

Socio-Economic Factors on Alcohol Abuse among the Youth in Kikuyu District, Kenya

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Abstract

The purpose of this study was to establish Factors Associated with high rate of Alcohol abuse among the youth in Kikuyu District, Kiambu County. It was guided by five research objectives focusing on the influence of peer pressure, parents and guardians, media, role model and social economic on youth engagement in alcohol. It used descriptive survey as well as questionnaire and interview guide as the main tools for data collections. The target population comprised of boys, girls and mixed secondary schools in kikuyu district. However for the purpose of data collection 285 form four students and 104 beer drinkers in pubs were selected. The data was analyzed using the SPSS which yielded frequency tables, percentages and mean. Through the data analysis the study revealed that most of beer customers are single. However, there are some who are married and other divorced. This is an indication that more youth are engaged in beer taking compared to elderly people. The study also revealed that, majority of the people engaged in beer drinking have secondary education as their highest academic qualification, followed by KCPE holders tying with diploma holders and degree holders respectively. In the same category 60% of the students are engaged in beer taking compared to 40% non students. This was so because of many middle level colleges and the universities in the area. The study also established that 30% of secondary school students are engaged in beer taking. The rest of students involved in beer taking include 40% tertiary colleges, 20% polytechnic students and 20% university students.

Key Words: Alcohol abuse among the youth, Kikuyu District, Kenya

1. INTRODUCTION

1.0 Background to the study

Human race has been affected by drug abuse since ancient times. Drugs produce enticing side effects such as euphoria, elation, sense of feeling good, serenity and power. What began as a means of relaxation evolved over the time into a problem of dependence and abuse (UNDP 1992)

Wine making originated from the wild grape regions of the Middle East. Oral tradition recorded in the Old Testament asserts that Noah planted a vineyard on Mount Ararat in what is now Eastern Turkey (Genesis 9:20). Osiris, the god of wine was worshipped throughout the entire country of Lucia. The Egyptians believed that Osiris invented beer a beverage that was consumed in homes on daily basis.

The Holy Bible attest to this claim: Give strong drink to him who is perishing and wine to those in bitter distress; let them drink and forget their poverty and remember their misery no more(Proverb 31:6-7) Paul told Timothy 'No longer drink only water, but use a little wine for the sake of your stomach and your frequent ailments.

Alcohol abuse has spread at an alarming rate and has become a global concern. No nation has been spared on the effects of alcohol on the consumers. In European countries, many young people consume alcohol beverages from a young tender age of 16 years. A recent national survey found that 40% of Kenyans between the age of 15 and 65 years consumes alcohol. About 80% of children aged between 10 – 14 years have used alcohol and among these, 2 % of them use local brew.

Research studies carried out on the general theme of alcohol use and abuse show that though widely used as an entertainment drink and having been legalized in many countries, alcohol has devastating consequences to the society (swinson and Eaves, 1978)

The Kenyan government has acknowledged the seriousness of the alcohol problem indicating that abuse and misuse of alcohol and other drugs in Kenya has reached a magnitude that may lead to a national disaster if timely measures are not put in place.

According to United Nation International Drug Control (UNIDC) conventions report about one million people in Russia die each year from alcohol and tobacco related illness. In recent years, more than half of all Russian deaths between the ages of 15 and 54 years were caused by alcohol.

Dr. Karusa Kiragu, programme associate with Horizons research project of United State Agency International development indicated that there is a Social and biomedical links between excessive alcohol consumption and HIV and AIDS. He highlighted that alcohol interferes with the body's ability to metabolize life prolonging anti retroviral drugs (ARV) increasing the likelihood of drug resistance. Laboratory evidence suggests that alcohol may morphologically alter cellular structure to increase both HIV Infectivity and vulnerability of cells.

In Kenya 137 people died in Nairobi after drinking alcohol brew laced with methanol and 20 people become blind (Ochieng, 2000). In Aug, 1998 eighty five people died after drinking methanol contaminated liquor and in

1999 seventeen people died in a similar incidence after consuming illegal liquor which is highly poisonous. Studies have shown that the most commonly used drugs among the Kenyan Youth are not illegal. They are drugs sold over the counter such as alcohol, tobacco, painkillers and tranquilizers (Ochieng, 1986). Several reasons have been given as the cause of alcohol abuse among youths in Kenya. They include; Parental influence, psychological stress, poor role model and availability of cheap liquor (Swisher et al, 1971).

Alcohol is a potent and a slow killer. It has both short term and long term negative effects to the consumer. It leads to health, social and economic problems. Some of the health problems include; blurred vision, stomach ulcers, blindness, and liver damage and mouth cancer. Alcohol consumption is widespread among the youth in Kenya. This has become a matter of concern to the parents, guardians, teachers and the society at large. The high rate of increase in alcohol taking by the youth is an emerging problem which requires an urgent solution.

1.1 Statement of the problem

There has been rampant increase of alcohol drinking by the youth. The high rate of drinking has immensely contributed to problems like truancy and boycotting of classes by students because of hangover and drop in academic performance. On family matters alcoholism has also led to a trail of misery in many homes. For instance there is high rate of family breakages due to young men spending most of their earnings on alcohol hence making children drop out of schools for lack of school fees and scores of them end up loitering in shopping centres and urban centres either as destitute or engage in child labour for lack of parental care.

Procreation and fertility rate has been reduced due to impotence among the men. Women in Kikuyu District, Kenya have demonstrated in the fight against the high rate of consumption of alcohol by the men. When interviewed by the media they confessed that their husbands have denied them their conjugal rights due to impotence, erectile disorders and immature ejaculation during sex.

On health matters alcohol abuse cause blindness, cancer risks, cirrhosis, brain damage, psychological and physiological reliance on alcohol leading to alcoholism. Alcohol consumption has led the young youth to engage in unprotected sex. Due to this action of unsafe sex an increase in HIV infections and other sexually transmitted infections (STI'S) have been contracted. According to Vander (2000) about 90% of rape cases in schools and colleges occur under the influence of alcohol. Despite all these dangers associated with alcohol there is still a very high rate of alcohol consumption among the youth. It is against this background that prompted this study

2. LITERATURE REVIEW

2.0 Introduction

Literature review provides one with means of getting to frontier in one's particular field of knowledge (Gall and Borg, 1989). Unless one learns what has been done by others in one's area of study, one may not develop a project that would contribute to additional knowledge. This chapter presents a critical review of the available literature on factors associated with alcohol taking among the youth. The chapter addresses reasons for alcohol abuse among the youth, effects of alcohol consumption and the summary of the literature review.

Related literature shows that alcohol has contributed many problems in the society. According to Monica et al (2011), alcohol use is a serious risk factor for chronic diseases and injuries worldwide. Globally, alcohol causes 1.8 million or 3.2% of all deaths and accounts for 4.0% of the disease burden. Studies have reported that alcohol use is associated with alcohol dependence, other substance use, criminal activity, unintentional injuries, involvement in physical fights, suicidal ideation and attempts, and risk of human immunodeficiency diseases. In Africa, alcohol use has been found to be associated with road traffic crashes, unprotected sex, and mental disorders. In Zambia specifically, 40.8% of adolescents (36.7% of boys and 45.2% of girls) have ever drunk alcohol.

2.1 Alcohol abuse

Research over the past two decades has tried to determine how drug abuse begins and how it progresses. Many factors can add to a person's risk for drug abuse. Risk factors can increase a person's chances for drug abuse, while protective factors can reduce the risk. According to Schulenburg (1996), most individuals at risk for drug abuse do not start using drugs or become addicted. Also, a risk factor for one person may not be for another. He further asserts that risk factors can affect children at different stages of their lives. The early childhood risks, such as aggressive behavior, if not addressed can lead to more risks, such as academic failure and social difficulties, which put children at further risk for later drug abuse.

Risk factors can influence drug abuse in several ways. The more risks a child is exposed to the more likely the child will abuse drugs. Some risk factors may be more powerful than others at certain stages in development. Research has shown that the key risk periods for drug abuse are during major transitions in children's lives. The first big transition for children is when they leave the security of the family and enter school. Later, when they advance from elementary school to middle school, they often experience new academic and social situations, such as learning to get along with a wider group of peers. It is at this stage of early adolescence that children are

likely to encounter drugs for the first time.

2.2 Peer Pressure and Alcohol Consumption

According to Kendall (1980), the most important variable in predicting possibility of alcohol user is the degree of adolescent involvement in peer activities, the number of friends using alcohol and friends attitude towards alcohol use. This implies that if a child joins a company of beer takers there is high probability of the child to indulge in beer taking

In essence teenagers desire approval from their peers more than anything else. When their peers do something, they want to do it also. Adolescent is for many a difficult time of transition when experimentation is more common and questions regarding identity and self concept are asked more frequently.

The interests and expectations of peer groups have an important bearing on whether or not a person will try dependence producing drugs. A friend or peer group is likely to be the source of information to drug users on the availability of drugs and their alleged effects. Furthermore a desire for acceptance and social interaction in a particular peer group may result in starting and maintaining the use of alcohol. If a popular teenager offers you a drink, you might think that you'll become popular if you do what he or she say or do. When a close friend starts drinking, you may worry that you will lose the friendship if you don't join in. Almost every youth has tried alcohol and many are regular drinkers. Pleasure has become one of the contributing factors to the youth engagement in alcohol use and abuse.

2.3 Mass media and alcohol abuse.

Alcohol marketing is one of the major risk factors for alcohol use (Monica et al 2011). Exposure to alcohol advertising and ownership of alcohol promotional items, such as t-shirts, lighters, matches, hats, or sunglasses with an alcohol brand name on it, increase the risk of alcohol use among adolescents. Alcohol marketing influences youth's attitudes and perceptions about alcohol, which are related to expectancies and intentions to consume alcohol beverages. In general, liking alcohol advertisements, such as displays of alcohol products in retail stores, retail store discounts, price specials, and coupons, is associated with an increased likelihood to use alcohol. Bagnall (1986), found that exposure to alcohol advertising in youth predicts youth's intentions of alcohol consumption up to two years later. Another study by American Psychiatric Association (1994) found that ownership of alcohol-branded merchandise was associated with a range of high-risk behaviors, poor academic performance, and early alcohol use initiation among youth. Mass media has become an avenue for publicity and a lot of advertisement has been done. There are a lot of adverts on the newspapers, television, radio and billboards about alcohol. Most of these advertisements show the goodness of alcohol.

2.4 Socio – Economic status and alcohol abuse

Social class is an important variable because different classes are linked with different standards of living and different social problem. A research on heroine addiction among males was conducted in New York City. This study revealed that the highest concentration of addiction was occupied by a high proportion of black and Puerto –Rican residents who had a low income and hence low status occupation (Chein, 1970).

Alcohol addiction is confined mostly to poorest areas which are normally characterized by low income and most unstable families (Felsted, 1986). Drinking of local alcohol is dominant in low income earners. Nevertheless the affluent also engage in alcohol taking due to the ability to buy the bottled beer, wine and spirit. The parents of this social class give a lot of pocket money to the students. This prompts the students to indulge in alcohol consumption. During weekend and holidays, those with high income converge for drinking with their friends. This becomes a routine due to the fact that they have enough to spend.

2.5 Parental / Guardian influence and alcohol abuse

Parents influence their children in taking alcohol if they form a tendency of drinking in the presence of their children. Children who come from homes where parents take alcohol tend to imitate the behaviour of their parents by engaging in taking alcohol. The culture of parents going to entertainment joints and pubs with their children affects their behaviour. The children will engage in alcohol drinking early or later in life.

The attitude of parents towards alcohol, tobacco and other drugs play a major role in children's behaviour (Midigo,2002) young people learn from what they see by imitating what their parent and other significant people in the community do.

2.6 Role model and Hero worship

Young people have role models which they admire and associate themselves with. These role models are parents, guardians, siblings or friends. Some teens have hero worship that they like being associated with. Those are significant figures like artists, wrestlers, sect members or movie superstars who perform a certain activity. These role models or heroes can influence the behaviour of their fans. A parent who is daily drinker, if he or she is the children role model, the child will adopt the behaviour of alcohol taking.

If a superstar associates his good performance with alcohol taking, the youth will imitate the superstar so as to become a hero and champion. In the attempt to be like the superstar they get introduced into drinking. Later they

will end up in drinking and perpetual drinking make them addicted to alcohol (Lamec,2012)

2.7 Effects of alcohol use on personal health

Alcohol has both short term and long term effects on personal health. The short term effects on drinking too much alcohol include: slurred speech, drowsiness, confusion, poor co-ordination, dizziness, vomiting and blurred vision. The long term effects of drinking too much alcohol over a period of years are; liver damage (cirrhosis), stomach ulcers, irritation of pancreas, it also leads to prevention of the kidney, from maintaining a proper balance of fluids and minerals, widening of the veins and arteries resulting in headaches and loss of body heat. Prolonged drinking of too much alcohol will lead to reduction of the body ability to produce red blood cells resulting in anaemia, increases the risks of cancer and eventually death. Santrock et al (1984) in their book 'Children and adolescence' points out that alcohol causes weakness, reduced inhibition and impaired judgment.

As more alcohol is ingested intellectual functioning, behavioural control and judgment become less effective and eventually one becomes drowsy and fall asleep. About 50% of people treated for mental disorder had mental problems related to alcohol use (Lindsay, 1983). Death occur through dehydration of some liquor like strong undiluted spirits.

2.8 Effects of alcohol on education

Alcohol affects the brain of youth. A research on alcohol by American Medical Association (AMA) indicates that scientific and medical information reveals how harmful drinking is to the developing of brain and serves as a wake up call to the parents and young drinkers.

The adolescent brain goes through dynamic change during adolescence and alcohol can seriously damage the brain. Moderate drinking impairs learning and memory in youth than adults. The research by AMA revealed that adolescent drinkers scored worse than non-drinkers. Memory recall is heavily affected with a 10% performance decrease in alcohol users. Alcohol also affects the sleep cycle resulting in impaired learning and memory loss.

As a result of alcohol taking in schools and colleges, problems have developed such as students missing classes because of hangover (Opie, 2005). This causes poor academic performance. The lecturers are also not spared they attend the same drinking places with their students setting a bad example to the student (Ndegwa, 1989).

Alcohol taking leads to addiction which affects the student's performance (Karechio, 1994) most of the youth who engage in habitual drinking of alcohol drop out of school and college. This increases the rate of illiteracy leading to unemployment due to lack of the required credentials for employment.

2.9 Effects of alcohol on the Society

Alcohol taking leads to addiction. The user cannot be in a position to control the amount to be consumed. This leads to wastage of money by the users. Many families had broken down due to effects of alcohol. Children drop out of school and others ending up in the streets. This impart negatively to the society as some of the youth end up in crime.

The youth form the largest number of drivers in the transport industry. The usage of alcohol has really caused several road accidents. In many instances the accidents end up being fatal. A drunk driver loses co-ordination and lack control. Campaign has been launched to sensitize the people to avoid driving when drunk (WHO, 1973). Alcohol use is associated with high risk sexual behaviours. It is also associated with sexual violence and sexual abuse. The National Institute on Alcohol Abuse and Alcoholism (NIAA) in the United State reported that people with alcohol use disorders are more likely to contract HIV/AIDS than the general population.

Many families have separated and divorced due to excessive drinking of alcohol. The user becomes frustrated, hopeless and depressed. The family lacks the basic human needs necessary for survival. Alcohol reduces performance in sexual activity. The Women become frustrated due to impotent nature of their husbands.

3. RESEARCH METHODOLOGY

3.0 Introduction

3.1 Research design

Research design is a process of creating an empirical test to support or refute knowledge Borg and Gall (1989). It is also a plan and structure of investigation used to obtain answers to research questions. The study adopted an exploratory approach using a descriptive survey design while

The target population of this study consisted of students in boy's secondary schools, girls and mixed secondary schools. There are 3 boys' secondary schools with an average population of 1,500 students, 6 girls' schools with a total population of 1,800 students and 12 mixed secondary schools with a population of 2,400 students. Simple random sampling was used to select 1 boy's secondary school, 2 girl's secondary schools and 4 mixed secondary schools with a ratio of 1:2:4 respectively. The study sampled 5% of the students in each category. The sample size for the boys was 75 students, 90 girls and 120 students in mixed secondary schools. The sample population consisted of four students who were 15 years and above and whose sample size was 285 out of the total population of 5700.

Data collected from the field were processed before analysis. Data processing was done for validity, editing, coding and tabulating raw data from the instruments. This enabled the researcher to manage the data collected. Data analysis involved classifying, ordering, manipulating and summarizing data in order to obtain answers to research questions or to test research hypothesis. The data collected were analyzed through descriptive statistics. The Pearson's coefficient of correlations was appropriate for this study. The researcher used simple statistics to analyze the data both qualitatively and quantitatively. In validation, collected questionnaires were checked to determine whether the data is accurate and relevant. Categories of responses were identified and classified as per research questions and objectives.

The editing was done to verify whether there were irregularities in the data. Qualitative data were subjected to descriptive statistics involving percentages and frequencies and then represented in form of tables. Information from structured questions was analyzed thematically based on the study objectives. Relationships or differences supporting or conflicting with original hypothesis were subjected to tests of significance to determine whether to reject the null hypothesis or accept the alternative hypothesis.

4. DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.0 Introduction

This chapter focuses on the questionnaire return rate, demographic information of the respondents, data presentation, interpretation and discussion of findings. The presentation was done based on the research questions.

4.1 Socio-economic influences on alcohol consumption

One of the research questions sought to establish the influence of socio-economic on alcohol consumption. The respondents were asked to indicate where they live. This sought to establish whether the dwelling place has any influence on alcohol abuse. The results are as in figure 1

Figure1. Dwelling Place of the respondents

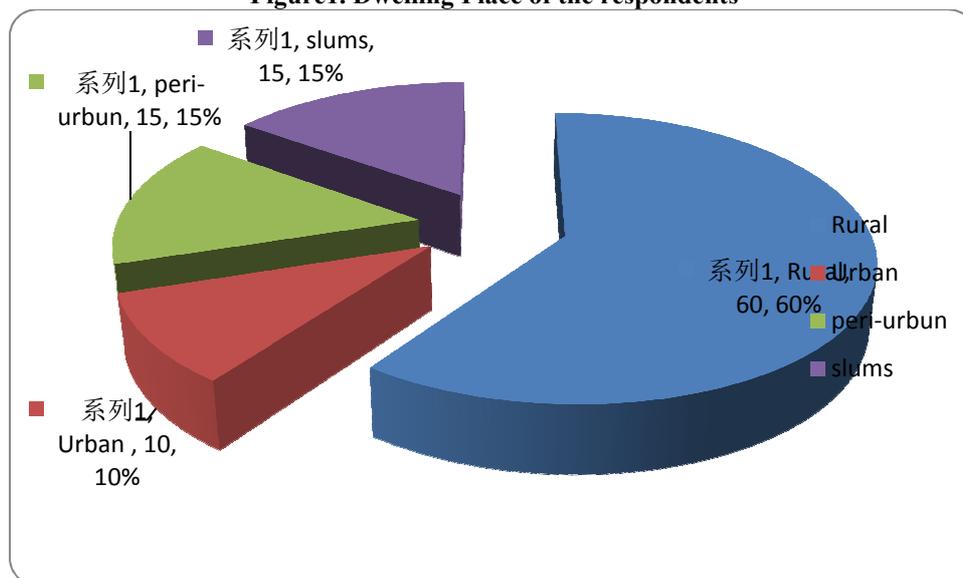


Figure 1 shows that more people live in rural areas as opposed to those who live in urban areas. However there are those who live in slums and peri-urban areas. This could have influence on alcohol.

The study also sought to establish the person living with the respondents. This also sought to establish whether the immediate person has influence on others in relation to alcoholism. The results are as in figure 2

Figure 2 Respondents dwelling partner.

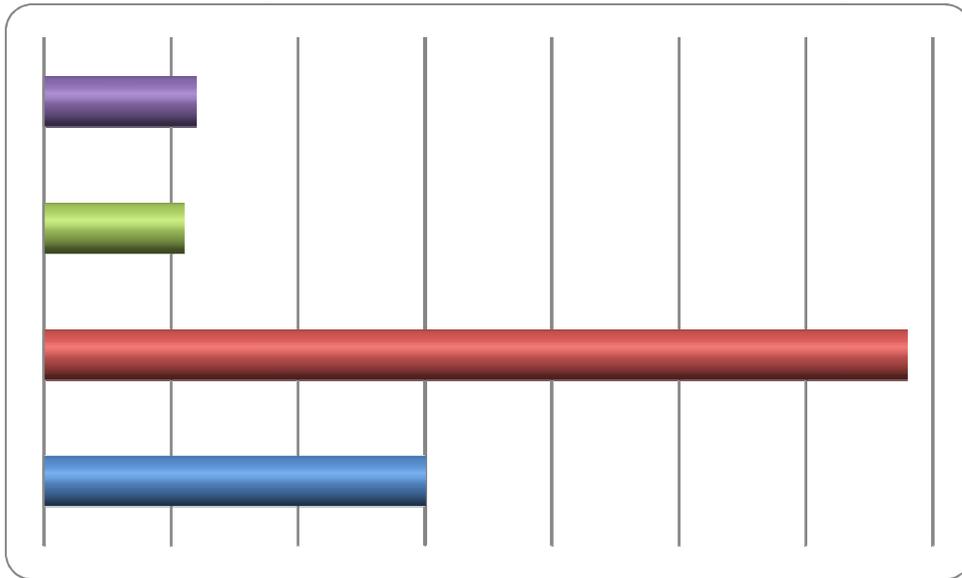


Figure 2 indicates that more respondents live with the parents and other live in their own families while the rest live with friends or relatives. Surprisingly, there are some students who; live with their parents and yet they take beer.

The study also sought to establish the age at which the respondents started drinking beer. This was to find out whether they started at youthful age when still in school. The results are as in figure 3

Figure 3 The age at which respondents started taking beer

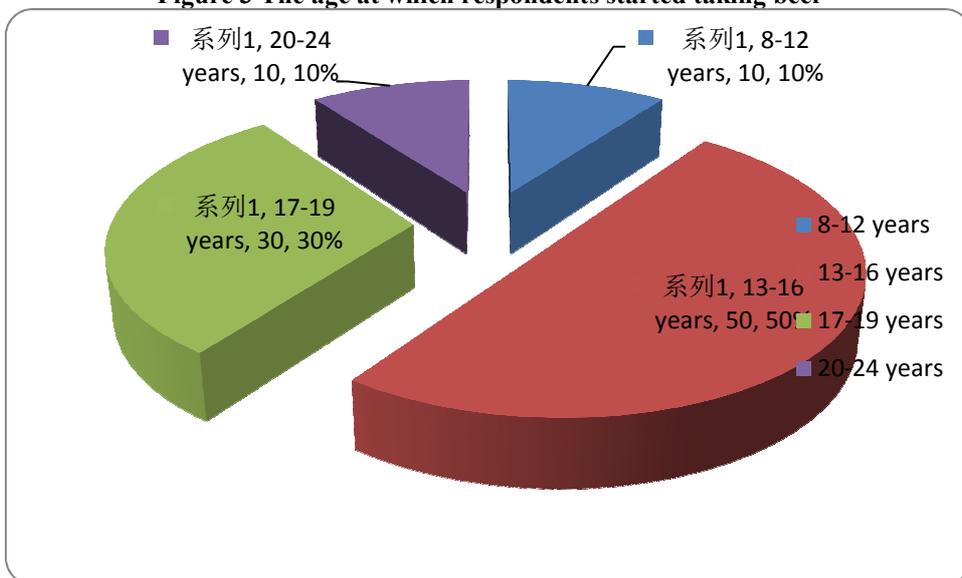


Figure 3 show that some people start taking alcohol when they are as young as between 8-12 years. This are the tender ages when they are supposed to be in primary school and indulgence into beer taking may make them be unable to stop the habit in future life.

The study also sought to establish the initial brand which individual started taking. The results are as in figure 4

Figure4. The initial brand for beer taking

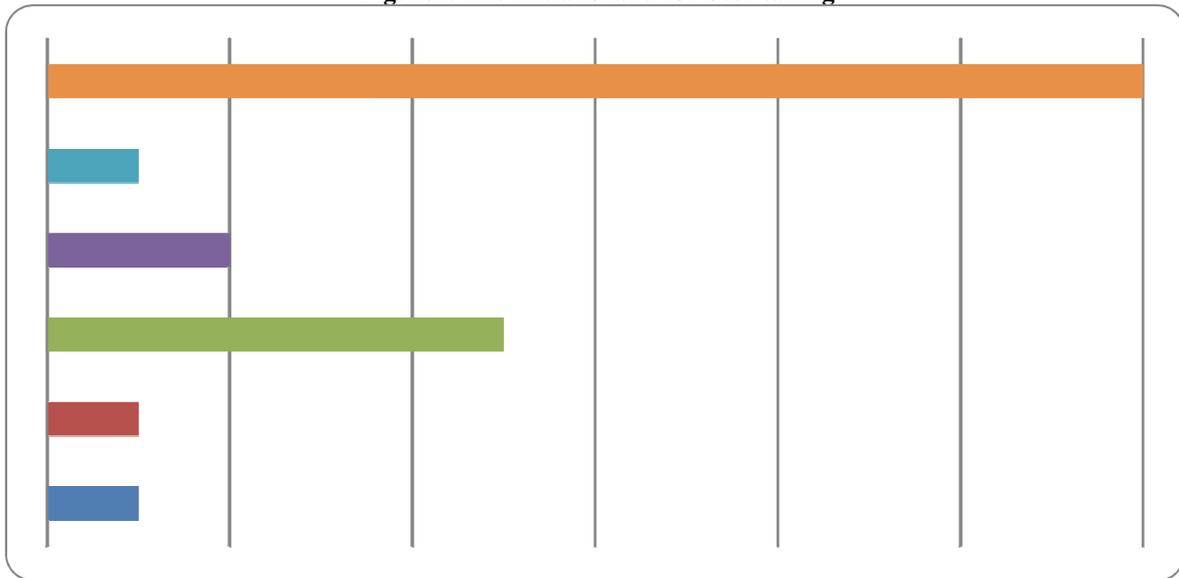


Figure 4 shows that most of people started with local brew and then graduated to bottled beer. This was attributed its availability and affordability of the brand. Through cross tabulation the results shows that those living in the rural area started with local brew but the town dwellers started with bottled beer like Tusker or Guinness. This implies that ones area of origin determines the type of beer brand that one started to take. On the aspect of frequency, the study sought to establish the frequency of taking beer. The respondents were therefore asked to indicate the rate at which they take beer. The results re as presented in figure 5

Figure 5 Respondents frequency of taking beer

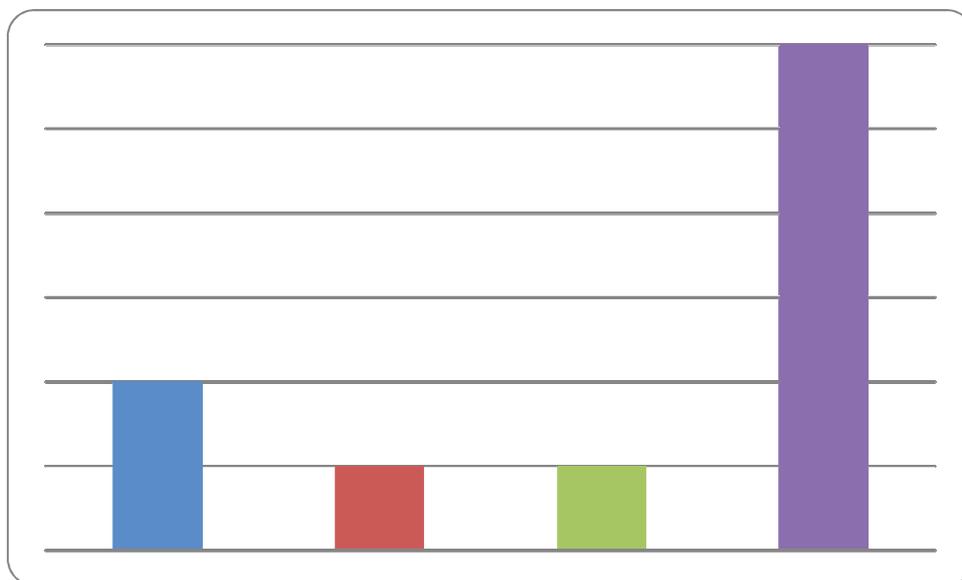


Figure 5 shows that even though some people take alcohol. Majority of them take it occasionally while others take it on daily basis. Others said that they take it on weekly and other monthly. Further probing shows that people taking beer on weekly, monthly and on occasions because of financial implication. They take it when they have money.

The study also sought to establish the influence of friends and family members on alcohol consumption. The respondents were asked to indicate whether their friends and family members take beer. The results are as presented in table 1

Table 1 Friends and family members indulgence on alcohol

Relationship	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Father	40	40	60	60
Uncle	50	50	50	50
Brother	60	60	40	40
Friend	65	65	35	35

Table 1 shows that at least one of the relatives takes alcohol. This implies that relatives influence the young ones in taking alcohol.

The study also sought to establish respondent's awareness on effect of alcohol on daily lives of the respondents. The results are as in figure 4.8

Figure 6 respondents awareness on effect of alcohol on daily lives

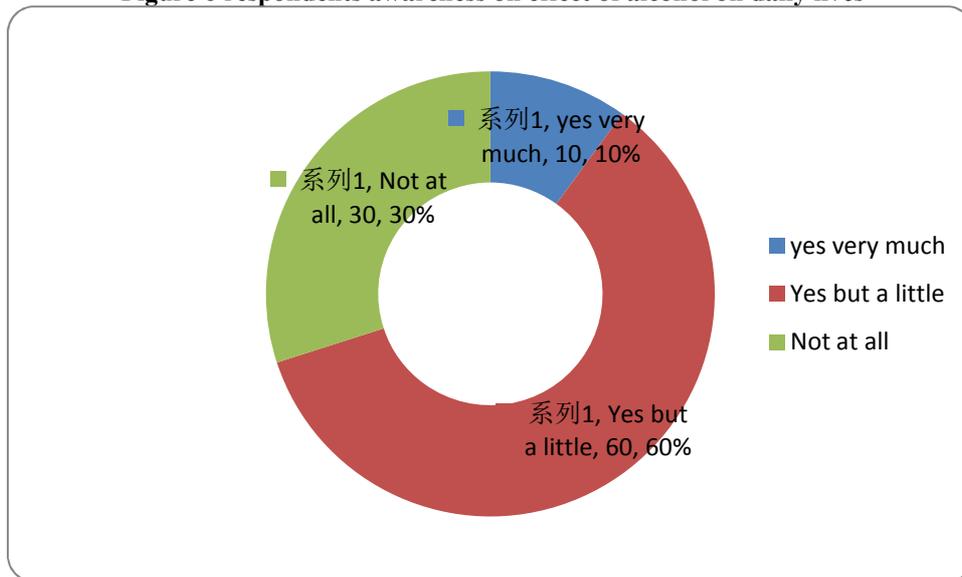


Figure 6 shows that majority of respondents who are involved in alcohol taking said that it interferes with their daily lives 10% of the respondents are severely affected and 60% are affected but a little. However, 30% are not affected by alcohol. This implies that alcohol affects people's daily activities hence affecting their performance of their duties.

4.2 Peer influence on alcohol consumption

The other objective of the study was to establish peer influence on alcoholism. The respondents were asked to indicate peer influence contributed to respondents taking alcohol. The results are as in figure 7

Figure7 Peer influence on alcohol

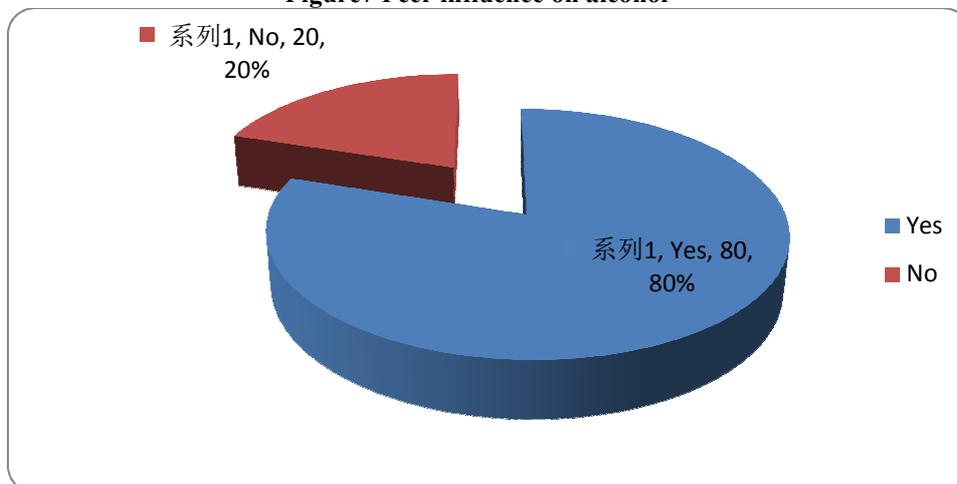


Figure 7 shows that majority of the respondents were introduced into beer taking by their peers. This is as attested by 80% of the respondents who were of the opinion these results concurs with Kendall et al (1980) who asserted that peer pressure is a key variable to predict possibility of beer taking among the youth. This is because the peers provide with the information on the availability of alcohol as well as enticing their friends to get engaged into the act. In order to establish whether peer pressure has influence in respondents' habit of taking alcohol, Pearson correlation was established. This is as indicated in table 2

Table 2: Pearson correlation between influence of peer pressure and respondents indulgence in alcohol

		Peer pressure	Alcohol taking
Peer pressure	Pearson Correlation	1	.080
	Sig. (2-tailed)	.	.151
	N	380	380
Alcohol taking	Pearson Correlation	.080	1
	Sig. (2-tailed)	.151	.
	N	380	380

The findings revealed that there was a positive Pearson correlation at 0.080 between peer pressure and alcohol taking occupation. This implies that there is a positive relationship between peer pressure and alcohol taking. In the same category the respondents were asked to indicate any other factor that contributed to respondents' continuous alcohol taking. Among the factors that were most cited were salary at 30%, parents/ relatives 20% , friends 40% and easy access to cheap beer 10%. Through cross tabulation the results show that access to cheap beer was factor which was given by many students as the factor luring them into indulgence into beer taking. These results mirror Swisher (1971) and Midigo (2002) who asserted that, parental engagement in beer taking has influence on the youth in beer taking. Swisher (1971) further said that availability of cheap beer significantly influences the young people to get involved in beer drinking.

The Pearson correlation between the influence of salary and parents in respondents' indulgence on alcohol was established. This was to establish whether there is a positive or negative relationship between salary, parents and beer taking. Table 3 shows the relationship.

Table3 Pearson correlation between salary, parental influence and respondents' indulgence in alcohol

		salary	Parental influence	Alcohol taking
Salary	Pearson Correlation	1	.091	.185(**)
	Sig. (2-tailed)	.	.101	.001
	N	380	380	380
Parental influence	Pearson Correlation	.091	1	.821(**)
	Sig. (2-tailed)	.101	.	.000
	N	380	380	380
Alcohol taking	Pearson Correlation	.185(**)	.821(**)	1
	Sig. (2-tailed)	.001	.000	.
	N	380	380	380

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

* Correlation is significant at the 0.05 level (2-tailed).

The findings revealed that there was a positive Pearson correlation at 0.185 between the salary of the respondents and respondent's indulgence in beer taking. The level of 0.185 is higher than the level of correlation significance of 0.05; therefore there is a positive relationship between availability of money (Salary) and the respondents' indulgence in beer taking. In the same category the research reveals that there is a positive relationship between the parental influence and respondents' indulgence in beer taking. This is as attested by a Pearson correlation of 0.821 between parents influence and indulgence in alcohol. The study further sought to establish the respondents' ability to take beer with comfort due to availability of money. The results areas in figure 8

Figure 8 Respondents ability to pay for the beers

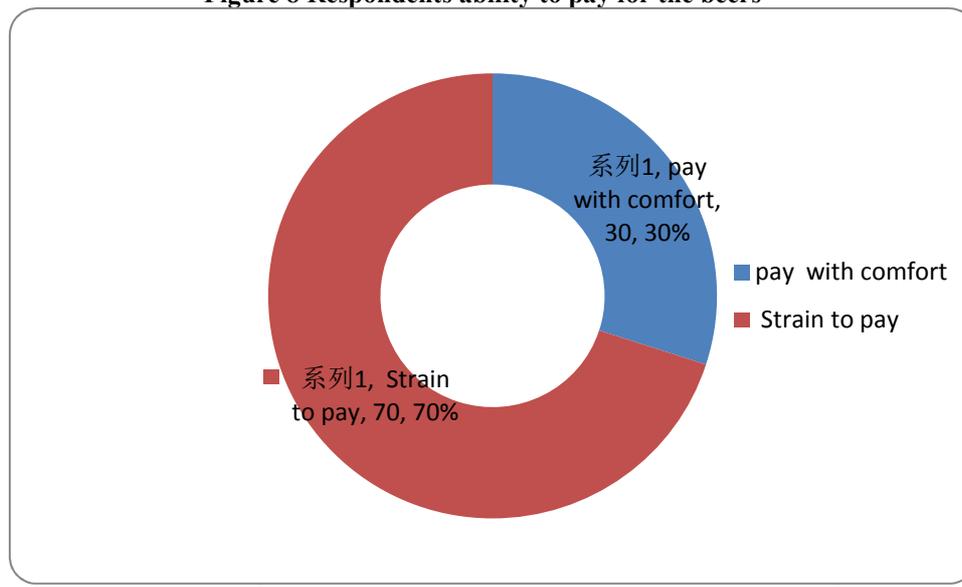


Figure 8 shows that most of respondents take beer while straining to pay for it and 30% of them are able to pay with comfort. This mirrors the question on the frequency on taking beer were 55% of the respondents said that they take beer occasionally when the money is available. In line to money spent on alcohol the respondents were asked to indicate the amount of money they spend on beer on monthly bases. 40% of the respondents said that they spend less than Ksh 2000. This response was common to those who take local beer sold in clubs like Keg whose price is as low as Ksh20 per 250 ml cup. 30 % of the respondents who take beer said that they spend between Ksh 2000-5000 and 20% said that they spend between Ksh 6000-10,000. However, 10% of the respondents said that they spend over Ksh11, 000 per month on beer.

4.3 Influence of mass media on alcohol consumption.

One of the objectives was to establish the influence of media on alcohol. The respondents were asked to indicate on whether media has any influence on beer taking. The responses are as presented by figure 9

Figure 9 Influence of Media on alcohol consumption

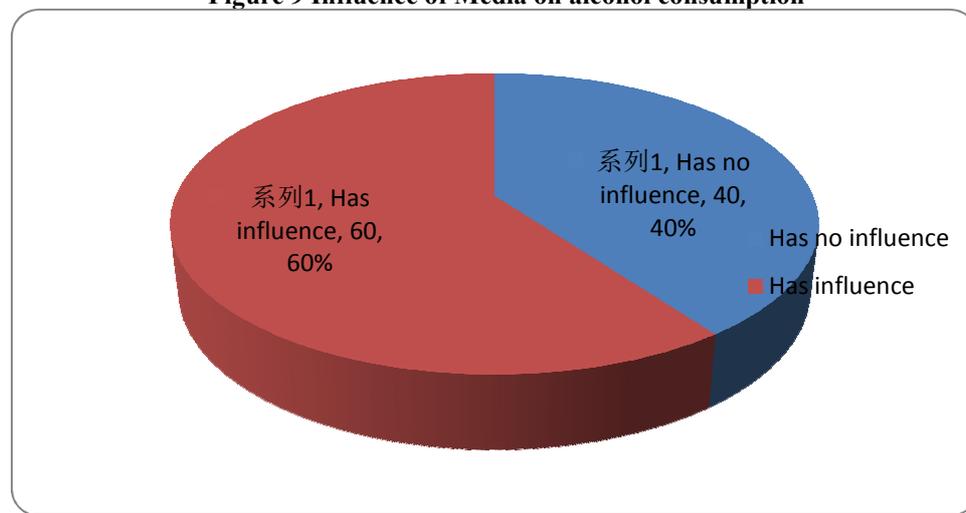


Figure 9 shows that media through advertisement plays a significant role on respondents indulgence in alcohol. This was attributed to beer advertisements which create awareness on available varieties of beer attributing beer to social and sports events where the advertisement portrays one as being able to play or watch football after taking beer like Guinness brand. According to Bagnall (1986), more people become more positive about drinking beer after learning about it in the media.

4.4 Influence of role model on alcohol consumption.

The other objective was to establish whether the “significant others” or the role models play any role on respondents habits of beer taking. The responses are as presented by figure 10.

Figure 10 Role models on respondents' indulgence on alcohol

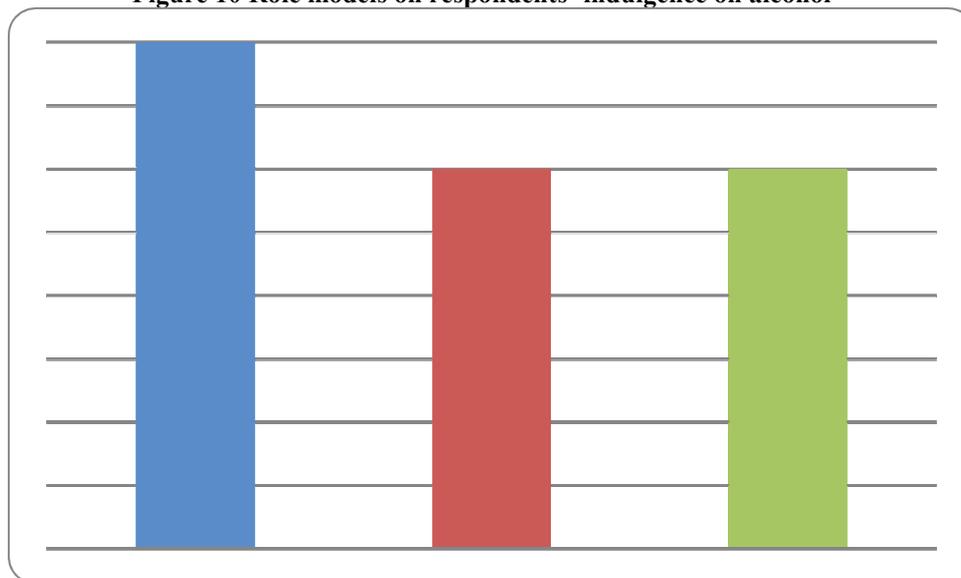


Figure 10 reflect figure 9 which shows that media has influence on alcohol taking. Figure 10 indicates that more respondents are influenced by the “significant others” to take beer. This is in line with media because the role models are used in advertisements of alcohol either when drinking beer or playing football or supporting particular football teams under the influence of alcohol. Moreover, the social functions for the significant others are shown to be more colourful with presence of beer. This influences the youth into beer drinking. The study sought to establish precisely whether there was correlation between the role model and respondents' indulgence in alcohol. This prompted the researcher to use Pearson correlation coefficient to measure the correlation. This is as shown in table 3

Table 3 Pearson correlation between influence of role model and respondents' indulgence in alcohol

		Role model	Alcohol taking
Role model	Pearson Correlation	1	.090
	Sig. (2-tailed)	.	.161
	N	380	380
Alcohol taking	Pearson Correlation	.080	1
	Sig. (2-tailed)	.161	.
	N	380	380

The findings revealed that there was a positive Pearson correlation at 0.090 between role model pressure and alcohol taking. This is an indication that there is a positive relationship between role model and alcohol taking by the respondents.

The study also sought to establish the level of addiction into alcohol. The respondents were asked to indicate whether they ever tried to quit the habit of beer taking. 40% of the respondents said that they tried to quit beer taking and 60% never tried. This led to the question on why they never succeeded to quit beer taking. The responses are as presented in figure 11

Figure 11 Reasons for not managing to quit beer drinking

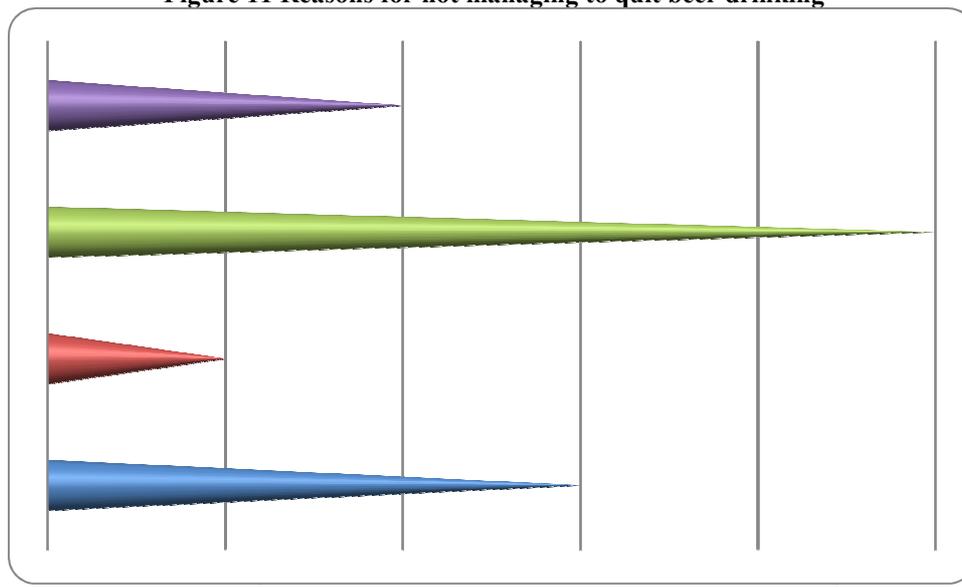


Figure 11 shows that fear to loose friends is the main factor making many respondents not quit beer taking an indication that friends play a significant role in influencing people to indulge in alcohol. The foregoing discussion shows that when all the factors that influence people to indulge in alcoholism are put together peer pressure significantly tops the rest as attested by 80% of the respondents who said that they were influenced by their peers to indulge in alcoholism. This was followed mass media rated at 60% by the respondents. The other factors include; friends, parents, salary, and the role models in that order.

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the findings of the study and presents conclusions, recommendations and suggestions for further research.

5.1 Summary of the major findings

The purpose of this study was to establish the factors associated with high rate of Alcohol abuse among the youth in Kikuyu District, Kiambu County. It was guided by five research objectives focusing on the influence of peer pressure, parents and guardians, media, role model and social economic on youth engagement in alcohol. It used descriptive survey as well as questionnaire and interview guide as the main tools for data collections. The target population included all boys and mixed secondary schools in kikuyu district. However for the purpose of data collection 285 form four students were randomly sampled as well as 104 beer drinkers in pubs. The data was analyzed using the SPSS which yielded to the frequency tables, percentages and mean. Through the data analysis the study revealed that; Most of beer customers are single. However, there are some who are married and other divorced. This is an indication that more youth are engaged in beer taking compared to elderly people. The study also revealed that, majority of the people engaged in beer drinking have secondary education as their highest academic qualification, followed by KCPE holders tying with diploma holders and degree holders respectively. In the same category 60% of the students are engaged in beer taking compared to 40% non students. This was so because of many middle level colleges and the universities in the area. Through further probing the study established that 30% of secondary school students are engaged in beer taking. The rest of students involved in beer taking include 40% tertiary colleges, 20% polytechnic students and 20% university students. The other revelation is that, some people start taking alcohol when they are as young as between 8-12 years or the age when they are supposed to be in primary education. The study also shows that the initial brand of beer taken by most of the people is local brew commonly known as “Muratina” and then graduated to bottled beer. This can be attributed to its availability and affordability of the brand. However, this depends on the dwelling place of the respondents, the rural forks starts with “Muratina” and the town dwellers starts with bottled beer. The study also revealed that, that majority of the respondents were introduced into beer taking by their peers and there are several factors that influence people to take beer, they include, salary as attested by 30% of respondents, parents/ relatives 20%, friends 40% and easy access to cheap beer 10%.

In relation to mass media, the study revealed that, media through advertisement plays a significant role on respondents' indulgence in alcohol. This is attributable to beer advertisements which create awareness on available varieties of beer and social and sports events where the advertisement portrays one as being able to play or watch football after taking beer like Guinness brand

On the influence of the role models, the study established that, more respondents are influenced by the "significant others" to take beer. This is in line with media because the role models are used in advertisements of alcohol either when drinking beer or playing football or supporting particular football teams under the influence of alcohol. Moreover, the social functions for the significant others are portrayed to be more colourful with presence of beer. This influences the youth into beer drinking.

5.2 Conclusions

It is evident that young people are involved in beer taking which starts at tender ages of 8 years. Due to its availability and affordability of local brew most of youth start taking it at youthful stage. However, they progress to take bottled beer when money is available although even at later ages many of them struggle to take beer because it is expensive for them. Consequently they result into taking beer occasionally.

On health matters majority of the respondents said that they are not aware whether alcohol affects their health but to the contrary they said that it affects their daily lives associated to what they referred to as "hangovers". It is evident that when all the factors that influence people to indulge in alcoholism are put together peer pressure significantly tops followed by mass media, friends, parents, salary, and the role models in that order.

5.3 Recommendations

In the view of the research findings, the research recommends the following:

- ❖ The study revealed that most people start taking alcohol at a tender age of 8 Years. The study then recommends that the law on alcoholism should be well enforced to restrict the young ones from accessing alcohol.
- ❖ The study also revealed that parent and guardian influence young ones into indulgence in alcoholism. The study recommends that parents and guardians should not be taking alcohol in presence of their children and they should always be giving guidance and counseling to their children.
- ❖ On mass media, the study revealed that mass media plays role in influencing the youth in taking beer. The study recommends that parents and teachers should be keen to tell the young ones that whatever they see in television and other mass media is for marketing purpose and nothing else. This will make the youth make the right choice on matters of beer taking.
- ❖ The role models also play a role on influencing the youth into beer taking. The study recommends that parents, guardians and religious leaders should intensify a campaign against beer taking by the youth.
- ❖ There should be compulsory guidance and counseling sessions for all students and aggressive awareness campaign to the non-school going youth on how to avoid indulgence in alcohol, how to stop the habit and teach them on the various risks factors associated with alcohol abuse. Further the government should consistently use the media to educate the people and display the socio-economic and health effects of alcohol consumption to the user.
- ❖ The other factor that influence youth is the peer pressure, this study recommends that parents and guardians should be advising their children on dangers of befriending children who are involved in beer taking. This will deter them from taking beer under the influence of their peers.
- ❖ The government should impose stiff penalty to the local brewers who sell alcohol to the youth below 18 years .Further the government should ban all cheap brew whether local or manufactured and impose a minimum price of all alcohol drinks.

5.4. Suggestions for further research

Based on the findings of the study the researcher makes the following suggestions for further research;

- A research need to be done on factors associated with high rate of alcohol abuse among the youth in randomly selected districts, one per province other than central. This will give room for comparison of factors associated with high rate of alcohol abuse among the youth.
- A study should be carried on the effects of alcohol consumption in students performance on education.
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