The Influence of Social Referents on Alcohol Use Behaviour of College Students

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Abstract

Alcohol continues to be the substance of choice for many youth of today, leading to serious physical, psychological and social consequences. Drinking habit has a long-range consequence and that includes the influence it has got on the drinking habit of the continuing generation. This study establishes the level of association between drinking behaviour and the attitude of social referents to drinking on the drinking behaviour of the adolescents and their attitude to drinking. A study on the 400 college going graduate students, with a mean age of 20.01 and standard deviation of 1.672, of West Siang district of Arunachal Pradesh largely establishes an association between adolescents and their social referents. Parental habits and attitudes are transferred to the children in many situations. The Galos, who have been traditionally and historically grouped together with the other Abor groups of tribes, are a major tribe of Arunachal Pradesh. Eighty nine percent of the respondents belonged to this tribal population with 53.8 percent male and 46.2 percent female respondents.

Introduction

Theory of Triadic Influence (TTI) positions that alcohol and tobacco use are influenced by three factors at three levels. The factors are personal, social and environmental, and the three levels are ultimate, distal, and proximal or immediate (Flay, Snyder, and Petraitis 2009, Flay *et. al*. 1994). Of the social and environmental factors, family and social referents are the two most important components. Parents have a strong influence on the development of drinking behavior and the formation of social rules in relation to the use of alcohol (Maddox, 1964; Stacey and

Davies, 1970; O'Connor, 1976). A broader body of social science and medical literature has provided empirical evidence on the importance of a variety of parental influences on youth tobacco use. Many studies have shown that strong parent-family connectedness/bonding/communication reduces the likelihood of smoking among youth (Bailey, Ennett, and Ringwalt, 1993, Cohen, Richardson, and LaBree, 1994, Biglan, Duncan, Ary, and Smolkowski, 1995, Distefan, Gilipin,Choi, and Pierce, 1998). Parental monitoring and limit-setting have also been shown to be important factors associated with youth cigarette use (Jackson, 1997; Biglan, Duncan, Ary, and Smolkowski, 1995; Cohen, Richardson and LaBree, 1994; Ary, Duncan, Duncan, and Hops 1999; Pierce, Distefan, Jackson, White, and Gilpin, 2002). Alcohol use and tobacco use are issues that crop up at adolescence and society has given considerable attention to address it. One of the identified factors of the association of alcohol use (AU) and tobacco use (TU) has been the family and parents of the users. Along with parents other social referents such as siblings, significant others and peers are also factors of high influence. Their deliberate or inadvertent influence on the young members is a studied and established fact. Besides these social referents, socio-cultural and environmental factors (Joseph and Pereira, 2014) have also been accepted as contributory factors of *apong* and AU of adolescents. However, theorists remain divided on whether the behaviors of significant others influence adolescent alcohol and tobacco use directly or indirectly, and the relative influence of parental and peer smoking on adolescents' own smoking is still a matter of deliberation. In addition, in the opinion of Flay and Petraitis (1994), little research has been done on the role of significant others' behavior on different stages of smoking and alcohol use onset. This research is inclined to support that there exists a positive association between *apong* and alcohol use of social referents and of adolescents among the studied population.

Literature Review

Literature regarding the topics have mixed information to impart**.** Several mechanisms through which neighborhoods influence adolescent well-being have been proposed. Leventhal and Brooks-Gunn (2000) proposed a parental relationship mechanism, where parents act as gatekeepers who manage risks and opportunities for their children

(Furstenberg 1993; Furstenberg, Cook, Eccles, Elder and Sameroff 1999). Neighborhoods may influence adolescent well-being through parental characteristics, parenting behaviors, home environments, and the availability of helping social networks.

Researches have shown that the most accurate basis for predicting what an adolescent would think and do with alcohol is to know what his parents' thoughts and actions are in this respect (O'Connor, 1979). He claimed that if both the parents drink, the probability is high that their children will also drink and that problem drinkers and young alcoholics are more likely to have parents who themselves experience difficulties with alcohol, and are more likely to come from homes in which there has been some kind of family disruption. The first drinking experience is said to take place within the family. Davies and Stacey and Davies (1970), showed that the majority of boys and girls reported that parents were the people who first introduced them to alcohol.

Research by Jahoda (1972) and colleagues showed that children begin to learn about alcohol early in life and suggested that children's views develop out of an interplay of factors such as parents' behaviour and attitudes, the official view, as well as the growing influence of peers and other social factors such as the mass media.

According to O'Connor (1976), despite the vast quantities of research, little is known about how parental behaviour and attitudes influence the new drinking situation. Few studies relate parental drinking behaviour, attitudes to the development of drinking practices and attitudes of young people. Studies by Jennings and Niemi (1974) indicated that it is necessary to differentiate between the contributions of fathers and mothers in order to understand more fully the socialization process within the family circle.

The results of a study by O'Connor (1979) showed that a) fathers had more influence on children's drinking behaviour than mothers; b) fathers influenced daughters more than sons; c) fathers and mothers who were abstainers, virtual abstainers, light drinkers or moderate drinkers, had sons and daughters who were also abstainers, virtual abstainers, light drinkers or moderate drinkers; d) the reverse was also true, in that sons and daughters who were abstainers, virtual abstainers or light drinkers, had parents in these light drinking categories; e) more sons and

daughters who were moderate drinkers had fathers and mothers who were abstainers, virtual abstainers or moderate drinkers, than did sons and daughters who were classified as heavy or very heavy drinkers. The study also identified that among all the influences the most important were:

1. Fathers' drinking behavior
2. Mothers' drinking behavior
3. Fathers' attitude to children taking six or more drinks, three or more drinks, and mixing drinks
4. Mothers' attitude to children taking six or more drinks, three or more drinks, and mixing drinks.

The evidence from this study showed that parental attitudes, particularly those of the father, rather than parental drinking behaviour or general family relationships, were the most important influences on children's drinking behaviour. The study also showed that while fathers' and mothers' drinking behaviour and mothers' attitudes to the amount of alcohol consumed by their children were not highly significant, these did appear to contribute to the development of their children's drinking behaviour.

The most important of all parental influences were the children's perceptions of their parents' attitudes towards drinking. These perceptions influenced not only their actual drinking behaviour, but also the development of their own attitudes in relation to drinking.

Thus, the study by O'Connor (1979) point to the fact that parents play a major role in the transmission of drinking behaviour. The differential effects of their drinking behaviour, attitudes to alcohol, involvement and interest in their children's activities, their consistency in dealing with them, and their relationship with their children's friends, were related to the development of the drinking practices and attitudes of young people.

Bjarnason, Thorlindsson, Sigfusdottir and Welch (2005) developed and tested with hierarchical linear modeling of data from Icelandic schools and students a multi-level Durkheimian theory of familial and religious influences on adolescent alcohol use. On the individual level, traditional family structure, parental monitoring, parental support,

religious participation, and perceptions of divine support and social constraint are associated with less adolescent alcohol use.

Individual parents knowing other parents (intergenerational closure) was not found associated with less alcohol use among their children, but all students drink less in schools where such intergenerational closure is high. Parental support and parental control of adolescents were seen as individual level counterparts to integration into society and regulation by society (Thorlindsson and Bjarnason, 1998), and both of these factors predicted lower levels of adolescent alcohol use. Along with the family, the religiosity of individual parents is related to their children's alcohol use. Results supported that religion affects alcohol use on the individual level (Jaynes, 2003).

Grube and Morgan (1990) tested an interactive model of attitudes and perceived social support in a panel survey of substance use among Irish students. They found significant contingent consistency interactions for smoking, drinking, and drug use behaviors regardless of the age of the students. These interactions were more likely when predicting current behavior rather than behavior change. The significant interactions primarily involved perceived substance use by friends. Study has confirmed the hypothesis that friends represent a more immediately relevant reference group than parents for these adolescents. The study also confirmed that these young people perceive smoking and drinking as less deviant than drug use and that contingent consistency interactions is more likely for perceived social support from friends than from parents and for perceived substance use by others than for verbal support and for drug use than for drinking and smoking.

In a study with 959 adolescents of 12 to 14 years of age, using structural equation models to specify pathways from neighborhoods to adolescent cigarette and alcohol use through parental closeness, parental monitoring, parent substance use, and peer substance use (Chuang, Ennett, Bauman, and Foshee (2005), found that for adolescent cigarette use low socio economic status (SES) neighborhoods were associated with increased parental monitoring, which was further associated with decreased adolescent cigarette use.

For adolescent alcohol use, high SES neighborhoods were associated with increased parent drinking, which was further associated with

increased adolescent alcohol use. Low SES neighborhoods were associated with increased parental monitoring and increased peer drinking, which were in turn associated with decreased and increased adolescent alcohol use, respectively. Using Bronfenbrenner's ecological model (1979) as a guide, the research found that neighborhoods influence adolescent cigarette and alcohol use both directly and indirectly, via parent and peer behaviors. This study thus enhances the understanding of neighborhood influences on adolescent cigarette and alcohol use.

Ennett, Bauman,,Foshee, Pemberton, and Hicks, (2001) by studying a sample of 537 adolescent-parent pairs through telephone interview at baseline and again one year later, found that parent-child communication about rules and discipline predicted the escalation of the use of alcohol and tobacco by the adolescents. Three domains such as rules and discipline, consequences and circumstances, and media influences were taken into account for communication between parents and adolescents. Communication in these domains varied because of family characteristics, such as parents' substance use and mother's education level and found that parent-child communication was not related to initiation of smoking or drinking. However, the fact of parental influence on children's smoking or drinking behavior was admitted by the study.

Thus, studies articulate the point that the attitude and behavior of the social referents of the adolescents are positively linked to the use of alcohol and tobacco by adolescents. The degree of influence may vary due to other factors such as styles of childrearing (Conger, and Lorenz, 1993), types of relationship between the adults and the adolescents (Ennett, *et.al*. 2001) and social surroundings (Chuang, *et.al*. 2005). This is to disclose that there are more factors affecting the adolescents' alcohol use and tobacco use behaviours than the factor of social referents, yet social referents are positively linked to the adolescent behavior, directly and indirectly.

Setting

The Galos, constituting a major tribe of Arunachal Pradesh traditionally and historically have been grouped together along with the other Abor groups of tribes. The Galo community has been recognized/

listed as a separate tribe (scheduled tribe) in the Amendment to the Constitution (Scheduled Tribes), Order, 1950, Part-XVIII, with the term 'Galong' (Nyori, 2013). After decades of legal procedures, on 19 December 2012, the Government of India passed a bill in the Lok Sabha, changing the nomenclature to 'Galo' from 'Galong' by amending the original Constitution (Scheduled Tribes) Order, 1950 (Sanjoy, 2012). The Galos believe that their ancestor was Abu Tani, a mythical figure. They trace their origin to Nyime Nyimek Pui, a place in the northern snow peaks. The route of migration is traced through Nigo, Gelling, Tuting, Bomdo, Riga, Boleng and finally crossing the Siyom River. They are distributed in the region bordered by the middle and lower reaches of the Siyom River in the east and the Subansiri river in the west. Their main concentration is near Along (Aalo) and Basar (Singh, Dutta, and Ahmad, 1995).

Apong, a manually and locally produced fermented alcoholic beverage, is prepared from a mixture of cooked rice and starter. Earthen pot, wooden containers, utensils, teak or banana leaves may be used for holding the mixture for fermentation. The produce, *apong*, is a clean and milky liquor. Some other types of fermented beverages are *opo, madua, rakshi, mingri, lohpani,* and *bhangchang*. *Apong* and *opo* are rice-based beverages whereas others are millet-based fermented beverages. The first three are said to be prepared and consumed by almost all the tribes in the state. These fermented beverages are an important part of the people's daily life and meal as much as in different social and cultural ceremonies and functions. This is served to people of all age groups, including children below five years of age (Choudhury, 1994. Shrivastava, Greeshma, and Shrivastava, 2012). The use of *apong* by the Galos and Adis of Arunachal Pradesh has been recorded by Choudhury (1994) as an essential item of food, taken by the people regularly, during social and ritual functions and festivals.

Method

The data for the present paper were researched from a sample of 400 college students of the West Siang district of Arunachal Pradesh during the academic session 2013-14 using the tool of personal interview. Of the respondents, 53 percent were male and 47 percent female; and 89 percent (345) were from the Galo community, the indigenous people of

the place. The remaining 11 percent belonged to Adi, Bokar, Bori, Palilibo, Ramo, Libe Ramo, and Tagin communities.

The objective of the research was to identify the prevalence level of *apong*, alcohol, and tobacco use among the college-going population of the district and to verify its relation to their academic performance. Secondly, it aimed to assess the influence of environmental and social factors on the alcohol use behaviour of the youth. As part of the second objective, the research also enquired into the respondents' understanding and perception of social referents' attitude to AU and TU as well as *apong* (a homemade brew) use with a view to establish its relation to the attitude of the referents to these objects as well as the patterns of use. The study established a 62 percent prevalence of *apong* use and 46 percent of AU among respondents.

This paper explores a three way association between the social referents and the respondents:

1. *Apong* use and alcohol use behaviour of social referents and respondents,
2. Attitude of social referents to *apong* use and alcohol use, and attitude of respondents to *apong* use and alcohol use and
3. Attitude of social referents to *apong* use and alcohol use, and the *apong* use and alcohol use behaviour of respondents.
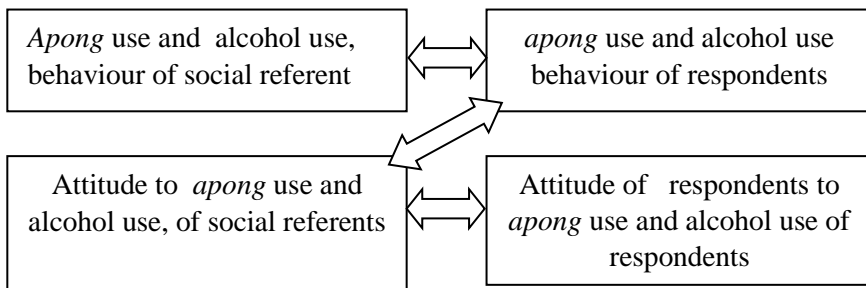
This paper presents the association between the attitude and behavior of the social referents, and the attitude and behaviour of the respondents towards *apong* and alcohol use. The social referents considered here are father, mother, siblings, friends and significant others. The relation was explored using Chi Square test in the Statistical Package for Social Science (SPSS) software programme.

The behavior were scaled between 'never used, quit using, occasionally using, quite often (but not daily) using and daily using' while attitude was scaled as 'acceptable for boys only, acceptable for boys and girls, expected of boys only, expected of boys and girls, and don't know'.

Tables are placed in three sections (A-B-C), with each section having two tables each for *apong* use and alcohol use, establishing the association between the social referents and the respondents. In each table, a correlation is established between the respondents and their father, mother, siblings, significant others and friends.

Section A presents the association between *apong* and alcohol use bahviour of social referents and respondents. Section B presents the association between the attitude of social referents to *apong* and alcohol use and the attitude of respondents to *Apong*/Alcohol use. Section C presents the association between the attitude of the social referents to *apong* and alcohol and the *apong* use and alcohol use related behaviour of the respondents. Significant relations between the studied variables are stated below each table.

Result

Section A: Association between *apong* and alcohol use behavior of social referents and *apong* and alcohol use behavior of respondents

Table 1. The significant relation between the *apong* use related behaviour of the respondents and their social referents

1. Chi square relationship between the respondents' *apong* use behavior and that of their father.			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.430[a]	16	.000
Likelihood Ratio	45.376	16	.000
Linear-by-Linear Association	1.608	1	.205
N of Valid Cases	400		
8 cells (32.0%) have expected count less than 5. The minimum expected count is .34.			
2. Chi square relationship between the respondent's *apong* use behavior and that of their mother.			
	Value	Df	Asymp. Sig. (2-sided)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.490[a]	16	.000
Likelihood Ratio	59.485	16	.000
Linear-by-Linear Association	8.657	1	.003
N of Valid Cases	400		

9 cells (36.0%) have expected count less than 5. The minimum expected count is .08.

3. Chi Square relationship between the respondent's *apong* use behavior and that of their siblings.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.316[a]	16	.000
Likelihood Ratio	99.174	16	.000
Linear-by-Linear Association	16.493	1	.000
N of Valid Cases	400		

11 cells (44.0%) have expected count less than 5. The minimum expected count is .08.

4. Chi square relationship between the respondent's *apong* use behavior and that of their friends.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	119.768[a]	16	.000
Likelihood Ratio	98.460	16	.000
Linear-by-Linear Association	37.218	1	.000
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .48.

5. Chi Square relationship between the respondents *apong* use behavior and that of their significant others

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.703[a]	16	.000
Likelihood Ratio	39.174	16	.001
Linear-by-Linear Association	7.558	1	.006
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .68.

H_0- There is no significant relationship between *apong* use (related) behavior of respondents and the father as well as other social referents of the respondents.

In the Chi square test (Table 1) between the respondent's *apong* use behavior and that of their father showed that P value is .000 which is lesser than .05, which is the confidence/alpha level. This establishes that there is a high significant relationship between respondents' and their fathers' *apong* related behavior. In other words, the use of *apong* by the father is influencing the behavior of the respondent significantly. Thus, the null hypothesis is rejected.

In the similar manner, in the Chi square test between the respondent's *apong* use behavior and that of their mother, their siblings, friends and significant others, showed that P value is .000 which is lesser than .05, pointing to the fact that there is a high significant relationship between respondents' *apong* related beahviour and that of their mother, siblings, friends and significant others. In other words, the test suggests that the use of *apong* by the mother, sibling, friends and significant others is positively influencing the behavior of the respondent significantly.

In short, all the Chi Square tests showed a P value below .05 and hence there is a significant relationship of association between *apong* related behavior of the respondents and that of all the social referents studied here.

Table 2. The significant relation between alcohol use related behaviour of the respondents and their social referents

1. Chi Square relationship between the respondent's alcohol use behavior and that of their father			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.939[a]	16	.032
Likelihood Ratio	26.049	16	.053
Linear-by-Linear Association	.448	1	.503
N of Valid Cases	400		
8 cells (32.0%) have expected count less than 5. The minimum expected count is .15.			
2. Chi square relationship between the respondent's alcohol use behavior and that of their mother			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.868[a]	16	.002
Likelihood Ratio	31.037	16	.013
Linear-by-Linear Association	2.629	1	.105

N of Valid Cases	400		

14 cells (56.0%) have expected count less than 5. The minimum expected count is .02.

3. Chi square relationship between the respondent's alcohol use behavior and that of their siblings

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.989[a]	16	.000
Likelihood Ratio	50.071	16	.000
Linear-by-Linear Association	11.197	1	.001
N of Valid Cases	400		

12 cells (48.0%) have expected count less than 5. The minimum expected count is .05.

4. Chi square relationship between the respondent's alcohol use behavior and that of their friends

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.517[a]	16	.000
Likelihood Ratio	64.335	16	.000
Linear-by-Linear Association	37.927	1	.000
N of Valid Cases	400		

8 cells (32.0%) have expected count less than 5. The minimum expected count is .29.

5. Chi square relationship between the respondent's alcohol use behavior and that of their significant others

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.108[a]	16	.215
Likelihood Ratio	21.615	16	.156
Linear-by-Linear Association	9.555	1	.002
N of Valid Cases	400		

8 cells (32.0%) have expected count less than 5. The minimum expected count is .48.

H_0: There exists no significant relation between alcohol use related behavior of the father or other social referents and that of the alcohol use related behavior of the respondents.

In the Chi square test between the respondent's alcohol use behavior and that of their father showed that P value is .032 which is lesser than .05. It shows that there is a significant relationship between alcohol related behavior of the respondents and the alcohol related behavior of their father. In other words, the use/non-use of alcohol by the father is influencing the alcohol use behavior of the respondent significantly.

Similarly, the Chi square test between the respondent's alcohol use behavior and that of their mother showed that P value is .002 which is lesser than .05. Similarly, in further analysis, the alcohol use behavior of respondents and that of their siblings and friends showed that the P value is .000 for both, which is again very less than .05. Thus, it shows that there is a high significant relationship between respondents' and their mothers' as well as the siblings' and friends' alcohol related behavior. In other words, the use of alcohol by the mother, siblings, and friends are highly influencing the behavior of the respondent significantly. Thus, factors like mother's, friends' and sibling's alcohol use behavior has a very high significant relation in respect to the alcohol related behavior of the respondents.

Thus in all these cases, the null hypothesis is rejected meaning that there is a significant relationship between the alcohol related behavior of the respondents and the social referents studied above. However, the alcohol related behavior of significant others showed a significant P value of .215, which is higher than .05, thus displaying no significant relation between the alcohol related behavior of the respondents and that of the alcohol related behavior of significant others. This however provides opportunity for further investigation, as all others gave a positive significant relation between the variables.

Section-B: Association between the respondents' perception of the attitude of social referents to *apong* and alcohol use and the attitude of respondents to *apong* and alcohol use

Table 3. The significant relation between the attitudes of the social referents and the attitude of respondents towards *apong* use

1. Chi square relationship between the attitude of respondent's towards *apong* use behavior and the attitude of the parents towards *apong* Use			
	Value	Df	Asymp. Sig. (2-sided)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	119.521[a]	16	.000
Likelihood Ratio	120.169	16	.000
Linear-by-Linear Association	32.987	1	.000
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .77.

Chi square relationship between the attitude of respondent's towards *apong* use behavior and the attitude of the siblings towards *apong* Use

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.124[a]	16	.000
Likelihood Ratio	138.694	16	.000
Linear-by-Linear Association	27.702	1	.000
N of Valid Cases	400		

9 cells (36.0%) have expected count less than 5. The minimum expected count is .74.

Chi square relationship between the attitude of respondent's towards *apong* use behavior and the attitude of the friends towards *apong* Use

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	136.712[a]	16	.000
Likelihood Ratio	125.843	16	.000
Linear-by-Linear Association	28.309	1	.000
N of Valid Cases	400		

10 cells (40.0%) have expected count less than 5. The minimum expected count is .63.

Chi square relationship between the attitude of respondent's towards *apong* use behavior and the attitude of the significant others towards *apong* Use			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	136.772[a]	16	.000
Likelihood Ratio	119.212	16	.000
Linear-by-Linear Association	27.777	1	.000
N of Valid Cases	400		
7 cells (28.0%) have expected count less than 5. The minimum expected count is .95.			

H₀: The attitude of the respondents towards *apong* use is not related to the attitude of the social referents' towards *apong* use**.**

The chi-square test of attitude of respondents and the attitude of the social referents such as parents, siblings, friends and significant others towards *apong* use behavior showed P value of .000, which is less than .05. This shows that all the above factors have a very high significant relation with the attitude of the respondents to *apong* use. In other words, the attitude of the respondent's towards *apong* use behavior is significantly affected by the attitude of the parents, siblings, friends and significant others. Thus the null hypothesis is rejected in this regard.

Table 4. The significant relation between the attitudes of the social referents and the attitude of respondents towards alcohol use

1. Chi square relationship between the attitude of respondents towards alcohol use and the attitude of the parents towards alcohol use			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.904[a]	16	.000
Likelihood Ratio	80.404	16	.000
Linear-by-Linear Association	37.157	1	.000
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .95.			

1.   Chi square relationship between the attitude of respondents towards alcohol use and the attitude of the siblings towards alcohol Use

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	179.911[a]	16	.000
Likelihood Ratio	149.580	16	.000
Linear-by-Linear Association	62.340	1	.000
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .90.			

2.   Chi square relationship between the attitude of respondents towards alcohol use and the attitude of the friends towards alcohol Use

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	140.133[a]	16	.000
Likelihood Ratio	139.722	16	.000
Linear-by-Linear Association	35.227	1	.000
N of Valid Cases	400		

5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.95.			

3.   Chi square relationship between the attitude of respondents towards alcohol use and the attitude of the significant others towards alcohol use

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	134.065[a]	16	.000
Likelihood Ratio	122.292	16	.000
Linear-by-Linear Association	67.220	1	.000
N of Valid Cases	400		

5 cells (20.0%) have expected count less than 5. The minimum expected count is 1.95.			

H_0: The attitude of the respondents towards alcohol use is not related to the attitude of the social referents towards alcohol use

The chi-square test of attitude of respondents and the attitude of the social referents such as parents, siblings, friends and significant others towards alcohol use behavior showed P value of .000 which is less than .05. This shows that all the above factors have a very high significant relation between the attitude of the respondents and the attitude of social referents of the respondents to alcohol use. In other words, the attitude of the respondents towards alcohol use behavior is significantly influenced by the attitude of the parents, siblings, friends and significant others. Thus the null hypothesis is rejected in this regard.

Section-C: Association between the respondents' perception of the attitude of social referents to *apong* and alcohol use and *apong* use and alcohol use behaviour of the respondents

Table 5 **The significant relation between the perception of the attitude of the social referents to *apong* use and *apong* use behavior of the respondents**

1. Chi square relationship between *apong* use behavior of the respondents and the attitude of parents towards *apong* use			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.201ᵃ	16	.211
Likelihood Ratio	18.985	16	.269
Linear-by-Linear Association	.161	1	.689
N of Valid Cases	400		
9 cells (36.0%) have expected count less than 5. The minimum expected count is .44.			
2. Chi square relationship between *apong* use behavior of respondents and the attitude of siblings towards *apong* use			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.773ᵃ	16	.026
Likelihood Ratio	30.923	16	.014
Linear-by-Linear Association	1.330	1	.249
N of Valid Cases	400		
10 cells (40.0%) have expected count less than 5. The minimum expected count is .42.			
3. Chi square relationship between *apong* use behavior of the respondents and the attitude of friends towards *apong* use			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.601ᵃ	16	.412
Likelihood Ratio	14.632	16	.552
Linear-by-Linear Association	2.503	1	.114
N of Valid Cases	400		

8 cells (32.0%) have expected count less than 5. The minimum expected count is .36.			

4. Chi square relationship between *apong* use behavior of the respondents and the attitude of the significant others towards *apong* use

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.565[a]	16	.020
Likelihood Ratio	33.106	16	.007
Linear-by-Linear Association	.326	1	.568
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .54.			

5. Chi square relationship between *apong* use behavior of Respondents and their attitude itself towards *apong* use

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.908[a]	16	.000
Likelihood Ratio	50.678	16	.000
Linear-by-Linear Association	8.683	1	.003
N of Valid Cases	400		

11 cells (44.0%) have expected count less than 5. The minimum expected count is .28.			

H_0 Respondents' perceived attitude and understanding of the attitude social referents towards *apong* use is not significantly related to the *apong* use behavior of the respondents.

In the Chi square test between *apong* use behavior of the respondents and that of the perception of the attitude of parents towards *apong* use in general showed that its P value is .211 which is higher than .05. It shows that there is no significant relationship between the *apong* use behavior of respondents and that of the attitude of the parents towards its use. In other words, the *apong* use of respondents is not significantly affected by the attitude of parents towards *apong* use. Similarly, the tests regarding the relation between the perception of the attitude of friends towards *apong* use and that of the *apong* use behavior of the respondents showed the P value of .412, showing no significant relation between the two factors. Hence, in the case of these two, the null hypothesis is not rejected.

Whereas, in the Chi Square tests between the perception of attitudes of siblings with that of the *apong* use behavior of the respondents, the result showed that the P value is .026, which is less than .05. It implies that there is significant relation between the two factors. Thus the test states that the attitude of the siblings towards *apong* use influences the *apong* use behavior of the respondents. Similarly, while testing the relation between perceived attitudes of significant others towards *apong* use and the *apong* use behavior the respondents, the P value is .020. This being less than .05, points to a positive significant relation between the perception of attitude of the siblings and that of the alcohol behaviour of the respondents. The chi square test between the attitude of the respondent towards *apong* use and *apong* use behavior of respondents themselves, showed the P value of .000, meaning that there is a relation between the perception of the attitude of the respondents and their behavior associated with the perception.

Thus in these two of cases, the null hypothesis is rejected meaning that there is a significant relationship between *apong* use behavior of the respondents and their perceived understanding of the attitude of the social referents towards it.

Table 6. The significant relation between the perceptions of the attitude of the social referents to alcohol use and alcohol use behavior of the respondents

1. Chi square relationship between alcohol use behavior of respondents and the attitude of parents towards alcohol use			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.843[a]	16	.684
Likelihood Ratio	14.348	16	.573
Linear-by-Linear Association	.552	1	.458
N of Valid Cases	400		
9 cells (36.0%) have expected count less than 5. The minimum expected count is .19.			
2. Chi square relationship between alcohol use behavior of respondents and the attitude of siblings towards alcohol use			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.858[a]	16	.276
Likelihood Ratio	18.592	16	.290

Linear-by-Linear Association	.164	1	.686
N of Valid Cases	400		

9 cells (36.0%) have expected count less than 5. The minimum expected count is .18.

3. Chi square relationship between alcohol use behavior of respondents and the attitude of friends towards alcohol use

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.034[a]	16	.596
Likelihood Ratio	14.478	16	.563
Linear-by-Linear Association	.014	1	.905
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .39.

4. Chi square relationship between alcohol use behavior of respondents and the attitude of the significant others towards alcohol use

	Value	Df	*Asymp. Sig. (2-sided)*
Pearson Chi-Square	16.821[a]	16	.397
Likelihood Ratio	18.051	16	.321
Linear-by-Linear Association	.739	1	.390
N of Valid Cases	400		

7 cells (28.0%) have expected count less than 5. The minimum expected count is .39.

5. Chi square relationship between alcohol use behavior of respondents and the attitude of respondents itself towards alcohol use

	Value	Df	*Asymp. Sig. (2-sided)*
Pearson Chi-Square	39.942[a]	16	.001
Likelihood Ratio	41.768	16	.000
Linear-by-Linear Association	9.127	1	.003
N of Valid Cases	400		

9 cells (36.0%) have expected count less than 5. The minimum expected count is .20.

H_0: Respondents' alcohol use behavior is not related to their perception of the attitude of their social referents towards alcohol use behavior.

In the Chi square test between alcohol use behavior of respondents and that of their perception attitude of parents showed that P value is .684 which is higher than .05. It shows that there is no significant relation between the two factors. In other words, alcohol use behavior of respondents is not influenced by their perception of the attitude of parents towards alcohol use. Similarly, further tests showed that the P value for siblings as .276, for friends the P value as of .596 and for the significant others the P value as .397. In all these cases, the relation of association is higher than .05 and thus statistically suggests that there is no relation between the factors. Hence the null hypothesis is not rejected.

However, with regards to the relation between the alcohol use behavior of respondents and their perception of the attitude to alcohol use behavior of the respondents, the test showed the P value as .001, meaning that there exists a positive relation of association between the factors. Hence in this case the null hypothesis is rejected.

Discussion

The chi square tests have established certain very valuable associations between the attitude of social referents to apong and alcohol use as well as relation of positive association between the use of social referents and the respondents. In most cases positive association was reported, though no positive association was established between the variables in few cases.

a) The association between the apong use behaviour as well as the attitude to apong use, the following relations were established:
   There was a uniform relation of positive association between the *apong* use behaviour of the respondents and that of the social referents.
   Similarly, there was positive relation of association between the attitude of the respondents to *apong* use and the attitude of all the social referents to *apong* use.
   No positive association was found between the attitude of the parents and friends to *apong* use and the *apong* use behaviour of the respondents. However, a positive association was recorded between the attitudes of the significant others and oneself with alcohol use behaviour of the respondents.

b) Regarding the association between the alcohol use behaviour as well as the attitude to alcohol use, the following relations were found:

Positive association was reported between alcohol related behavior of the respondents and the alcohol related behavior of their father, mother, siblings and friends. However, positive association was not recorded with regard to the alcohol related behavior of the respondents and that of the alcohol related behavior of significant others. Thus the relation of association was mixed and not uniform in all the cases.

Positive association was recorded between the perception of the attitude of parents, siblings, friends and significant others to alcohol use with that of the attitude of respondents to alcohol use. Among all the variables there was a relation of positive association between the attitude of respondents and that of the social referents.

c) Regarding the association between the alcohol use behaviour of respondents and the attitude of social referents to alcohol use the following relations were found:

No positive association was reported between the respondents' perception of the attitude of the parents, siblings, friends and significant others to alcohol use and *apong* use related behaviour of the respondents. Positive association was reported between the attitude of the respondents to alcohol use and to alcohol use itself. So also, no positive relation of association was reported between the attitude of the respondents and that of perceived attitude of the social referents. However, there was positive relation of association between the attitude of the respondents and the alcohol use behaviour of the respondents himself/herself.

In comparison between the influence of social referents on *apong* use and alcohol use of respondents, there was more relation of positive association with regard to *apong* use and attitude to *apong* use than with the attitude to alcohol use and alcohol use behaviour of the respondents. Both reported relations of positive association between the variables studied, though it was not absolute in all cases. A possible reason for this disparity could be that few of the respondents may not have been fully honest with their answers to all the questions. And this leaves room for a longitudinal study.

Conclusion

Hundleby and Mercer (1987) state that family and friends have differing influences upon young people, and these in turn depend on chronological or biological age, culture, historical time, sex, personal characteristics, and the behavior in question. Though influence as causation is difficult to be demonstrated unequivocally, what can be shown is the extent of co-variation between family or friendship characteristics and the behavior of interest. Such descriptive information is one source from which causative theories may be developed. Social referents are covariates that have a bearing on the behaviour of young. Like many other behaviours, alcohol use is also socially learned. What could differ is the source and degree of influence. This paper thus having explored the possible relation of association between the social referents and the respondents concludes that there exists significant association of apong and alcohol use behaviour of respondents with that of their social referents. This is articulated both in their own behaviours and their attitude to the use of these entities. Hence, it further stands to affirm that social and environmental factors positively affect the alcohol behaviour of the young. The study of alcohol related behaviour is particularly important because, alcohol along with tobacco is considered as gateway drugs. "Turning from family to friends, there can be little doubt that characteristics of friends are firm and substantial correlates of adolescents' drug use. Principal correlates are the use of drugs by friends and the extent of delinquent behavior in general" (Hundleby and Mercer, 1987, pp. 153). As such, dissociating from alcohol or *apong* is a positive step towards a drug free adolescent society.

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