>v</i> |
| <i>Acknowledgements</i> | <i>vi</i> |
| <i>Table of contents</i> | <i>vii</i> |
| <i>List of Tables</i> | <i>x</i> |
| <i>List of Figures</i> | <i>xi</i> |
| <i>Abbreviations</i> | <i>xii</i> |
| <i>Abstract</i> | <i>vii</i> |
| CHAPTER I : INTRODUCTION | 1-4 |
| 1.1 Background of the study | 1 |
| 1.2 Statement of the problem | 2 |
| 1.3 Objective of the study | 3 |
| 1.4 Rationale of the study..... | 4 |
| 1.5 Limitations of the study..... | 4 |
| CHAPTER II : REVIEW OF LITERATURE | 5-18 |
| 2.1 Literature survey | 5 |
| 2.1.1 Related theories | 5 |
| 2.1.1.1 The theory of reasoned action (TRA) | 5 |
| 2.1.1.2 The theory of planned behavior (TPB) | 6 |
| 2.1.2 Review of empirical literature | 5 |
| CHAPTER III : RESEARCH METHODOLOGY | 19-22 |
| 3.1 Research framework and definitions of the variables | 19 |
| 3.1.1 Dependent Variables..... | 20 |

| | |
|--|--------------|
| 3.1.2 Independent Variable..... | 20 |
| 3.2 Research design..... | 21 |
| 3.3 Population and sample | 21 |
| 3.4 Nature and sources of data, and the instrument of data Collection..... | 21 |
| 3.4.1 Primary data..... | 21 |
| 3.4.2 Secondary data..... | 21 |
| 3.5 Methods of data analysis | 22 |
| CHAPTER IV : RESULT AND DISCUSSION | 23-40 |
| 4.1 Analysis of primary data | 23 |
| 4.2 Discussion | 38 |
| CHAPTER V : SUMMARY AND CONCLUSION | 41-43 |
| 5.1 Summary | 41 |
| 5.2 Conclusion..... | 42 |
| 5.3 Implications | 43 |
| REFERENCES | 44 |
| ANNEXURE | 48 |

List of Tables

| | Page No. |
|---|-----------------|
| Table 2. 1 Review of empirical studies..... | 8 |
| Table4. 1 Respondents Demographic Profile..... | 24 |
| Table 4. 2 Consumption of alcohol based on gender..... | 27 |
| Table 4. 3 Consumption of alcohol based on age group..... | 28 |
| Table 4. 4 Consumption of alcohol based on marital status | 28 |
| Table 4. 5 Consumption of alcohol based on ethnic group..... | 29 |
| Table 4. 6 Need of alcohol in the caste/ethnicity as a compulsory requirement in the festivals they celebrate | 30 |
| Table 4. 7 Compelled to consume alcohol because of the religion | 30 |
| Table 4. 8 Habit of consume alcohol | 31 |
| Table 4. 9 Preference of brand of alcohol consuming the most..... | 31 |
| Table 4. 10 Preference of type of alcohol consuming the most..... | 32 |
| Table 4. 11 Opinion on most influencing features to consume liquors in festivals..... | 33 |
| Table 4. 12 Survey on Demand of liquors | 33 |
| Table 4. 13 Survey on Caste/Ethnicity | 34 |
| Table 4. 14 Survey on Alcohol Brand | 35 |
| Table 4. 15 Survey on consumption of liquors influenced by friends/family | 35 |
| Table 4. 16 Survey on Consumption of liquors (alcohol)..... | 36 |
| Table 4. 17 Descriptive statistics for all samples..... | 37 |
| Table 4. 18 Relationship between variables for all samples | 38 |

List of Figures

| | Page No. |
|---|-----------------|
| Figure 1. 1 Research framework of the study | 19 |
| Figure4. 1 Frequency of consumption of alcohol..... | 27 |

Abbreviations

A : Agree

ATB : Attitude Towards Behavior

DA : Disagree

N : Neutral

SA : Strongly Agree

SDA : Strongly Disagree

SN : Subjective Norms

SPSS : Statistical Package for the Social Sciences

TPB : Theory of Planned Behavior

TRA : Theory of Reasoned Action

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.

Looking at the history, King Jayasthiti Malla (1382-1395 AD) of Kathmandu Valley first imposed the law that stratified the whole Nepali society based on division of Tagadharis (Brahmin, Chhetri and Thakuri) and Matwali (Tharus, Gurungs, Tamangs, Newars, Rais, Limbus, Sherpas, and others). The former group was not permitted to use alcohol while the latter was. The alcohol use continued among the lower strata of the caste system and among the indigenous people such as Kirants and Newars. In the middle period, Newars adopted and followed the Trantrism- a sect of Hinduism which emphasized Matsya (fish), Mamsha (meat) and Madira (alcohol) among food items even during the rituals. The Newars made variety of alcoholic beverages from rice,

fruits and millets. The medieval inscription mentions a variety of beers (Kalathwan, Ajithwan, Katathwan, Karithawan, Kejulithwan, and Hyaunthwan) and Ayela (spirit), then popular drinks among Newars (Shanna, 1971).

Consumption of alcohol is prevalent among almost all-ethnic groups irrespective of the caste hierarchy. Traditionally the whole Nepalese society is segmented on the basis of 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, 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.

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. This study aims to find the answer 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

The study is conducted to identify and analyze the factors associated with alcohol consumption during festivals among the peoples of Kathmandu. The specific objective of the study is:

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 Rationale of the study

This study is attempted to examine the factors associated with alcohol consumption during festivals among the peoples of Kathmandu. The findings of the study may be useful for the companies or the organizations that are selling alcohol product in our country. This enables the liquor companies for proper decision making in order to sell their product to get maximum profit from it. This study 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 are as follows:

1. This study examines 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 is helpful for anyone who wants to know about the trend of alcohol consumption in Kathmandu.
3. This study is useful as a reference for the researcher who would plan to make any related study precisely.

1.5 Limitations of the study

The major limitations of the study are:

1. The study is based on the small area. Thus, the findings in the study are not generalizable for the whole people in Nepal.
2. The study is primarily based on questionnaire method of data collection. Therefore, limitations of these methods also remain in the study.
3. The study is 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 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).

2.1.1.1 The theory of reasoned action (TRA)

The theory of reasoned action was developed by Fishbein and Ajzen in 1975 AD. According to the theory of reasoned action (TRA), beliefs influence attitude and social norms which in turn shape a behavioral intention guiding or even dictating the individual's behavior (Fishbein & Ajzen, 1975). Intention is the cognitive representation of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of actual behavior. TRA has two core constructs: 1) Attitude towards behavior (ATB) and 2) Subjective norms (SN) associated with that behavior. The attitude toward the behavior (ATB) is the previous attitude of a person toward performing the behavior. It suggests that people think about their decisions and the possible outcomes of their actions before making any decisions to be involved or not involve in a given behavior.

This theory views the intention of an individual whether to perform a given behavior or not as the immediate determinant of action, and attitude is determined by the person's beliefs and evaluation of behavioral outcomes. So, an individual, who strongly believes that positive outcomes will result from performing a particular behavior, will have positive attitude towards that behavior. On the other hand, if a person strongly believes that a particular behavior will have negative outcome, then there will be negative attitudes towards that behavior.

Subjective norm (SN) is the social pressure exerted on the person or the decision maker to perform the behavior. SN refers to an individual's perception about what other people think of his or her behavior in question (Leach, Hennessy, & Fishbein, 2001). What other individuals or group will think, agree or disagree about the decision of a person to perform a given behavior and how important these other individuals or groups are to the decision maker play a vital role. So, it is normal that sometimes people will consult others before making any decisions.

However, there is a constraint associated with the TRA model regarding the distinction between a goal intention and a behavioral intention, which has also been acknowledged by Fishbein and Ajzen. The limitation is that they established their model to cope with behaviors, for example taking weight loss pill, applying for a loan or purchasing a new car; but not with outcomes that result from behaviors, for example, losing 10 pounds, getting a loan or owning a brand-new car. Moreover, only those behaviors are dealt by model that is under an individual's volitional control. The conditions of the model can't be fulfilled, whenever the performance of some action need resources, knowledge, skills or environmental hurdles need to be overcome (Sheppard, Hartwick, & Warshaw, 1988).

2.1.1.2 The theory of planned behavior (TPB)

TPB is developed originally based on the theory of reasoned action (TRA) which explains almost any human behavior. In predicting and explaining human behavior across various application contexts, it has been proven successful. According to TRA, a person's behavioral intention guides his actual behavior of performing some certain action and where subjective norm and attitude towards the behavior determine the behavioral intention (Liao, Chen, & Yen, 2007). Behavioral intention is a measure of the strength of one's willingness to try while performing certain behaviors. As in the

Original model of TRA, there are some limitations when dealing with behavior for which there is incomplete volitional control of people. Therefore, TPB is proposed to eliminate these limitations; and in fact, TPB differs from TRA because of the addition of perceived behavior control, which potentially effects behavioral intention.

The theory of planned behavior proposes three independent determinants of intention which are attitude towards the behavior, subjective norm and perceived behavioral control. (Ajzen, 1991)

Attitude as defined by Fishbein and Ajzen (1975) is “the degree of one’s favorable or unfavorable evaluation of the behavior in question”. The attitudes are developed by reasonably from one’s beliefs about object of the attitude. Subjective Norm refers to “the perceived social pressure to perform the behavior” (Ajzen, 1991). It can be said that it is related to the normative beliefs about other people’s expectations on either to perform or not to perform the behavior.

Perceived behavioral control refers to “people’s perception of ease or difficulty in performing the behavior of interest” (Ajzen, 1991) and is assumed to reflect past experiences as well as the predicted difficulties and barriers. The construct of the perceived behavioral control in the TPB is added to cope with the situations in which people may lack the complete volitional control over the behavior of interest. Perceived behavioral control is directly connected to the beliefs of the control factors that can facilitate or hinder the performance of the behavior (Ajzen, 2002). Control factors can be referred to as the internal of external constraints where internal constraints are related to self-efficacy and external constraints to the environment (Ajzen, 1991).

Generally speaking, the more favorableness and unfavorable of the attitude, subjective norm and the higher perceived behavior control are directly proportional to the strength of one’s intention to perform the behavior under consideration (Ajzen,1991).

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.

Table 2. 1Review of empirical studies

| 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. |
| (Niraula et al, Health Renaissance 2013) | The study site was Sunsari district of eastern Nepal. The population of female in the reproductive age was 51.08 % of the total female in Sunsari district during the time of study. The females were interviewed continuously on the direction till to get 20 households for each cluster. The sample size was calculated based on cluster design, which is sufficient to face the prevalence alcohol use among female (8.3) in Sunsari district with permissible error 20%. |
| (Dudley, 2014) | Robert Dudley presents an intriguing evolutionary interpretation to explain the persistence of alcohol-related problems. |
| (Maharjan and Magar,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.

Alcoholism differs from individual to individual; all alcoholics have two things in common: they drink alcohol beverages, and their alcohol-influenced behavior gets them into trouble. Why do people drink, and when does their drinking become a problem? One way to begin analyzing these complex questions is to view them on a range. At one end is social drinking, defined as the ritual of recreational consumption of alcoholic beverages at meals, parties and special occasions. The alcohol may be an essential part of a ritual or serve to stimulate the appetite and help produce conversation, relaxation, and good feelings (Wilks, 1993). Consumption of alcohol is usually done at a slow pace, and usually involves only limited quantity and such nature of consumption have very few negative consequences. But it is not that consuming alcohol does not have any adverse effects, it surely becomes a problem if amount increases. Many researchers state that alcoholism is a disorder or a pathological (disease-based) of both behavior and physiology. The alcoholic's alcohol-seeking behavior is abnormal, and they react to it poorly. Like many disorders, it is one that is caused by a number of biological, psychological and social factors (Wilks, 1993). Alcoholic misuse is a serious issue and must be checked. If talking about the present scenario the number of alcoholics is increasing day by day. 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 (Wilks, 1993).

Yeh (2006) conducted research in Taiwan which evaluate the risk factors associated with alcohol consumption and related results among high school students in Taiwan. The two areas in Taiwan, Hualien and Taitung, consists of 12 senior high schools (including private and public). These 12 high schools served as the sample population while 800 students from 16 10th grade classes were selected based on random sampling method. A total of 779 students (97.3%) received questionnaires, of which 771 (98.9%) were adequately completed. The sample included 327 (42.4%) males and 444 (57.6%) females. The dependent measures like frequency of drinking were

measured by a 6-point scale with 0 for people who never consumed alcohol and 6 representing the daily drinkers. On the other hand, the independent variables evaluated included parental drinking, parental relationships, peer drinking, peer relationships and few categorical variables like gender and tribe. The parental drinking was measured by a 6-point scale while family relationship and peer drinking were evaluated by a 4-point scale. The questionnaire contained 10 questions, with a possible point range from 0 to 4, which meant the range from never to always. For peer relationships, there were four questions which were marked on a 4-point scale, ranging from 1-point (absolutely disagree) to 4-points (absolutely disagree). Sampled classes were randomly selected from each school and students were asked to complete a questionnaire after classes on the survey day. The study found out the risk factors influencing drinking includes the parents and peer drinking, and relationship with family and peer. Family and peer group related factors were the major influences upon drinking in Taiwanese adolescents. The study also showed that adolescents who had negative relationships with their families had more drinking behaviors. This could be caused by negative family interaction and the tendency to identify with the drinking behavior of peer groups. Adolescents who had unsatisfactory relationships with their parents were also likely to drink more. Teenagers whose fathers drank frequently had a probability of problem drinking which was fourfold higher than those whose fathers did not. Problem drinking in teenagers is influenced by peer norms. Facilitation of modification of peer norms may provide a useful strategy to prevent heavy drinking in order to achieve peer group identification. The problematic drinkers with alcohol-related negative consequences of drinking could have higher risks of alcoholism and may be caused by lack of family support.

Laure & Marie (2007) on young people's alcohol consumption patterns was conducted by IRDES researchers in November 2007 among 1,815 youth aged between 13 and 24. A first longitudinal survey interrogated a cohort of boys in 1985, 1990 and 1995. This was replaced by a cross-sectional survey interrogating both boys and girls aged from 13 to 20 in 1996 and 2001, and from 13 to 24 in 2007. The survey method employs quotas that involve selecting any sample that resembles the entire population, according to certain criteria. The survey concerns young people living within a household, excluding institutions, whatever their situation (living at their parents' home or not, active or not and so on) and residing in metropolitan France,

excluding Corsica. It consists in face-to-face interviews on the one hand, and a self-administered questionnaire on the other. The method used was the quota sampling method.

Niraula et al, Health Renaissance (2013) The study site was Sunsari district of eastern Nepal. The population of female in the reproductive age was 51.08 % of the total female in Sunsari district during the time of study. Sunsari district consists of 3 municipalities and 49 Village Development Committees (VDCs) with unequal population distribution. The samples from each municipality and VDC were selected to represent the population of Sunsari district. Cluster Random Sampling technique was used to select the subjects. The sample size was a set of all females aged 15 years and above from 2000 households, which were set in 100 compact clusters of households, each of 20 households: one cluster was allocated purposively in each VDC and municipality, totaling 52 clusters in 49 VDCs and 3 municipalities. This enhanced the representatives of each VDC and municipality in Sunsari. The remaining 48 clusters were distributed with probability proportionate to size. As a result, the number of clusters per VDC and municipality varies from 1 to 10. Again, to select 20 households for each cluster, the number from 11 to 49 was chosen randomly, first digit showed the direction to proceed survey from a junction of VDC or municipality, indicating 1-north, 2-east, 3-south and 4-west. The second digit showed number of houses from where the survey was started in that direction. The females were interviewed continuously on the direction till to get 20 households for each cluster. The sample size was calculated based on cluster design, which is sufficient to face the prevalence alcohol use among female (8.3) in Sunsari district with permissible error 20% and design effect is taken as 2.

Alcoholism, as opposed to the safe consumption of alcohol, remains a major public health issue. In this accessible book, Robert Dudley presents an intriguing evolutionary interpretation to explain the persistence of alcohol-related problems. Providing a deep-time, interdisciplinary perspective on today's patterns of alcohol consumption and abuse, Dudley traces the link between the fruit-eating behavior of arboreal primates and the evolution of the sensory skills required to identify ripe and fermented fruits that contain sugar and low levels of alcohol. In addition to

introducing this new theory of the relationship of humans to alcohol, the book discusses the supporting research, implications of the hypothesis (Dudley, 2014).

A cross sectional descriptive study were conducted on a total of 250 youth of households, ages between 15-24 years in Suryabinayak Municipality, Bhaktapur. Respondents were permanent resident of the Suryabinayak Municipality. Only the people willing to participate and who were present during the study were included in the study. Those youth who refused to participate and were absent during the study were not included in the study. Only one respondent was taken from each household. Households were selected using systematic random sampling (Maharjan and Magar 2017).

A study 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. Among those who drink in past 30 days, 49.5% reported binge drinking (male 47.6%, female 1.9%). Association of alcohol consumption was found to be highly significant with age group, gender, ethnicity, family history of alcohol use and friend's history ($p < 0.0001$ at CI 95%). Effective intervention strategies addressing the underage drinking need a great focus from community level to center level to prevent underage alcohol consumption. Quantitative data was collected from primary sources. Modified structured questionnaire were used to collect the data using semi structured interview method. Of the 250 samples, 137 (54.8%) were male and 113 (45.2%) were female. The majorities were 19-24 years of age (69.2%). 30.8% were of 15-18 years of age.

Majority of the respondents were unmarried (86.8%), followed by married (12.4%), separated (0.4%) and divorced (0.4%). Out of the total respondents 86.8% were Hindu, 10.4% were Buddhist and 2.8% were Christian. Janajati (Newar, Tamang, Magar, Rai and Limbu) were the major ethnic group with 56.8% of the total sample population followed by Chhetri with 36.1%, Brahmin with 10% and Dalit with 1.6%.

Respondents were also asked about their main occupation. 76.4% of them were student, 10% had job, and 9.2%, 0.8%, 0.2% and 1.2% were engaged in business, agriculture, foreign employment, and other activities respectively. Only 2% of them were found to be unemployed.

From the study, it was found that monthly pocket money of 91.6% of the respondents ranges from Rs. 500 to Rs. 5000. Respondents were also asked about their smoking and drug use habit. 76% and 96% of the respondents were found to be non-smoker and non-drug user respectively.

From the survey, it was found that in 51.6% there was positive family history of alcohol use and in 48.4% there was no family history of alcohol use. 72.8% of the respondent's close friends had drinking habit and 27.2% had no drinking habit (Maharjan and Magar 2017).

Prevalence of Alcohol Use among Nepalese Drinking Population

Alcohol has always been used in Nepal, but what proportion of the population consume alcohol is not well documented. Social tolerance for alcohol use is high. Consequently, there has been a lack of serious concern by the government to describe national drinking patterns. Some experts believe alcohol abuse has become the single biggest medical and social problem in Nepal, but the issue has been overshadowed by drug use and tobacco smoking (Shrestha, 1992). In Nepal, most available studies have focused on epidemiological aspects, in the clinical setting, and with limited attention to populations who are at the risk for alcohol related problems (Budhathoki et al., 2010; Shakya, 2013).

Dhital et al. (2001) conducted a large-scale comprehensive study of drug use, including alcohol. This study aimed to provide baseline information on use of drugs, including alcohol, for different strata in Nepalese society. This first large-scale study of its kind in Nepal included 2,400 households in 16 districts. Interviews were completed in 2,333 households (97.2% response rate). A single person was interviewed in each household. The respondents were asked about alcohol use in their lifetime, in the last 12 months, and in the last 30 days. Of the total sample, 57% had ever used alcohol in their life time, 41% (48.3%M, 27.7%F) of the respondents had consumed alcohol beverages in the last 12 months, and 37.6% (46.5% M, 21.35%F)

had consumed alcohol in the last 30 days. In a separate study, Thapa and colleagues (2016) assessed the prevalence of alcohol consumption in the squatter's communities of Kathmandu. They found that out of 422 residents (age range: 18-64, 46.7% M, 53.3% F), who participated in the study, 39.81% had consumed alcohol in the past 12 months.

The World Health Organization is an important source of data on alcohol use worldwide; however, WHO's 1999 *Global Status Report on Alcohol* did not include data from Nepal (WHO, 1999). The WHO's 2004 report used the data from Dhital et al.'s study for its only source (Dhital, 2001; WHO, 2004). In the 2011 report, the WHO estimated 31.2% of Nepal's population to have consumed alcohol in the past 12 months (WHO, 2011). WHO's report on alcohol published in 2014 estimated the percentage of Nepalese who drank in the past 12 months to be 12.1% overall (12.1% M and 3.6% F) (WHO, 2014). The WHO (2014) also classified 0.4% of the population as heavy episodic drinkers, defined as someone who consumes at least 60g or more of pure alcohol on at least one occasion weekly. The World Health Organization's Global Status Reports on Alcohol are based on data supplied by each country. The WHO also conducts the regular STEP wise approach to Surveillance (STEPS) survey, which is a standardized survey used by all participating countries to collect data on non-communicable disease risk. In the 2003 STEPS survey conducted in Kathmandu, 48% of the total respondents (N=2030, ages 25-64, 49.8% M, 50.2% F) had ever consumed alcohol in their life time, whereas the survey conducted in 3 districts (Lalitpur, Ilam and Tanahu) in 2005 reported the overall prevalence rate at 38.4% in a sample of 7792 people aged 15-64 (47.15% M, 52.85% F) (Shrestha, Wagle, Karki, & Regmi, 2005). The percentage of current users (last 12 months) was 37.4% (50.4% M, 25.8% F) in 2003, and 28.6% (59.1% M, 26.4% F) in 2005. The findings of these surveys showed variations in the prevalence of alcohol use in different regions in Nepal, and significant gender differences in alcohol use. Two nationally representative sets of cross-sectional STEPS surveys were conducted in 2007/08 and 2012/2013. The survey in 2007/08 reported 37.3% of the respondents (N= 4328) consumed alcohol in the last 12 months (Karki, Dahal, Regmi, Poudel, & Gurung, 2008), whereas the percentage in 2012/13 was 22.1% (N=4143; Aryal et al, 2014). The gender difference in alcohol consumption was also apparent in both surveys: 50.4% M, and 22.7% F in 2007/08; 35.1% M and 9.4% F in 2012/2013.

Prevalence of Adolescent Alcohol Use in Nepal

The easy access and availability of alcohol in the market in combination with loose enforcement of the alcohol minimum age law has created a favorable social environment for young people to purchase and consume alcohol with little to no restriction. Some experts in the field of substance use in Nepal have suggested a rise in alcohol use among the adolescent population (Shrestha, 2012). However, there is lack of longitudinal data on alcohol use among young people to support claims of a trend. Most studies on substance use among adolescent have focused on tobacco use. The most recent “Demographic and Health Survey” in 2016 did not include alcohol as a health indicator. A recent study was conducted to identify the prevalence and risk factors associated with psychoactive drug use among a sample of adolescents in Nepal, however the survey did not ask about alcohol use (Karki, Länsimies, Laukkanen, Pirskanen, & Pietilä, 2016).

A national level study by Dhital et al. (2001) reported the extent and pattern of alcohol use among a sample of youth aged 10-17(N=426). Alcohol use in the 12 months preceding the survey was found to be 17.4% (21.8% M, and 11.2% F). Only 9.2% of the youth (10.1%M, and 7.9% F) reported drinking in the last 30 days.

A few other studies have reported on the prevalence of alcohol use among adolescents and special populations. In the study by Child Workers in Nepal (CWIN, 2004), out of 789 adolescents aged 10-18, 11.8% had used alcohol in their lifetime and 2.4% had consumed alcohol within the past year. Shakya (2013) in his review paper cited an unpublished survey done in 2003 titled “Survey of KAP of alcohol and other substance use/abuse among high school students in Dharan” that reported 11.1% of the total participants (N=1889, mean age 15.5 years) had used alcohol at some point in their lifetime. Dhital, Gurung, Subedi & Hamal (2002), interviewed 180 (160 males, and 20 females) street children aged 10-17 from six urban centers in Nepal. The percentage of these at-risk children who had ever used alcohol in their lifetime was 63.9% (66.9% M and 40.0%F). Of the total sample, 55.6% had consumed alcohol in the last 12 months (59.4% of the boys; 25.0% of the girls).

Shrestha (2012) reported that out of 170 students aged 14-19 years, 22.9% were current alcohol users. In her study she, however, did not specify any time criteria for a

participant to be classified as a “current” drinker. Shrestha did explore factors related to intention to use alcohol and found significant relationships between intention to use alcohol and alcohol refusal skills, relaxation skills, media influence, peer influence, accessibility to alcohol, and family relationships. In another study, Parajuli and colleagues (2015) explored the socio-contextual influence on alcohol use among sample of 857 adolescents aged 11-17. Nepalese ethnic groups can be broadly categorized into traditional alcohol non-users (TANU) and traditional alcohol users (TAU). The researchers examined the difference in alcohol use by ethnic group. Among TANU, 19.4% reported drinking alcohol in their lifetime, whereas for (TAU) adolescents the percentage was 40.1%. The study, however, did not assess the prevalence rate of alcohol use among participants in terms of their recent use. This study also found that alcohol use was significantly related to perceived approval from parents and peers.

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).

Neighborhood and Alcohol Use

The term neighborhood has been defined as social unit or social network (Frisbie, 1988; Wellman, 1979). Theories of neighborhood influences clearly demonstrated the devastating influence of neighborhood on the entire gamut of adolescent behavior (Coleman, 1998). These influences are brought about through mediating paths such as local organizations, informed social control, forming deviant peer groups, helping of social network and parents' characteristics. The community substance use also predicts the individual's behavior (alcohol inclusive) use behaviors (Brown et al., 2008). Rates of use are higher in communities in which alcohol is less expensive and easily obtainable. A study by Crum (1996), for instance showed that residing in a disadvantaged neighborhood increases the likelihood that adolescents were offered various kinds of substances (alcohol inclusive) and develop heavy drinking patterns (Karvonen & Harja 1997). Maldelanu (1965), see alcohol consumption as part of cultural artifacts. In most African countries including Uganda, alcohol is used during marriages, naming ceremonies, libation pouring, funeral ceremonies and so on. The type of drink, amount and place, rate of intake, time, sex, age, and associated rituals could be traced to socio-cultural settings (Owusu, 2008; Heath, 1991). Social norms regard alcohol use as having fun, meeting old and new friends: no wonder alcohol consumption among adolescents is a true reflection of the larger societal norms, attitudes, and practices (Hope, 2003; Nimako, 2001).

Peer Influence and Alcohol Use

Peer influence is seen as a strong determinant of public drunkenness (Kelly et al., 2012). Having influential friends who are frequent users of alcohol or other substances is a predictor of alcohol use among adolescents. The social norm approach is a theory used to explain the influence of social norms on behavior. Social norms refer to caregivers and peers. The theory states that human behaviors influenced by incorrect perceptions of how other member of our own social group thinks or acts. Applied to alcohol use among adolescents, an adolescent assumes that other adolescents' attitudes towards alcohol are more accommodating than expected and that they assume that other adolescents consume more than what they really consume.

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.

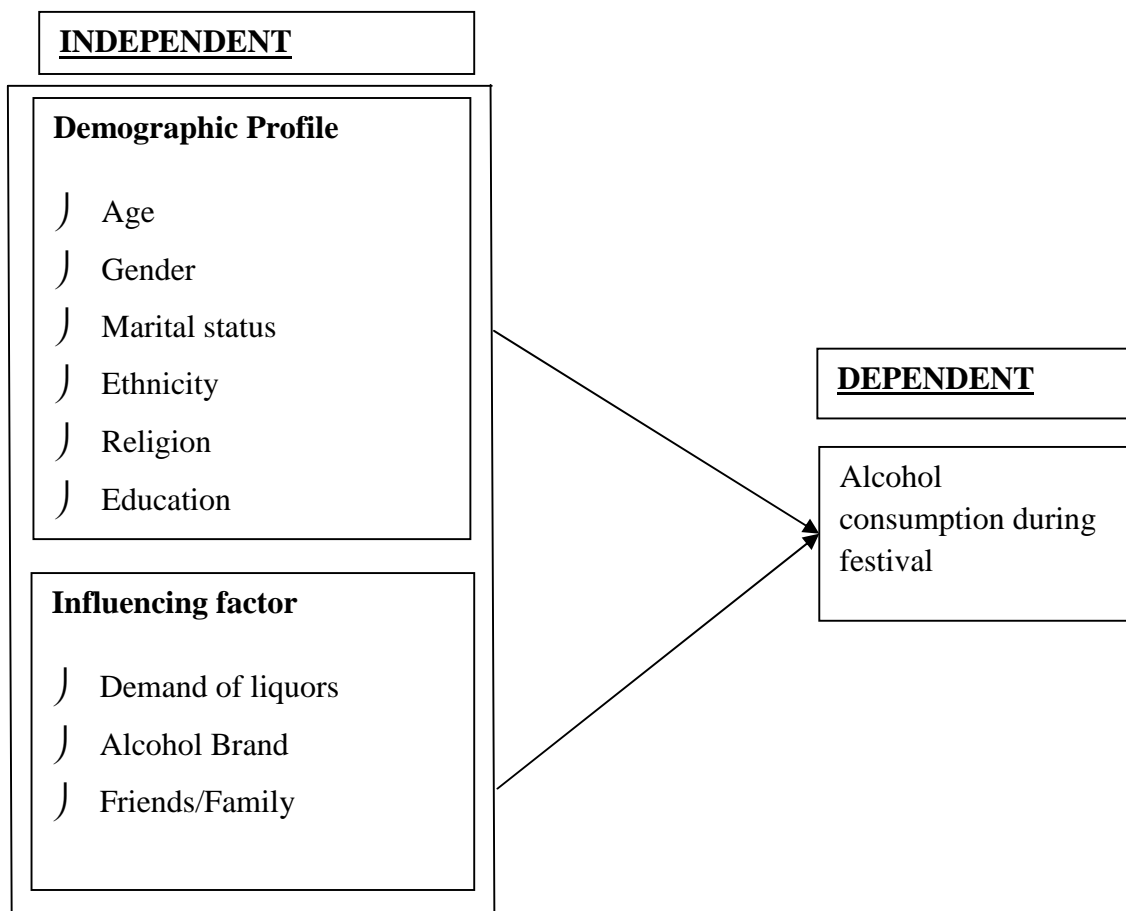
CHAPTER III

RESEARCH METHODOLOGY

Research methodology consists of general ideas of research design, research approach, data collection procedures, tools for data presentation and techniques of data analysis to derive answers to research questions.

3.1 Research framework and definitions of the variables

Figure 1. 1Research framework of the study



Research framework was used to help focus on the variables in the study. Consumption of liquors during festivals is a function of independent variables such as availability of liquors, caste, alcohol brand, alcohol demand and so on. Dependent variable was the consumption of liquors during festivals. The internal efficiency of education concerns the relationship between the independent and the dependent variable. From the theoretical framework, the study was aimed at determining the

effect of selected variables namely, alcohol demand, caste, alcohol brand, quantity of consumption on consumption of liquors during festivals.

Variables are qualities, properties, or characteristics of person, things, or situations that change. Chin and Kramer stated that 'variables are concepts at different level 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.

3.1.1 Dependent Variables

The outcome variable measured in each subject, which may be influenced by manipulation of the independent variable is termed the **dependent variable**. In experimental studies, where the independent variables are imposed and manipulated, the dependent variable is the variable thought to be changed or influenced by the independent variable. The dependent variable in this study is consumption of alcohol during festival.

3.1.2 Independent Variable

In experimental research, an investigator manipulates one variable and measures the effect of that manipulation on another variable. The variable that the researcher manipulates is called the **independent, or grouping variable**. The independent variable is the variable that is different between the groups compared: all the members of one group will have the same **level** of the independent variable, a second group will have a different level of that same variable, and the same for a 3rd or 4th group, if present. The independent variables in this study include Age, Marital status, Ethnicity, Religion, Gender, Demand of liquors, Caste/Ethnicity, Alcohol Brand, Friends/Family etc.

3.2 Research design

The research design applied in this research is quantitative. The study was undertaken to examine and analyze factors associated with alcohol consumption during festival among the people of Kathmandu. 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. The intent of descriptive research is to produce statistical information about the consumption of alcohol during festival among the people of Kathmandu. It involved collections of quantitative information that are tabulated along a continuum in numerical form.

3.3 Population and sample

The population of this study is some of the areas of Kathmandu. The sample was selected for the study based on **convenience sampling**. Convenience sampling is used in this survey because it helps to collect data quickly, easy to do research, participants are easily accessible, Immediate outcomes, etc. Sample size of 106 respondent has been has participate in the study. Sample was collected from the people of the Kathmandu. The survey was carried out to the different people in link of friend, family, and relatives.

3.4 Nature and sources of data, and the instrument of data Collection

This research is based upon the primary data source. The primary sources of the data were used to determine the perception of the local people regarding the factors influencing the consumption of liquors in Kathmandu. A Designed Questionnaire is administered to the participants.

3.4.1 Primary data

This study is based on primary sources of data. Primary data was used to assess and examine the opinions of respondents in consumption of alcohol during festivals. A questionnaire method is used and develop a google form and insert the questionnaire in google form and create a google form link and link was sent to the respondent to fill up the questionnaire to gather their views and perceptions on this subject.

3.4.2 Secondary data

In addition to this, secondary data from different books, articles, journals, reports, and other relevant documents relating to the subject matter under study is also collected.

3.5 Methods of data analysis

The major statistical tools such as Mean, percentage, frequency distribution method and correlation analysis were used to analyze the responses collected from primary data. After collecting the distributed questionnaire, the responses will be coded in a way that all responses can be accessed easily. A coded file is prepared and analyzed through SPSS (Statistical Package for the Social Science) and Microsoft excels in order to obtain meaningful result from the primary data.

CHAPTER IV

RESULTS AND DISCUSSION

The study aims to explain various determinants of consumption of liquors during festivals. This chapter includes the presentation and analysis of collected data. Data presentation and analysis deal with the organizing, summarizing, interpreting, and analyzing the collected raw data into useful information so that researcher can draw inferences about the population (Pant, 2015). In this chapter, the respondent's response is presented using table, bar diagrams, charts, and frequency distribution tables to tabulate, organize and summarized them. In addition, percentage, mean, correlation coefficient has been calculated to interpret collected data and obtain relationship among different variables involved. It intends to analyze the data collected from the questionnaire and present the finding of the analysis.

4.1 Analysis of primary data

Primary data was collected and analyzed in systematic way to derive the empirical findings. The questionnaire survey has been conducted to collect required data. There is total 106 respondents who had response to my questionnaire.

In the survey questionnaire, the respondents were requested to respond in various ways: Yes or No option, multiple choice options, ranking options, and Likert scale option. In order to collect the perceived importance of determinants, 5-point Likert scale has been used, where five is considered as strongly agree and one is considered as strongly disagree to the statement. The responses received from these respondents have been arranged, tabulated, and analyzed in order to facilitate the descriptive analysis of the study. The questionnaire corresponds to the questions whose goal is to collect information on the subject matter. The calculations of primary data were made by SPSS software 25. The source of tables presented below are output from SPSS software and edited in excel. The sample of questionnaire schedule is presented in Annexure.

Demographic Statistics

Demographic statistics of respondents includes gender, educational background, age group, ethnic group, religion, marital status of these respondents. Gender is classified

into male and female, educational background had been classified into four group of SLC/SEE or under SLC/SEE, +2 (Intermediate), Bachelors, and Masters or Above. Similarly, age group had been categorized in to four groups of Below 20 years, 20-29 years, 30-40 years, and Above 40 years. As for Ethnic group, it has been categorized into eleven groups which are Hill Brahmin, Hill Chhetri, Terai Brahmin/Chhetri, Other Terai caste, Hill Dalit, Terai Dalit, Newar, Hill Janajati, Terai Janajati, Muslim, and other. As for religion, it has been categorized into five groups which are Hindu, Buddhist, Muslim, Kirat, and Christian. As for marital status, it has been categorized into four groups which are Married, Divorced/separated, Widowed, and Never-married and never lived together.

Table 4. 1 Respondents Demographic Profile

| Characteristics | Categories | Frequency | Percent (%) |
|-----------------|--------------------------|-----------|-------------|
| Gender | Male | 53 | 50.00% |
| | Female | 53 | 50.00% |
| | Total | 106 | 100.00% |
| Education | SLC/SEE or Under SLC/SEE | 4 | 3.80% |
| | +2 (Intermediate) | 28 | 26.40% |
| | Bachelors | 53 | 50.00% |
| | Masters or above | 21 | 19.80% |
| | Total | 106 | 100.00% |
| Age group | Below 20 years | 1 | 0.90% |
| | 20-29 years | 57 | 53.80% |
| | 30-40 years | 38 | 35.80% |
| | Above 40 years | 10 | 9.40% |
| | Total | 106 | 100.00% |
| Ethnic group | Hill Brahmin | 35 | 33.00% |
| | Hill Chhetri | 19 | 17.90% |
| | Terai Brahmin/Chhetri | 2 | 1.90% |
| | Other Terai caste | 0 | 0.00% |
| | Hill Dalit | 0 | 0.00% |
| | Terai Dalit | 0 | 0.00% |

| | | | |
|----------------|--|-----|---------|
| | Newar | 29 | 27.40% |
| | Hill Janajati | 10 | 9.40% |
| | Terai Janajati | 10 | 9.40% |
| | Muslim | 0 | 0.00% |
| | Other | 1 | 0.90% |
| | Total | 106 | 100.00% |
| Religion | Hindu | 96 | 90.60% |
| | Buddhist | 9 | 8.50% |
| | Muslim | 0 | 0.00% |
| | Kirat | 0 | 0.00% |
| | Christian | 1 | 0.90% |
| | Other | 0 | 0.00% |
| | Total | 106 | 100.00% |
| Marital status | Married | 50 | 47.20% |
| | Divorced/separated | 0 | 0.00% |
| | Widowed | 0 | 0.00% |
| | Never-married and never lived together | 56 | 52.80% |
| | Total | 106 | 100.00% |

The above *table 4.1* shows that this study has been conducted on 106 respondents where 53 were male respondents and 53 were female respondents with 50% and 50% respectively. This implies that respondent of each gender had equally participated in the survey.

Out of 106 respondents who had participated in survey, most of the respondents have completed their bachelor degree as a higher educational background. Only 3.80% respondents have completed SLC/SEE or Under SLC/SEE as a higher educational background, 26.4% respondents have completed +2 (Intermediate) as a higher educational background, 50% respondents have completed Bachelor degree as a higher educational background and 19.8% respondents completed Masters or Above as a higher educational background.

The table shows respondents' profile based on age group category. Out of total who had participate in survey only 1 respondent is below 20 years age group, 57 respondents are 20-29 years age group, 38 respondents are 30-40 years age group, and 10 respondents are above 40 years of age group. There are majority of respondent is 20-29 years of age group form the sample who had participated in the survey which is 53.80% from the total.

In Ethnic group, 33% of respondent are Hill Brahmin, 17.9% of respondent are Hill Chhetri, 1.9% of respondent are Terai Brahmin/Chhetri, 27.4% ore respondent are Newar, 9.4% of respondent are Hill Janajati, 9.4% of respondent are terai Janajati, 0.9% of respondent are other ethnic group and rest of another ethnic group are 0% who did not participate in a survey as a respondent. There are majority of respondent is Hill Brahmin form the sample who had participated in the survey which is 35 respondents.

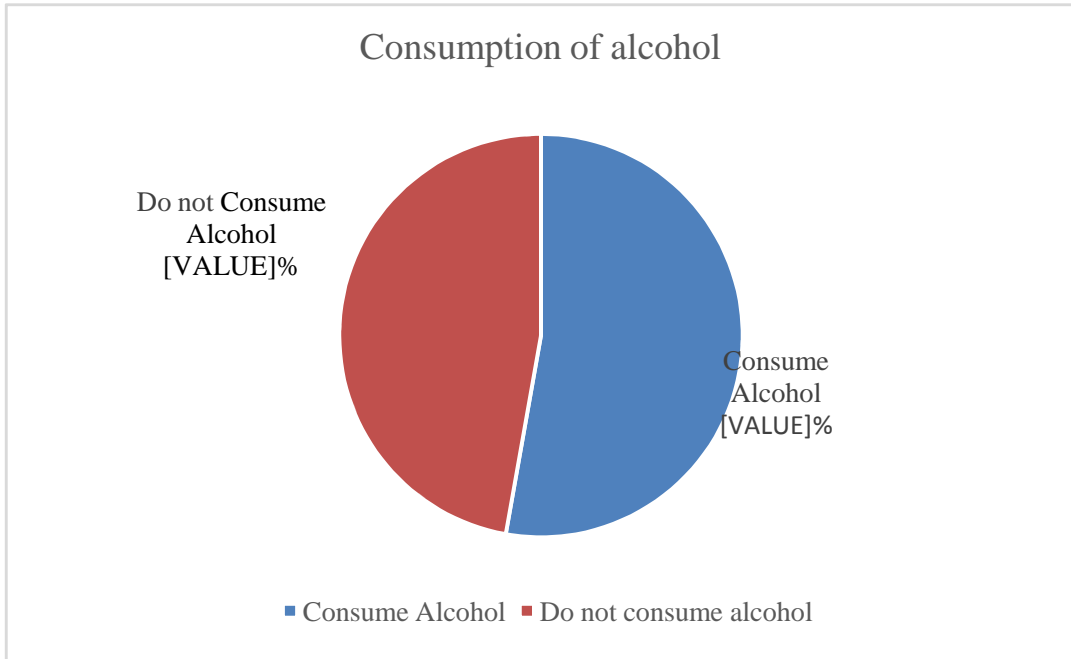
As for Religion group, it is categories into total six religion type including other religion option which is used in the survey, where 90.6% of respondent are Hindu, 8.5% of respondent are Buddhist 0.9% of respondent are Christian and rest of other religion group are 0% who did not participate in a survey as a respondent.

As for Marital status, it is categories into four group in the survey, where 47.2% of respondent are Married, 52.8% of respondent are Never-married and never lived together and rest of another group are 0% which did not come in sample as a respondent. There are majority of respondent who is never-married and never lived together form the sample who had participated in the survey.

Consumption of Alcohol during festival

People consume alcohol for different purpose in the festivals. Alcohol plays a big part in the festivities, as people consume copious amounts of alcohol to celebrate festival. There are many communities that accept alcohol whereas there are many that do not. While some people consume alcohol in Nepal by choice others consume it for cultural and social reasons too.

Figure 4.1 Frequency of consumption of alcohol



The Figure 4.1 shows that out of the entire sample size of 106 respondents; 52.8% of sampled respondents consume alcohol and 47.2% of sampled respondent do not consume alcohol. In general, there are higher respondents who consume alcohol from the sampled respondents. There are majority of respondent consume alcohol in the festivals form the sample who had participated in the survey.

Consumption of Alcohol based on Gender

Globally, there more men consume alcohol than women. The table 4.2 represents the consumption of alcohol based on gender. Out of 53 male respondents, 64.2% respondent said they consume alcohol and 35.8% respondent said they do not consume alcohol and out of 53 female respondents only 41.5% respondents said they consume alcohol and 58.5% respondent said they do not consume alcohol.

Table 4. 2 Consumption of alcohol based on gender

| Gender | Consume Alcohol | | Total |
|--------|-----------------|-------|-------|
| | Yes | No | |
| Male | 64.2% | 35.8% | 53 |
| Female | 41.5% | 58.5% | 53 |
| Total | 52.8% | 47.2% | 106 |

Table 4.2 shows that Both gender respondent has same number of respondent but the higher population of male respondent drinks alcohol compared to female respondent from the respondents who had participated in the survey.

Consumption of Alcohol based on Age Group

The table 4.3 represents the consumption of alcohol based on age group. The age is categorized into four group in the survey.

Table 4. 3 Consumption of alcohol based on age group

| Age group | Consume Alcohol | | |
|----------------|-----------------|-------|-------|
| | Yes | No | Total |
| Below 20 Years | 100.0% | 0.0% | 1 |
| 20-29 Years | 52.6% | 47.4% | 57 |
| 30-40 Years | 50.0% | 50.0% | 38 |
| Above 40 Years | 60.0% | 40.0% | 10 |
| Total | 52.8% | 47.2% | 106 |

The table 4.3 shows that there is only 1 respondent who is below 20 years and consume alcohol which is 100% form the sampled respondent. Similarly, out of 57 respondents of age group 20-29 years, 52.6% consume alcohol and 47.4% do not consume alcohol; Out of 38 respondents age group of 30-39 years 50.0% consume alcohol and 50.0% do not consume alcohol; Out of 10 respondents age group of 30-39 years 60.0% consume alcohol and 40.0% do not consume alcohol.

Consumption of Alcohol based on Marital status

The table 4.4 represents the consumption of alcohol based on marital status.

Table 4. 4 Consumption of alcohol based on marital status

| Marital status | Consume Alcohol | | |
|--|-----------------|-------|-------|
| | Yes | No | Total |
| Married | 52.0% | 48.0% | 50 |
| Divorced/separated | 0.0% | 0.0% | 0 |
| Widowed | 0.0% | 0.0% | 0 |
| Never-married and never lived together | 53.6% | 46.4% | 56 |
| Total | 52.8% | 47.2% | 106 |

The *table 4.4* shows that out of 50 married respondents 52.0% of respondents consume alcohol and 48.0% of respondents do not consume alcohol from the sampled respondents, out of 56 unmarried respondents 53.6% of respondents consume alcohol and 46.4% of respondents do not consume alcohol from the sampled respondents, and rest other marital status are 0.0%.

Consumption of Alcohol based on Ethnic Group

Alcohol consumption in Nepal is socially and culturally accepted in many ethnic groups.

Table 4. 5 Consumption of alcohol based on ethnic group

| Ethnic group | Consume Alcohol | | |
|-----------------------|-----------------|--------|-------|
| | Yes | No | Total |
| Hill Brahmin | 45.7% | 54.3% | 35 |
| Hill Chhetri | 52.6% | 47.4% | 19 |
| Terai Brahmin/Chhetri | 0.0% | 100.0% | 2 |
| Other Terai caste | 0.0% | 0.0% | 0 |
| Hill Dalit | 0.0% | 0.0% | 0 |
| Terai Dalit | 0.0% | 0.0% | 0 |
| Newar | 65.5% | 34.5% | 29 |
| Hill Janajati | 70.0% | 30.0% | 10 |
| Terai Janajati | 40.0% | 60.0% | 10 |
| Muslim | 0.0% | 0.0% | 0 |
| Other | 0.0% | 100.0% | 1 |
| Total | 52.8% | 47.2% | 106 |

The *table 4.5* shows that 45.7% of Hill Brahmin consumes alcohol and 54.3% do not consume alcohol from the sampled respondents, 52.6% of Hill Chhetri consumes alcohol and 47.4% do not consume alcohol from the sampled respondents, 100% Terai Brahmin/Chhetri consumes alcohol from the sampled respondents, 65.5% of Newar consume alcohol and 34.5% do not consume alcohol from the sampled respondents, 70.0% of Hill Janajati consumes alcohol and 30.0% do not consume alcohol from the sampled respondents, 40.0% of Terai Janajati consumes alcohol and 60.0% do not consume alcohol from the sampled respondents, and 100% Other ethnic group consume alcohol from the sampled respondents.

Need of alcohol in the Caste/Ethnicity as a compulsory requirement in the festivals they celebrate

Table 4. 6 Need of alcohol in the caste/ethnicity as a compulsory requirement in the festivals they celebrate

| Caste need alcohol as a compulsory during festival | Frequency | Percent (%) |
|--|-----------|-------------|
| Yes | 40 | 37.7 |
| No | 66 | 62.3 |
| Total | 106 | 100.0 |

Requirement of alcohol in the festivals differ from one caste to another. The result regarding need of alcohol in the caste as a compulsory requirement in the festivals they celebrate is presented in *Table 4.6*. The table shows that out of the entire sample size of 106 respondents only 37.7% of respondents said that they need alcohol as a compulsory requirement in the festivals they celebrate and 62.3% respondents said they do not need alcohol as a compulsory requirement in the festivals they celebrate. There are majority of respondent said they compulsory requirement alcohol in their festivals to celebrate because of their caste/ethnicity form the sample who had participated in the survey.

Compelled to consume alcohol because of the religion

Table 4. 7 Compelled to consume alcohol because of the religion

| Compelled to consume alcohol because of your religion | Frequency | Percent (%) |
|---|-----------|-------------|
| Yes | 4 | 3.8 |
| No | 102 | 96.2 |
| Total | 106 | 100.0 |

In the case of being compelled to consume alcohol because of the religion, *Table 4.7* shows that out of 106 respondents, 3.8% of respondent's claim that they are compelled to consume alcohol because of their religion and 96.2% of respondent said that they are not compelled to consume alcohol because of their religion.

Habit of consume alcohol

Table 4. 8 Habit of consume alcohol

| Drinking alcohol been one of your habits | Frequency | Percent (%) |
|--|-----------|-------------|
| Yes | 2 | 1.9 |
| No | 104 | 98.1 |
| Total | 106 | 100.0 |

Table 4.8 presents the results of responses on the habit of drinking alcohol. Out of 106 respondents only 1.9% said that they have drinking habit and 98.1% said that they do not have drinking habit. In general, there are less respondent from the sample who do not have habit of drinking alcohol.

Preference of brand of alcohol consuming the most

Table 4. 9 Preference of brand of alcohol consuming the most

| Brand of alcohol consume most | Frequency | Percent (%) |
|-------------------------------|-----------|-------------|
| Local/Homemade | 8 | 7.5 |
| Imported | 5 | 4.7 |
| Branded | 18 | 17.0 |
| Any | 25 | 23.6 |
| Do not drink | 50 | 47.2 |
| Total | 106 | 100.0 |

Alcohol consumer have their own brand preference that they like to consume the most. *Table 4.9* presents the results of responses on the brand of alcohol consumed. Out of 106 respondents 7.5% respondent like to consume Local/Homemade, 4.7% respondents like to consume imported, 17.0% respondents like to consume branded and 23.6% consume like to any brand alcohol, and 47.2% respondents do not consume any brand of alcohol.

Preference of type of alcohol consuming the most

Table 4. 10 Preference of type of alcohol consuming the most

| Type of alcohol consume most | Frequency | Percent (%) |
|------------------------------|-----------|-------------|
| Beer | 36 | 34 |
| Whisky | 12 | 11.3 |
| Rum | 7 | 6.6 |
| Wine | 19 | 17.9 |
| Vodka | 11 | 10.4 |
| Local/Homemade | 18 | 17 |
| Do not Drink | 50 | 47.2 |

As alcohol consumer have their own brand preference but also, they like to consume different types of alcohol. Some respondent like to consume only one type of alcohol and some like to consume different types. As presented in *table 10*, 34% respondent like to consume Beer, 11.3% respondent like to consume whisky, 6.6% respondent like to consume Rum, 17.9% respondent like to consume Wine, 10.4% respondent like to consume Vodka, 17.0% respondent like to consume Local/Homemade and 47.2% respondent do not consume any type of alcohol. There are majority of respondent like to consume beer and there are few respondents who likes to consume wine form the respondent who like to consume liquor from the respondent who had participated in the survey.

Opinion on most influencing features to consume liquors in festivals

There are various influencing features that effect on people to consume liquors in festivals. The features might be friends or family, caste, alcohol brand and so on. For analysis purpose of ranking question, choices assigned weights according to the number of alternatives. The numbers of alternatives were four, the first preferred choice would get one point and the least preferred choice would get four points. The total points available to each choice were converted into percentage with reference to the total point available for all choices. The choice with the lowest mean score is ranked as the most important choice and the one with the highest mean score is ranked as the least important. The opinion of respondents regarding the features influencing the consumption of liquors in festivals is depicted in *Table 4.11*.

Table 4. 11 Opinion on most influencing features to consume liquors in festivals

| Influencing features | Rank 1 | | Rank 2 | | Rank 3 | | Rank 4 | | Mean | Rank |
|----------------------|--------|------|--------|------|--------|------|--------|------|------|------|
| | N | % | N | % | N | % | N | % | | |
| Demand of liquors | 28 | 26.4 | 15 | 14.2 | 20 | 18.9 | 43 | 40.6 | 2.74 | 4 |
| Caste/Ethnicity | 18 | 17 | 40 | 37.7 | 34 | 32.1 | 14 | 13.2 | 2.42 | 2 |
| Alcohol Brand | 12 | 11.3 | 31 | 29.2 | 38 | 35.8 | 25 | 23.6 | 2.72 | 3 |
| Friends/Family | 48 | 45.3 | 20 | 18.9 | 14 | 13.2 | 24 | 22.6 | 2.13 | 1 |

As evident from the *table 4.11*, the great majority of the respondents with 45.3% ranked Friends/Family as their first choice and ranked one with the mean score of 2.13. Caste/Ethnicity is ranked as two by the 37.7% of respondents in the study with the mean score of 2.42, Alcohol Brand is ranked as three by the 35.8% of respondents in the study with the mean score of 2.72 and Demand of liquors is ranked as four by 35.8% of respondents in the study with mean score of 2.74.

Influencing consumption of liquors (alcohol) in festivals

Survey on Demand of liquors

The perceived impact of demand of liquors on consumption of liquors in festivals was collected by asking them to provide their views regarding given statements on demand of liquors. The study used 5-point Likert scale to collect the stated information. The result is presented in table below:

Table 4. 12 Survey on Demand of liquors

| Statement | SDA | DA | N | A | SA | Mean | Total |
|---|-------------|-------------|-------------|-------------|-----------|------|-------|
| I buy alcohol for my own consumption. | 42 39.6% | 25 23.6% | 18 17.0% | 18 17.0% | 3 2.8% | 2.20 | 106 |
| I buy alcohol for the visitors' consumption in festivals. | 29 27.4% | 26 24.5% | 18 17.0% | 28 26.4% | 5 4.7% | 2.57 | 106 |

Table 4.12 shows that maximum number of respondents with the mean score of 2.20 strongly disagreed with the statement “I buy alcohol for my own consumption”. And the maximum number of respondents with the mean score of 2.57 is also strongly disagreed with the statement “I buy alcohol for the visitors’ consumption in festivals”.

Survey on Caste/Ethnicity

The perceived impact of caste on consumption of liquors in festivals was collected by asking them to provide their views regarding given statements on caste. The study used 5-point Likert scale to collect the stated information. The respondents rated the statements on the basis of their perception and judgment. The evidence on this regard is presented in *Table 4.13*.

Table 4. 13 Survey on Caste/Ethnicity

| Statement | SDA | DA | N | A | SA | Mean | Total |
|---|-------------|-------------|-------------|-------------|-----------|------|-------|
| Normal to consume alcohol with my family members. | 32 30.2% | 28 26.4% | 21 19.8% | 16 15.1% | 9 8.5% | 2.45 | 106 |
| Siblings try to make me consume alcohol. | 40 37.7% | 32 30.2% | 22 20.8% | 10 9.4% | 2 1.9% | 2.08 | 106 |

Table 4.13 shows that maximum number of respondents with the mean score of 2.45 strongly disagreed with the statement “Normal to consume alcohol with my family members.”. And the maximum number of respondents with the mean score of 2.57 is also strongly disagreed with the statement “Siblings try to make me consume alcohol.”.

Survey on Alcohol Brand

The perceived impact of alcohol brand on consumption of liquors in festivals was collected by asking them to provide their views regarding given statements on alcohol brand. The study used 5-point Likert scale to collect the stated information where 5 is the most important (strongly agree), 4 being the important (agree), 3 being the satisfactory (neutral), 2 being the less important (disagree) and 1 being the least important (strongly disagree). The respondents rated the statements on the basis of their perception and judgment. The evidence on this regard is presented in *Table 4.14*.

Table 4. 14 Survey on Alcohol Brand

| Statement | SDA | DA | N | A | SA | Mean | Total |
|---|-------------|-------------|-------------|-------------|-----------|------|-------|
| Alcohol brand matters for me. | 35 33.0% | 28 26.4% | 20 18.9% | 15 14.2% | 8 7.5% | 2.37 | 106 |
| I was introduced to different brands from my friends. | 32 30.2% | 25 23.6% | 22 20.8% | 23 21.7% | 4 3.8% | 2.45 | 106 |

The tabulated responses of respondents in *Table 4.14* unfold that majority of the respondents strongly disagreed with the statement that “Alcohol brand matters for me.” with the mean value of 2.37. Likewise, majority of respondents also strongly disagreed with another statement “I was introduced to different brands from my friends.” with the mean value of 2.45. From which we can conclude that respondents consider alcohol brand as a not influencing factor in order to consume liquors. From the result, it is known that the alcohol brand factor has not the greatest direct influence on the consumption of liquors in festivals.

Survey on consumption of liquors influenced by friends/family

The perceived consumption of liquors in festivals was collected by asking them to provide their views regarding given statements on quantity of consumption. The study used 5-point Likert scale to collect the stated information. The respondents rated the statements on the basis of their perception and judgment. The evidence on this regard is presented in *Table 4.15*.

Table 4. 15 Survey on consumption of liquors influenced by friends/family

| Statement | SDA | DA | N | A | SA | Mean | Total |
|---|-------------|-------------|-------------|-------------|-----------|------|-------|
| Friends are influencers to consume liquors. | 28 26.4% | 28 26.4% | 25 23.6% | 16 15.1% | 9 8.5% | 2.53 | 106 |
| Family is influencers to consume liquors. | 40 37.7% | 34 32.1% | 21 19.8% | 10 9.4% | 1 0.9% | 2.04 | 106 |

Table 4.15 reveals that majority of the respondents are strongly disagreed and disagreed with the statement “Friends are influencers to consume liquors.”with the

mean value of 2.53. The statement ‘Family is influencers to consume liquors.’ is strongly disagreed by the respondent with mean value of 2.04.

Survey on Consumption of liquors (alcohol)

The perceived impact of caste on consumption of liquors in festivals was collected by asking them to provide their views regarding given statements on caste. The study used 5-point Likert scale to collect the stated information. The respondents rated the statements on the basis of their perception and judgment. The evidence on this regard is presented in *Table 4.16*.

Table 4. 16 Survey on Consumption of liquors (alcohol)

| Statement | SDA | DA | N | A | SA | Mean | Total |
|---|-------------|-------------|-------------|-------------|-------------|------|-------|
| Having little consumption of alcohol during festival is normal. | 26 24.5% | 21 19.8% | 17 16.0% | 26 24.5% | 16 15.1% | 2.86 | 106 |
| Having little consumption of alcohol every day is normal. | 38 35.8% | 37 34.9% | 23 21.7% | 7 6.6% | 1 0.9% | 2.02 | 106 |

Table 4.16 reveals that majority of the respondents are strongly disagreed and agreed with the statement “Having little consumption of alcohol during festival is normal.”with the mean value of 2.86. The statement “Having little consumption of alcohol every day is normal.”is strongly disagreed by the respondent with mean value of 2.02.

Descriptive statistics for all samples

Table 16 summarized the result of descriptive statistics of the variables under study. The table depicts the descriptive statistics mean, median, mode standard deviation and variance of the variables under study of all sample respondents.

Table 4. 17 Descriptive statistics for all samples

| Variables/Statistics | N | Mean | Median | Mode | Standard | |
|-------------------------|-----|------|--------|------|-----------|----------|
| | | | | | Deviation | Variance |
| Demand of Liquor | 106 | 2.38 | 2.50 | 1.00 | 1.08 | 1.16 |
| Caste/Ethnicity | 106 | 2.26 | 2.00 | 2.00 | 0.99 | 0.98 |
| Alcohol Brand | 106 | 2.41 | 2.00 | 1.00 | 1.15 | 1.32 |
| Friend/Family influence | 106 | 2.28 | 2.00 | 2.00 | 0.99 | 0.98 |

The *Table 4.17* reveals the descriptive status for the whole sample. It is found that mean value for the independent variable: alcohol brand to be highest among other variables with the mean value of 2.41 followed by demand of liquor with mean value of 2.38, Caste/Ethnicity have mean value of 2.26, friend/family influence have mean value of 2.28. Similarly, Demand of liquor have median value of 2.50, Caste/ethnicity have median value of 2.00, Alcohol brand have median value of 2.00, Friend/family influence have median value of 2.00. Mode value for demand of liquor is 1.00, Mode value for caste/ethnicity is 2.00, Mode value for alcohol brand is 1.00, Mode value for friend/family influence is 1.00. Demand of liquor have Standard Deviation value of 1.08, Caste/ethnicity have Standard Deviation value of 0.99, Alcohol brand have Standard Deviation value of 1.15 friend/family influence have Standard Deviation value of 0.99. Demand of liquor have variance of 1.16, Caste/ethnicity have variance of 0.98, Alcohol brand have variance of 1.32 Friend/family influence have variance of 0.98.

Correlation analysis

The *table 2.18* depicts the correlation analysis of the variables under study. The correlation analysis is conducted for the whole sample. Correlation analysis helps to find out the relationship between the variables under study. In the study, correlation analysis is done between the different determining factors and consumption of liquors during festivals. The factors affecting consumption of liquors during festivals study are demand of liquors, caste, alcohol brand and friends and family.

Table 4. 18 Relationship between variables for all samples

The sample included all 106 respondents. All variables were defined as described in chapter I. The table presents correlation analysis of whole sample. The values in parentheses are p-value.

| | Variables | Demand of liquors | Caste | Alcohol Brand | Friend/Family | Consumption of liquors |
|------------------------|---------------------|-------------------|--------|---------------|---------------|------------------------|
| Demand of Liquors | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| Caste | Pearson Correlation | .596** | 1 | | | |
| | Sig. (2-tailed) | 0 | | | | |
| Alcohol Brand | Pearson Correlation | .538** | .524** | 1 | | |
| | Sig. (2-tailed) | 0 | 0 | | | |
| Friend/Family | Pearson Correlation | .343** | .344** | .307** | 1 | |
| | Sig. (2-tailed) | 0 | 0 | 0 | | |
| Consumption of liquors | Pearson Correlation | .525** | .565** | .441** | .398** | 1 |
| | Sig. (2-tailed) | 0 | 0 | 0 | 0 | |

** . Correlation is significant at the 0.01 level (2-tailed).

The *Table 2.18* characterizes the correlation analysis of the variables under study which is conducted for the whole sample. As shown in the table, the correlation for all samples between consumption of liquors and demand of liquors is observed to be positive and significant at 99 percent confidence level with the correlation coefficient of 0.525. Likewise, the relationship between consumption of liquors and caste is found to be positive and significant at 99 percent confidence level with the correlation coefficient of 0.565. Similarly, we can see that there is also significant relationship between the consumption of liquors and alcohol brand and significant at 99 percent confidence level with the correlation coefficient of 0.441. Last but not the least, it can be seen that there is positive and significant relationship between consumption of liquors and friends and family at 99 percent confidence level with the correlation coefficient of 0.398 indicating that quantity of consumption positively influences friends and family. The correlation analysis shows all the independent variables: demand of liquors, caste, alcohol brand and friends and family has positive and significant relationship in consumption of liquors during festivals.

4.2 Discussion

According to the purpose of the study, the variables of demand of liquors, caste, alcohol brand and friends/family were identified as factors influencing the consumption of liquors during festivals.

Results obtained from the data analysis for demand of liquors has positive and statistically significant relationship with consumption of liquors during festivals in case of Kathmandu area. If respondents feel demand of liquors increases the consumption of liquors, they are more likely to consume it. The result is consistent with Thapa & Shah (2014) which observed positive relationship between demand of liquors and the consumption of liquors during festivals. The result is also consistent with Dhital (2000). Sharma (1971) confirms as in the middle period, Newars adopted an followed the Trantrism- a sect of Hinduism which emphasized Matsya (fish), Mamsha (meat) and Madira (alcohol) among food items even during the rituals. There is demand of liquors in every festival and even in the rituals and worshipping functions they perform. Thus, according to the research conducted it is clear that demand of liquors increases the consumption of liquors during festivals.

Caste is found to have positive and significant relationship with consumption of liquors during festivals. Thapa & Shah (2014) mentioned that many castes need a compulsory wine to make taste to the new born baby which is named after six days of birth. The results are also consistent with Subba (1995), Sharma (1971), Leach, Hennessy & Fishbein (2001) and Baidya (1997). Fishbein & Ajzen (1975) claimed that beliefs influence attitude and social norms which in turn shape a behavioral intention guiding or even dictating the individual's behavior. However, it contradicts with Dhital (2000) which concluded that there is a negative relationship between caste and the consumption of liquors. Thus, traditionally whole Nepalese society is segmented on the basis of alcohol use, they consume the liquors but they do not consume it just because of their caste.

There is also positive and significant relationship between alcohol brand and consumption of liquors during festivals. The result is consistent with that of Ajzen (1991). Liao, Chen & Yen (2007) claimed that a person's behavioral intention guides his actual behavior of performing some certain action and where subjective norm and attitude towards the behavior determine the behavioral intention. The results of study

are consistent with this finding. Thus, it seems preference or consumption of liquors is affected by the brand of liquors. There are different types of alcohol brand all over the world and it depends on the individual which he prefers the most.

Friends and family are found to have positive and significant relationship with consumption of liquors during festivals. Porto & Baretto (2011) showed that when parents are worried about the activities performed by the children, they show less involvement with alcohol, drugs and tobacco. The result is also consistent with Gifford, Friedman & Majeraus (2010). Laure & Marie (2007) claimed that young people who drink too much often report being allowed to drink, or at least not being dissuaded from drinking by their parents.

CHAPTER V

SUMMARY AND CONCLUSION

5.1 Summary

The purpose of study is to explain various determinants of consumption of liquors during festivals. The study aims to examine the relationship between the independent variables: availability of liquors, caste, alcohol brand and quantity of consumption and dependent variable consumption of liquors during festivals. It employs various quantitative statistical tools and techniques to determine the consumption of liquors during festivals such as descriptive, correlational, and causal research designs. For this purpose, primary data was collected and analyzed in systematic way to derive the findings. In the study, the data was collected through structured questionnaire and analyzed using mean, median, mode, standard deviation and variance. On the basis of data analysis, the major findings of the study are as follows:

1. Majority of the people consume the alcohol during festivals.
2. Drinking alcohol is the matter of choice than a forced behavior.
3. There was an equal number of male participants and female participants in terms of gender.
4. People would prefer any brand of alcohol for celebration in the festivals. Branded alcohol, local alcohol and imported alcohol are also popular in festivals.
5. The requirement of the alcohol in the caste is not compulsory in the festivals they celebrate.
6. Caste does not influence the individual towards drinking during the festivals.
7. Majority of the people do not have habit of drinking alcohol.
8. Beer is popular alcoholic drink in the festivals.
9. Based on the result of ranking question and Likert scale question, friends and family was considered as the first important factor, caste and ethics as second important factor, alcohol brand as the third important factor and demand of liquors as the least important factor influencing the consumption of liquors during festivals in Kathmandu.

10. The correlation analysis shows the independent variables: demand of liquors, caste, alcohol brand and friends and family have positive and significant relationship in consumption of liquors during festivals.

5.2 Conclusion

With the aim of examine the consumption patterns of liquors (Alcohol) during festivals. The descriptive research design has been employed and the primary data is used for the analysis. In this study, data was analyzed using tables. This study is based only on primary sources of data. The survey questionnaire was designed to generate the primary data. A structured questionnaire was developed and conducted on 106 individuals out of 106 sample respondents. The questionnaire was developed based on the findings from the literature review and on the basis of the independent and dependent variables used in the study. Respondent were all educated enough to understand the questionnaire. Various independent and dependent variables used in this study are discussed briefly in the following subsections, Dependent Variable: consumption of liquors, Independent Variables: demand of liquors, caste/ethics, alcohol brand and friends/family. In this study, data was analyzed using mean, median, mode, standard deviation and variance.

From this research we can conclude that the alcohol use remains a major public health and safety problem in Nepal, creating serious personal, social, and economic consequences for adolescents, their families, communities, and the Nation as a whole. Hence alcoholism today is understood as a chronic disease with genetic, psychosocial, and environmental factors influencing its spread. In Nepal, our present attitudes reflect prejudices that existed in western countries more than four decades ago. Alcoholism here is still thought to be a self-indulgent problem of the emotionally weak-willed and immoral. Alcoholics are stereotyped as binge drinkers, or have physical and financial problems because of their expensive addiction. Most families are in denial about members who are alcoholic. Alcoholism in Nepal is overshadowed by other addictions like injecting drug use and smoking. But because of its cultural acceptability, experts say, alcoholism has become the single biggest medical and social problem in Nepali society today.

5.3 Implications

This study can be beneficial for the companies or organizations that are selling alcohol products in our country. This research can guide these organizations for proper decision making in order to sell their product to get maximum profit from it during the festivals time. It helps the firms to know about the trend of various consumption habits of consumers for alcohol during the festivals time. This research is also helpful for anyone who wants to know about the trend of alcohol consumption in our country. This research will be beneficial for the companies selling liquors focusing for the time of festivals. Nepal being a secular, country we get holidays in almost every festival and people are celebrating every festival with friends and families using various liquors and fests.

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11. Other (Specify)

6. What is your religion?

1. Hindu 2. Buddhist 3. Muslim
 4. Kirat Christian 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? | | |
| 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? 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
-) Caste/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 | | | | |
| 15 | Demand of liquors | 1 | 2 | 3 | 4 | 5 |
| 15.1 | I buy alcohol for my own consumption. | | | | | |
| 15.2 | I buy alcohol for the visitors' consumption in festivals. | | | | | |
| 16 | Caste/Ethnicity | 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 was introduced to different brands from my friends. | | | | | |
| 18 | Family/Friends | 1 | 2 | 3 | 4 | 5 |
| 18.1 | Friends are influencers to consume liquors. | | | | | |
| 18.2 | Family is influencers to consume liquors. | | | | | |
| 19 | Consumption of liquors (alcohol) | 1 | 2 | 3 | 4 | 5 |
| 19.1 | Having little consumption of alcohol during festival is normal. | | | | | |
| 19.2 | Having little consumption of alcohol every day is normal. | | | | | |

Thank you very much for your participation in the study.