

MOTIVATION FOR ALCOHOL CONSUMPTION AMONG STUDENTS OF TERTIARY INSTITUTIONS IN ABEOKUTA, NIGERIA

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Abstract

Alcohol consumption has assumed a worrisome trend among students of tertiary institutions in Nigeria. This study investigates the motivation for alcohol consumption among students of tertiary institutions in Abeokuta, Nigeria. The differences in the respondents' expression on the bases of gender, type of institution and family type were also examined. The descriptive survey was considered appropriate for this study. Two Hundred students of tertiary institutions in Abeokuta were selected using Purposive and Simple Random Sampling Techniques. The participants responded to the Motivation for Alcohol Consumption Questionnaire, (MACQ). The validity of the instrument was done by experts and the reliability of the instrument was ascertained with r value of 0.80. The data collected were analyzed using t -test and Analysis of Variance (ANOVA) statistical tools at 0.05 alpha level. Results showed that the motivation for alcohol consumption due to desire to reduce academic stress (X : 3.29), prevailing peer group influence (X : 3.29), feelings of inferiority complex (X : 3.04), and desire to overcome psychological problems (X : 2.94). It was also revealed that there were no significant differences in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the bases of gender (t : 1.96 > 0.30), type of institution (f : 3.00 > 2.67) and family type (f : 3.00 > 1.01). The implications of this study for counselling practice and professional counsellors is that effort should be put in place to dissuade the minds of students of tertiary institutions from consuming alcohol and direct their energy towards self-benefitting activities. Counsellors should assist students to wade off prevailing peer influence and help them to develop good study habit skills. Counsellors need to counsel students of tertiary institutions irrespective of gender or type of institution, to employ appropriate strategies in coping with academic stress rather than consuming alcohol.

Keywords: Alcohol; Abeokuta; Motivation; Tertiary Institution.

Introduction

Alcohol is one of the important products of the global addiction which alters brain function by interacting with multiple neurotransmitter system, thereby disrupting the delicate balance between inhibitory and excitatory neurotransmitters (National Institute on Alcohol Abuse and Alcoholism, 2012). Alcohol positively reinforces drinking by producing a mild euphoria. The reinforcing effects of alcohol are mediated by several neurochemical systems and are associated with some of the behavioural manifestations of intoxication. Alcohol consumption is initially accompanied by decreased attention, alterations in memory, mood changes and drowsiness (Towl, 2004). All vital functions of the brain depend generally on a delicate balance between excitatory and inhibitory neurotransmission, which in turn might depend on short and long term alcohol consumption.

Consumption of Alcohol has been part of human history. There are numerous historical findings which suggested that consumption of alcohol has been part of African culture, rituals, tradition and custom since "time immemorial" (Towl, 2004). The fact of enduring alcohol consumption and the passing down of this habit through generations does not adequately explain why alcohol is consumed. Alcohol consumption might create a complex health and social concern. There is no doubt that considerable harm is done through its abuse. Even the industries producing alcohol accept this although, it has been argued that it is not very harmful when taken in moderation. Drinking alcohol is an acceptable convention utilized by people world-wide.

According to National Institute on Alcohol Abuse and Alcoholism (NIAAA, 2012). People drink to socialize, celebrate and relax. Alcohol often has a strong effect on people and throughout history. Alcohol's effect varies from person-person depending on amount taken, frequency of intake, age, health status and family history. While, drinking alcohol is not a problem, drinking too much can cause a range of consequences and increase the risk of a variety of problem. The World Health Organization (WHO, 2014) estimated that around 2 billion people worldwide consume alcohol and there is clearly no single reason why they do or why different people drink to different extents. Moreover, patterns of drinking alcohol have changed significantly over time and evidence suggests that the quantity taken nowadays is far greater than in earlier times (Adeboye, 2010).

The consumption of alcohol could be dangerous especially when abused or consumed in excess, as soon as alcohol is taken, it enters the blood stream. Alcohol's immediate effect can appear within about 10 minutes and as soon as it is consumed, Blood Alcohol Concentrate (BAC) increases which is the amount of alcohol in the blood stream (NIAAA, 2012). The higher the BAC, the more impaired the consumer becomes by alcohol's effect. These effects can include reduced inhibitions, slurred speech, motor impairment, confusion, memory problems, concentration problem, coma breathing problem and death (NIAAA, 2012).

The abuse of alcohol among students of tertiary institutions remains a prominent concern on most campuses (Adewuya, Ola, Aloba, Mapayi, Ibimagbami & Adewumi, 2007). Problems commonly associated with such abuse include arson, vandalism,

destruction of properties, heightened sexuality and suicide (Adam, Welch, Pendlebury & Meritt, 2000). While some students begin the use of alcohol after gaining admission in to higher institution, research such as that of Larimer (2004) suggested that other students actually begin much earlier before they gain admission and simply continue to develop problem behaviours during their years in school. It has been established that Nigeria remains the leading country in Africa that consumes alcohol with reference to beer, 'ogogoro', palm wine, spirit etcetera (Nwankwo, 2015), hence it is possible that students in Nigeria consume alcohol before gaining admission to tertiary institutions. Institutions have responded to problems of substance abuse by developing counselling and health education programme and by imposing strict administration policies. For instance, University of Ilorin laid embargo on the sale of alcoholic beverages in the school premises, yet, there is little evidence that such measures reduced consumption among students (Adewuya et al, 2007).

Alcoholic beverages, and the problems they engender, have been in existence in human societies since the beginning of recorded history. Accompanying the near ubiquity of alcoholic beverages in human history has been an appreciation of the social and health problems caused by drinking (Sukhes, Subir, Kannan, & Vasudevan, 2008). Although the recorded per capita alcohol consumption has fallen since 1980 in most developed countries, it has risen steadily in developing countries (Nwankwo 2015).

According to Skrtic, Karlovic and Kruljac (2008), many alcohol consumers expressed that their motivation for drinking stemmed from the believe that:

1. alcohol is a social lubricant: it is believed that alcohol assists people to relax, converse more easily and mix socially. According to consumers, it inhibits defenses and facilitates "good company".
2. alcohol is useful in ritual: to alcohol consumers, alcohol has a special 'regard' not shared by non-alcoholic beverages and its use in traditional rituals (locally and internationally) appears to add to the aura of special occasions.
3. social sharing: sharing an alcoholic drink with other people promotes a bonding and a connectedness amongst consumers often not gained through sharing non-alcoholic beverages. In essence, consuming alcohol gives drinkers a sense of belonging.
4. drinking alcohol as a behaviour: there is very little public criticism of people who drink alcohol even to states of drunkenness. Similarly, in a number of cultures and situations, it is expected that one drinks even to states of drunkenness in some situations. Obvious examples would be seen in the new- year, or "the coming of age" of a young person. Drinking in many situations is simply the "status quo" (National Health and Medical Research Council [NHMRC], 2009).
5. alcohol is a reducer of stress: alcohol is often used to reduce the tension of an event – impending or actual tension. Research conducted by Hilton, Wood, Patterson and Katikireddi (2014) revealed that drinking can reduce stress in certain people and under certain circumstances. Differences include a family

history of alcoholism, personality traits, self-consciousness, cognitive functioning and gender. Consumers also believed that taking alcohol, relieves them of stress or tension

6. consumption as "macho" behaviour: mainly men consume large amounts of alcohol as an indication of their strength and manliness. Behaviours such as drinking more than anyone else or more quickly than anyone else are often regarded as admirable masculine qualities. With changing gender roles, some women also "prove" themselves with binge drinking patterns.
7. enjoyment of a state of intoxication: many people simply enjoy the feeling of intoxication (from fairly mild to severe). Being a depressant drug, alcohol has major effects on higher nerve centers. Impairment of several neurotransmitter systems and/or their receptors, as well as changes in the endocrine environment during brain development, are also important factors involved in the neuro developmental changes observed after consuming alcohol in which majority of the consumers enjoy.

It is possible that students of tertiary institutions are motivated to take alcohol to have a sense of belonging, respond to peer pressure, to imitate adults in the society to mention but a few. Students of tertiary institutions in Nigeria are relatively in the middle and late adolescent stage. Adolescents are usually confused about who they are at present and who they would likely become in future (Adegoke, 2003). It is no news that adolescents also have lots of energy in them and it could make them engage in much risky behaviour such as alcohol consumption. Also, students of tertiary institutions who consume alcohol may do so because of misinformation, lack of awareness of the gravity of what they take; alcohol mainly affects the frontal lobe region of the brain, causing thinking and problem-solving difficulties which could be devastating for them (Adeboye, 2010). Students do not understand all these and they claim to 'feel high' after its consumption. This is why this study investigates the motivation for alcohol consumption among students of tertiary institutions in Abeokuta and to state the implications for counseling practice.

Statement of the Problem

Tertiary institutions ought to be a place where students have 'all round' development. It should be an environment which provides an enriching, joyful and wholesome learning experience for students; however, recent trends in alcohol consumption among students have turned tertiary institutions in Nigeria to a place where poor academic performance is fast becoming the order of the day. Students could be drunk to the extent that they engage in illicit acts; some of them may fail to attend classes and eventually, they obtain poor grades. As a result of alcohol consumption, students' engagement in vandalism, arson and rape could also not be ruled out. The problem is a concern for all the stakeholders in the Education sector which has led many researchers to conduct research into alcohol consumption for instance, the research of Alex-Hart, Opara

and Okagua (2015) which focused on prevalence of alcohol consumption among secondary school students in Portharcourt, Southern Nigeria. The finding revealed that consumption of alcohol is prevalent among secondary school students. In the same vein, Karam Kypri and Salamoun (2007) worked on alcohol use among college students, an international perspective. It was concluded in the study that college students are at risk of heavy drinking. These researches were conducted using different variables, locale, participants and instruments. However, despite the efforts of earlier researchers, the consumption of alcohol seems to still be on the increase among students of tertiary institutions. What could then be the motivation for alcohol consumption among students of tertiary institutions in Abeokuta, Nigeria? This is therefore, the focus of this study.

Purpose of the Study

This research focused on examining the motivation for alcohol consumption among students of tertiary institutions in Abeokuta, Ogun State, Nigeria. The researchers intended to find out if variables such as gender, type of institution and family type will determine the consumption of alcohol.

Research Questions

- 1) What is the motivation for alcohol consumption among students of tertiary institutions in Abeokuta?
- 2) Is there any significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of gender?
- 3) Is there any significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of type of institution?
- 4) Is there any significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of family type?

Research Hypotheses

- 1) There is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of gender.
- 2) There is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of type of institution.
- 3) There is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of family type.

Methodology

The descriptive survey method was adopted since the study sought to identify the motivation for alcohol consumption among students of tertiary institutions in Abeokuta, Ogun State. The target population for this study consists of students of tertiary institutions in Abeokuta, Ogun State. However, the researchers selected three institutions

in Abeokuta, Ogun State using purposive sampling Technique. Two hundred (200) respondents were selected from each of the three (3) tertiary institutions using Simple Random Sampling Technique.

The instrument used for the study was a researcher-designed questionnaire titled "Motivation for Alcohol Consumption Questionnaire" (MACQ). The questionnaire was divided into two sections. Section A deals with personal information expecting students to state their gender, types of institutions and family type. Section B consists of 10 close ended items to which the respondents were required to answer honestly. The researchers after making all corrections submitted the instrument to Five experts in the Department of Arts and Social Science, University of Ilorin, Nigeria, based on their assessments, the instrument was adjudged valid for the study. The reliability of the instrument was determined by using the test-re-test reliability procedure which yielded a 'r' of 0.80, this was considered high enough for an instrument of this nature.

The questionnaire forms were administered personally by the researchers. This was to ensure that the students filled the questions correctly and also ensure easy collection of the instrument after completion. Section A of the instrument was scored using frequency counts while, section B was scored using four point likert rating type: Strongly Agree (SA) = 4; Agree (A) = 3; Disagree (D) = 2; Strongly Disagree (SD) = 1. The mean score is 2.5, therefore, any item with mean score ranging from 2.5 and above was adjudged to as the motivation alcohol consumption and vice versa. The data collected were analyzed using the frequency counts, percentages, mean and standard deviations for the personal information on the basis of gender, type of institution and family type. The t-test and analysis of variance (ANOVA) statistical method were used to test the null hypotheses at 0.05 alpha level.

Table 1: Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	264	44.0
Female	336	56.0
Total	600	100

Table 1 showed the distribution of the respondents on the basis of gender. The table showed that there are 264 (44.0%) males and 336 (56.0%) females that participated in the study.

Table 2: Distribution of Respondents by Type of Institution

Institution	Frequency	Percentage (%)
University	240	40.0
Polytechnic	180	30.0
College of Education	336	30.0
Total	600	100

Table 2 showed the distribution of the respondents on the basis of institution. The table showed that 240 (40%) of the respondents were in the university, 180 (30%) were in Polytechnic, while, 336 (30%) of the respondents were in college of Education.

Table 3: Distribution of Respondents by Family Type

Family Type	Frequency	Percentage (%)
Separated	201	33.5
Intact	297	49.5
Divorced	102	17.0
Total	600	100

Table 3 showed the distribution of the respondents on the basis of family type. It is shown on the table that 201 (33.5%) of the respondents were from separated families, 297 (49.5%) of the respondents were from intact families while 102 (17%) of the respondents were from divorced families.

Results

The data collected were analyzed using the percentages, mean and standard deviations for the personal information on the basis of gender, type of institution and family type.

Research Question 1: *What is the motivation for alcohol consumption among students of tertiary institutions in Abeokuta?*

Table 4: Mean and Rank Order of the Motivation for Alcohol Consumption Among Students of Tertiary Institutions in Abeokuta.

S/No	As far as am concerned, students are motivated to consume alcohol due to:	Mean	Rank order
1	desire to reduce academic stress	3.29	1 st
5	prevailing peer group influence	3.12	2 nd
9	feeling of inferiority complex	3.04	3 rd
2	desire to overcome psychological problems	2.94	4 th
4	parental influence	2.91	5 th
8	poor self concept	2.89	6 th
10	emulating adults in the society	2.89	6 th
7	boredom	2.88	8 th
3	wanting to relax	2.86	9 th
6	instant gratification	2.84	10 th

The table showed that item 1 ranked 1st with mean score 3.29, item 5 ranked 2nd with mean score 3.12 while item 6 ranked 10th with mean score 2.84. Therefore, it could

be stated that desire to reduce academic stress, prevailing peer group influence, feelings of inferiority complex, psychological problems, parental influence among others are the motivation for alcohol consumption among students of tertiary institutions in Abeokuta.

Testing of Hypotheses

Hypothesis One: *There is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of gender.*

Table 5: Mean and t- test Result on the Motivation for Alcohol Consumption among Students of Tertiary Institutions on the Basis of Gender

Gender	Sum	Mean	Cal.t	Crit.t
Female	264	29.77		
Male	336	29.53	0.30	1.96
Total	600			

Table 5 showed the calculated t value of 0.30 and critical t ratio 1.96. Since the calculated t-value is less than the critical t value, the hypothesis which states that there is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of gender was not rejected.

Hypothesis Two: *There is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of academic level.*

Table 6: ANOVA Result on the Motivation for Alcohol Consumption Among Students of Tertiary Institutions on the basis of Type of Institution

Sources of Variance	Sum of Squares	df	Mean squares	Cal. f	Crit. f
Between group	2.794	2	1.397		
Within group	312.048	597	0.522	2.67	3.00
Total	313.445				

The result on the table 6 showed the critical f ratio 3.00 and a calculated f ratio 2.67, since the calculated f ratio is less than the critical f ratio, the hypothesis which stated that there is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of type of institution was not rejected.

Hypothesis Three: *There is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of family type.*

Table 7: ANOVA result on the Motivation for Alcohol Consumption among Students of Tertiary Institutions on the Basis of Family Type

Sources of Variance	Sum of Squares	df	Mean squares	Cal. f	Crit. f
Between group	1.058	2	0.529	1.01	3.00
Within group	312.387	597	0.523		
Total	313.445				

The result on the table 7 showed the critical f ratio 3.00 and a calculated f ratio 1.01 since the calculated f ratio is less than the critical f ratio, the hypothesis which states that there is no significant difference in the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the basis of family type was not rejected.

Discussion

Results showed that motivation for alcohol consumption among students of tertiary institutions in Abeokuta is desire to reduce academic stress, prevailing peer group influence, feeling of inferiority complex, desire to overcome psychological problems, parental influence among others. This is in support of the findings of Adeboye (2010) which revealed that the causes of alcohol consumption are peer group influence and inferiority complex.

The testing of hypothesis one revealed that there is no significant difference in the motivation for alcohol consumption among students of tertiary institutions on the basis of gender. The result of this finding is similar to that of Perez (2003) which showed that although there are differences to some extent in the mode of life of a male compared to that of female, Perez (2003) explained that the same factors that prompted males to indulge in alcoholism and drugs generally also exist in females. These factors include, the inability to face crowd, desire for better performance in sporting activities, inferiority complex, parental influence and psychological problems among others. The reason for this finding could be that both male and female students of tertiary institutions in Abeokuta are affected by peer influence and the need to reduce academic stress.

The testing of hypothesis two revealed that there is no significant difference in the motivation for alcohol consumption among students of tertiary institutions on the basis of type of institution. The result of this finding is in support of that of Adeboye (2010) who found that irrespective of the tertiary institution that students attend, motivation for alcohol consumption cannot be affected. This could be because, immediately some students gain admission into any tertiary institution, they are prone to join peer groups by implication; this can encourage non-drinkers to be influenced by their mates. Furthermore, being in any tertiary institution could also be a contributory factor to this development, since some tertiary institutions do not strongly prohibit alcohol consumption among the students.

The testing of hypothesis three revealed that there is no significant difference in the motivation for alcohol consumption among students of tertiary institutions on the basis of family type. The result of this finding is contrary to the findings of Towl (2004) which concluded that family type and parenting styles could influence the motivation for alcohol consumption. The findings of this study imply that whether a student comes from an intact family, from a separated family where parents live apart though not divorced or from a divorced home, it does not influence the motivation for alcohol consumption among students of tertiary institutions in Abeokuta, Ogun State. The possible explanation for this finding is that parents may have less influence on their children who are in tertiary institutions; this could give students the opportunity to engage in risky behaviours such as alcohol consumption.

Conclusion

Based on the findings of this study, it was concluded that the motivation for alcohol consumption among students of tertiary institutions in Abeokuta is desire to reduce academic stress, prevailing peer group influence, parental influence, desire to overcome psychological problems, poor self-concept among others. There is no significant difference on the motivation for alcohol consumption among students of tertiary institutions in Abeokuta on the bases of gender, type of institution and family type.

Implications for Counselling Practice

Counsellors should liaise with school administrations to establish functional counselling centers, this would allow counsellors to give professional guidance to students. Counsellors are one of the 'in loco parents' of students, they need to bear in mind that students of tertiary institutions are not an exception; they should therefore, take up this responsibility with diligence. Counsellors need to orientate and re-orientate students on the havoc associated with the consumption of alcohol. Counsellors should equip students of tertiary institutions with assertive training skills in order to say NO to peer group influence on alcohol consumption. By implication, Professional Counsellors need to discourage students from the desire to consume alcohol and help them direct their energy into more profitable activities and use their leisure time well. Counsellors need to encourage administrators in tertiary institutions to create enabling environment for meaningful learning and disdain consumption of alcohol; students who fail to abide by the law should be seriously dealt with by the school authority; this is to serve as deterrent to others. Counsellors should educate students on the need to know that stress is part of life and appropriate coping strategies should be employed rather than settling for alcohol consumption.

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