

## LIQUOR CONSUMERS' BEHAVIOUR AND ITS IMPACT ON THE IMBALANCE OF THEIR FAMILIES

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**Abstract:** *Liquor consumption has become common in every country. It is consumed in the various forms. As it is a psychoactive substance it affects the health. The present study intended to find out the relation of the various factors on liquor consumers particularly of consumption of liquor and financial degradation, neglecting of the children of consumers, and the differences in the social recognition. After the data analysis through the Chi-square tests the findings reveal that most of the socially backward people consume more alcohol than the upper sections. The all sections of the respondents agreed that the consumption of the alcohol causes to financial imbalance. This practice put less attention on their children and their social recognition is less*

**Key words:** *Psycho -active substance, imbalance of families, financial degradation, neglect on children, social recognition*

### Introduction

Consumption of liquor is become a danger to the human beings. This substance has been flowing to each and every part of the globe through the different forms. It is a major risk factor to get 200 more diseases of non-communicable and causing so many injuries to the mankind by meeting the accidents. If we observe the situation before 1990, most of the alcohol usage was recorded in the well-developed Nations and the highest consumption is noticed in the continent of Europe. Gradually the pattern was changed in developed Nations and the consumption of the liquor is become static in developed Nations and the major increase could be noticed in the several low income and un -developed Nations such as India Vietnam China etc. World Health Organisation has fixed the strategic development goals to reduce the alcohol consumption by 10% in all the nations in the forthcoming decade. But there is a doubt that if we observe the statistics of the world, the consumption of the alcohol is being increased year by year in uncontrollable status. According to the information, total volume of the liquor consumed globally per annum has been drastically raised by 70% from 1990 to 2018.If we observe in India between 2010 to 2018 the consumption of liquor is increased by 38.8% from the average consumption per head 4.3 litres to 5.9 litres per year.

As Telangana is one of most liquor consuming States in India ,It is worthwhile to to find out the liquor consumption patterns and its impact on the other family members as well as of the

neighbours. It can be noticed that in this state the consumption of liquor among men is 53.9% and the woman is 8.8 %, recording the rural and urban area wise percentage, The male liquor consumers in rural area is 46% and the urban area is 60 1.2 % ,where as 2.7 % of the female population consume the liquor in the rural areas and 14.3% of the female population consumes the liquor in the urban areas.

By the consumption of the liquor, expending much much of their income the consumers face the social, health, financial and psychological problems leading the total society in to mess. The caring of the children is become a complex problem to the mothers. The most of the spouses want to control them with all means.

### **Objectives of the Study**

- To find out the financial imbalance of the families of liquor consumers
- To find out the imbalance of the children of the liquor consumers regarding their growing up and habits.
- To find out the relation of frequency of liquor consumption and their social category.

### **Hypotheses**

H<sub>(0)</sub> There is no association of liquor consumption and the financial imbalance of the families of liquor consumers in Telangana

H<sub>(0)</sub> There is no association of frequency of liquor consumption and social category

H<sub>(0)</sub> There is no negative impact on the caring of their children due to liquor consumption

### **Literature Review**

**Zimic JI, Jukic V (2012)** A study was conducted on the substance use disorders on family members. Every family member is uniquely disturbed by the alcohol user and having unlimited developmental needs, entrusted attachment, financial problems, legal issues, emotional reaction and many times violence with the people who consume liquor. They concluded that it has the impact on the family members particularly the children as there is an increase of developing the substance use of disorders.

**Baldwin SA, Christian S, (2012)** the researchers made a survey regarding the family members' impact on the treatment of the substance use disorders of people, it worked well and effectively. They explained the evidence based family members intervention to reduce the alcohol use .The Social Work professionals also have the greater impact on controlling the alcoholic abuse than any other therapeutic methods. The results were poor if the family members and the social workers were not engaged in the process. The study concluded that

psychological change can be attained only through the family members intervention by using soft words to reduce it.

**J.Nich Rosenquist and Joanne Murabito (2010)** explained in their research which was conducted on the topic “The spread of alcohol consumption behavior in a large social network” that alcohol consumption behavior is different from person to person in large social networks of friends, workers, siblings, spouses and neighbors.

**Mahima Nayar,(2012)** The authors have tried to understand the experiences of Spouses of persons with alcohol dependence. The study focusses on the experiences of women under three codes discovery about drinking, responses after finding out the drinking and problem faced by the wives. The study evaluated the women through violence using the Abuse Assessment Screen. The result of the research revealed that women who had been married to men dependent on drinking expressed confusion regarding husband’s drinking and its associated problem .

### **Methodology**

The study was majorly based on primary data which is collected from the respondents by the way of interviews supplying schedules and supplying questionnaires and supplements with the secondary data on the topic the intensity of the liquor consumption by the world and the nation aspects and the tendencies of the international and national level.

### **Data Collection**

The data was collected from the 1000 respondents from the rural areas of the Telanngana state of India and supplied the questionnaires to the educators and schedules to the illiterates to procure the Data. The respondents are selected using convenient sampling technique. The respondents were of different gender social category, income and age groups.

### **PEROD OF THE STUDY**

The field survey was conducted during the months of January, February and March of 2021.

### **Analysis of The Data**

The data is analyzed through frequency tables of the independent and dependent variables and the chi square tests are used to find out the association of the variables in hypotheses which are framed

**Frequency Tables**  
**Table.1 Age of the respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
15-25	32	3.2	3.2	3.2
25-35	245	24.5	24.5	27.7
35-45	236	23.6	23.6	51.3
45-55	199	19.9	19.9	71.2
55-65	288	28.8	28.8	100.0
Total	1000	100.0	100.0	

Table 1. shows that most of the liquor consumers are under the age group of 25- 55 who amounting the population of 69 % which indicate that they are the working group who contribute e the work to the nation and depending on the alcohol.

**Table 2.Frequency of drinking in a week**

	Frequency	Percent	Valid Percent	Cumulative Percent
MORE THAN 7 TIMES	237	23.7	23.7	23.7
7-3 TIMES	554	55.4	55.4	79.1
BELOW 3 TIMES A WEEK	209	20.9	20.9	100.0
Total	1000	100.0	100.0	

As per the Table 2. Most of the liquor consumers consume the alcohol for 7-3 times in a week i.e.,554 respondents expressed their opinion to drink it in between 3- 7 times following 237 members more than 7 times. So it can be said that most of the liquor consumers take liquor more than three times a week.

**Table 3 Education**

	Frequency	Percent	Valid Percent	Cumulative Percent
BELOW SSC	902	90.2	90.2	90.2
SSC TO DEGREE	80	8.0	8.0	98.2
DEGREE AND ABOVE	18	1.8	1.8	100.0
Total	1000	100.0	100.0	

Table 3 indicates that 90 % of the liquor consumers are with lower qualifications i.e. below SSC (10 th standard) and it can be concluded that the literates are more aware about negative consequences of liquor so that they don't want to consume alcohol.

**Table 4. Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	661	66.1	66.1	66.1
FAMALE	339	33.9	33.9	100.0
Total	1000	100.0	100.0	

It is seen in the table 4. That most of the liquor consumers are male members amounting to 66 percent of respondents so that the study reveals that the male gender is higher consuming element of liquor consumption sphere in this area

**Table 5. Occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
AGRICULTURE	606	60.6	60.6	60.6
ARTISAN	182	18.2	18.2	78.8
BUSINESS	169	16.9	16.9	95.7
OTHERS	43	4.3	4.3	100.0
Total	1000	100.0	100.0	

Table 5 reveals that as most of the telangana people are belonged to the rural areas and based on the agriculture, the people who engage in the agricultural activities consume alcohol and they are amounted to 60.6 percentage of the total respondents.

**Table 6. Income per month**

	Frequency	Percent	Valid Percent	Cumulative Percent
LESS THAN 5000	413	41.3	41.3	41.3
5000-10000	481	48.1	48.1	89.4
MORE THAN 10000	106	10.6	10.6	100.0
Total	1000	100.0	100.0	

Table .6 describes that 89.4 percent respondents are below Rs 10000 income category and consume alcohol

**Table 7. Social category**

	Frequency	Percent	Valid Percent	Cumulative Percent
SC	290	29.0	29.0	29.0
ST	233	23.3	23.3	52.3
BC	381	38.1	38.1	90.4
OC	96	9.6	9.6	100.0
Total	1000	100.0	100.0	

Table 7 shows that most of the liquor consumers are of Scheduled Castes, Scheduled Tribes and backward class accumulating to more than 90 %.It clearly indicate that the other castes people who are socially upgraded are not addicted to alcohol and they don't use it.

**Table 8 . House type**

	Frequency	Percent	Valid Percent	Cumulative Percent
PUCCA	118	11.8	11.8	11.8
TIN SHED	615	61.5	61.5	73.3
HUT	225	22.5	22.5	95.8
OTHERS	42	4.2	4.2	100.0
Total	1000	100.0	100.0	

As per the information from the table 8, it can be said that most of the liquor consumers' dwelling are not( pucca) Permanent houses, they are residing in tin sheds, huts other sources of residences.

**Table 10 Is liquor useful to your health?**

	Frequency	Percentage	Cumulative Percent
STRONGLY DIS AGREE	392	39.2	39.2
DISGAREE	460	46.0	85.2
NEITHER AGREE OF OR DIS AGREE	57	5.7	90.9
AGREE	81	8.1	99.0
STRONGLY AGREE	10	1.0	100.0
Total	1000	100.0	

In Table 10, 85% of the respondents said that the liquor is not useful to the health. But even though they expressed their opinion, they have been consuming alcohol .Even after the consciousness of the negative consequences of the liquor they used to consume alcohol.

**Table 11 . Expenditure for liquor every month.**

	Frequency	Percent	Cumulative Percent
below 1000	116	11.6	11.6
1000-3000	484	48.4	60.0
3000 above	400	40.0	100.0
Total	1000	100.0	

Table 11 reveals that most of the people belonged to the rural areas and they could not afford more for the consumption of alcohol i.e. .for high priced brands but they used to consume the liquor with low priced.

**Table 12 . Do you opine that the expenditure affects the other minimum needs of your family?**

	Frequency	Percent	Cumulative Percent
STRONGLY DIS AGREE	150	15.0	15.0
DISGAREE	256	25.6	40.6
NEITHER AGREE OF OR DIS AGREE	43	4.3	44.9
AGREE	446	44.6	89.5
STRONGLY AGREE	105	10.5	100.0
Total	1000	100.0	

More than 50 percent of the respondents opined that the expenditure on the alcohol affects other minimum needs of the family. And it is said that they give more priority to liquor than the other minimum needs

**Table 13. Is expenditure is a barrier for your financial development?**

	Frequency	Percent	Cumulative Percent
STRONGLY DIS AGREE	212	21.2	21.2
DISGAREE	146	14.6	35.8
NEITHER AGREE OF OR DIS AGREE	48	4.8	40.6
AGREE	286	28.6	69.2
STRONGLY AGREE	308	30.8	100.0
Total	1000	100.0	

Table 13 indicates that 594 respondents agreed that the expenditure on the liquor is financial Burdon on their families and it caused to the financial degradation or deterioration.

**Table 14. Is it causes negative impact on your children?**

	Frequency	Percent	Cumulative Percent
STRONGLY DIS AGREE	267	26.7	26.7
DISGAREE	15	1.5	28.2
AGREE	346	34.6	62.8
STRONGLY AGREE	372	37.2	100.0
Total	1000	100.0	

In table 14. 718 respondents amounting 72% o f the total respondents expressed their opinion that there is much negative impact on children of the liquor consumers and it may be the observation by their children which causes to practice it in future.

**Table 15 . 13 Is it causes less attention on your children needs?**

	Frequency	Percent	Cumulative Percent
STRONGLY DIS AGREE	233	23.3	23.3
DISGAREE	49	4.9	28.2
AGREE	646	64.6	92.8
STRONGLY AGREE	72	7.2	100.0
Total	1000	100.0	

In table 15. respondents amounting 92.8 % of the total respondents expressed their opinion that they could not put proper attention on their children about the food clothing, educational needs sparing the time for sharing the ideas, and giving the suggestions to them.

**Testing of Hypotheses**

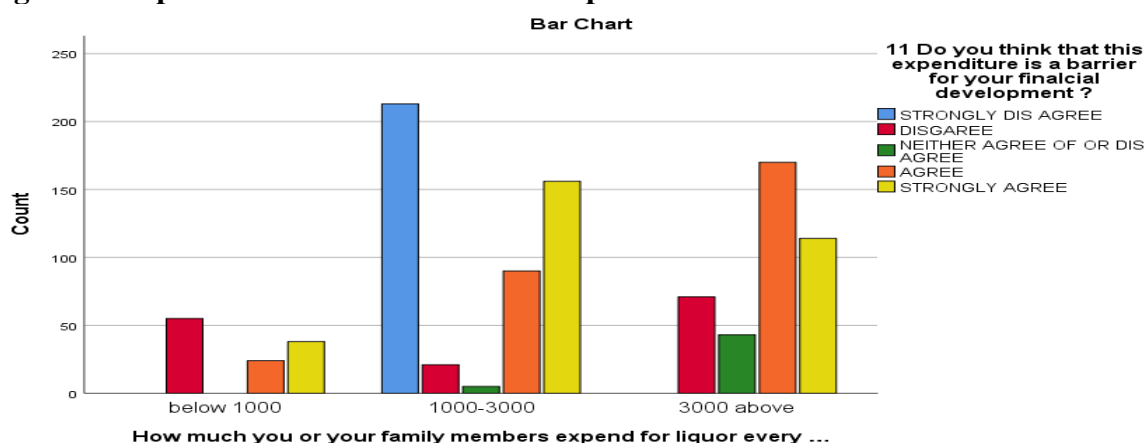
H<sub>0</sub> There is no Association of liquor consumption and the financial imbalance of the families of liquor.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	446.088 <sup>a</sup>	8	.000
Likelihood Ratio	514.224	8	.000
Linear-by-Linear Association	34.387	1	.000
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.62.

**Figure :1 Expenditure and Financial Development**



Inferences:.

As per the data analyzed through Chi Square test, the calculated value of chi square is



446.088 and the critical value of the chi Square is at 8 degrees of freedom is at 5 percent level of significance is 15.51. Since the significant value is .000 which less than 0.05 , it should be rejected the null hypotheses and accept the Alternative hypothesis and concluded that due to the expenditure on liquor, the financial development of the liquor consuming families is badly affected so that it is an obstacle for their development.

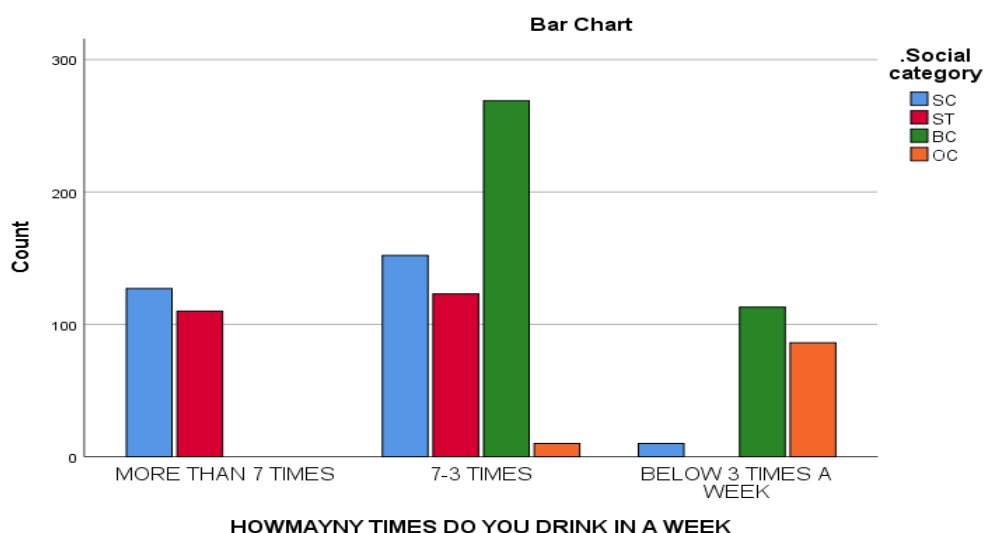
Ho There is no association of frequency of liquor consumption and social category

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	590.131 <sup>a</sup>	6	.000
Likelihood Ratio	669.283	6	.000
Linear-by-Linear Association	387.312	1	.000
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.06.

**Figure 2:Social Category and Alcohol Consumption**



**Inferences:.**

As per the data analyzed through Chi Square test, the calculated value of chi square is 590.13 and the critical value of the chi Square is at 6 degrees of freedom is at 5 percent level of significance is 12.59. Since the significant value is .000 which less than 0.05, it should be rejected the null hypotheses and accept the Alternative hypothesis and concluded that the lower the social category ,the higher the liquor consumption and the higher the social category ,the lower consumption of alcohol

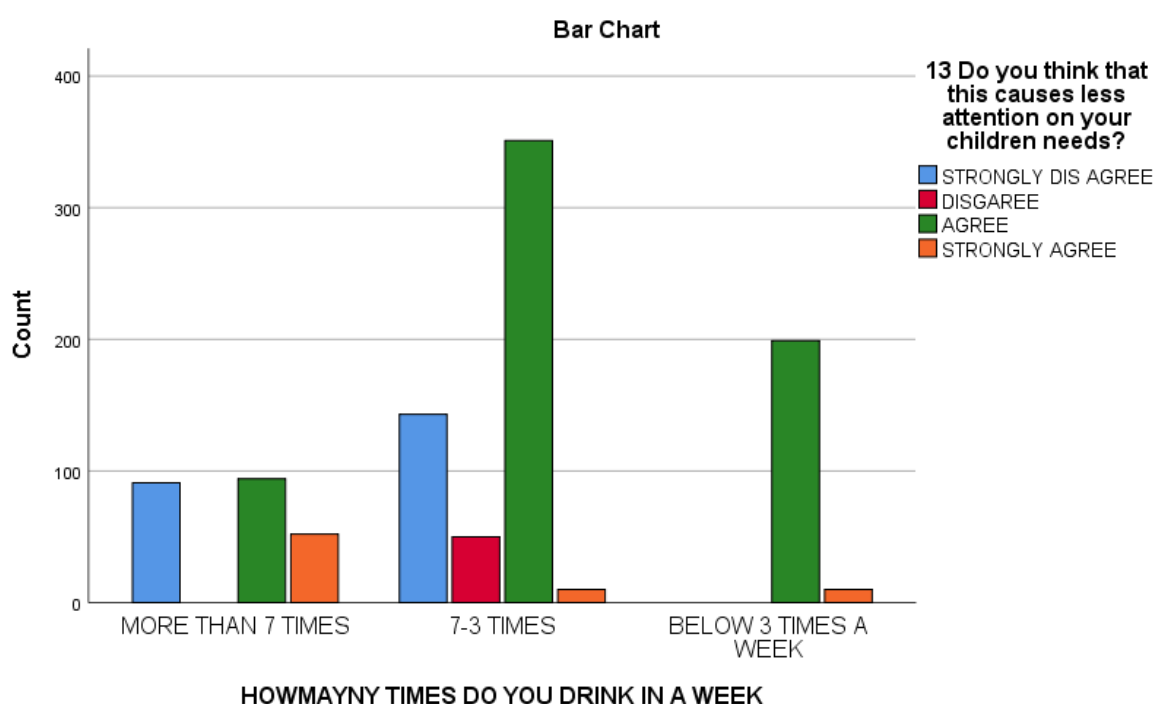
H<sub>0</sub> There is no negative impact on the caring of their children due to liquor consumption

Chi-Square Tests

	Value	df	Asymptotic (2-sided)	Significance
Pearson Chi-Square	262.360 <sup>a</sup>	6	.000	
Likelihood Ratio	310.339	6	.000	
Linear-by-Linear Association	53.917	1	.000	
N of Valid Cases	1000			

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.45.

**Figure 3 : Alcohol consumption and Attention on children**



### Inferences

As per the data analyzed through Chi Square test, the calculated value of chi square is 262.36 and the critical value of the chi Square is at 6 degrees of freedom at 5 percent level of significance is 12.59. Since the significant value is .000 which is less than 0.05, it should be rejected the null hypothesis and accept the Alternative hypothesis and concluded that there is a negative impact on the caring of their children due to liquor consumption.

## Conclusion

After conducting this Research, some of the important aspects have been found regarding the liquor consumers of Telangana state of India. Most of the liquor consumers are from the age group of 25 years to 55 years and this group is of productive section. We can say that this group is actively engaged in the developmental activities of the nation and it may be the influencing section of the families and Society. They used to consume alcohol and most of the consumers are from male category. In this research it is found that as most of the people of Telangana depended on the agriculture sector and engaged in the activities of agriculture, a few are of artisans category and a very few are of a business class and employees. So most of the consumers are from the agricultural sector. They consume alcohol often and the interesting thing of this consuming tendency of alcohol is the people with the low income groups consume alcohol whether it is good or bad, whether it is qualitative or not, consume as it is a tradition or practice in this area. It is also concluded that as it is as the everyday activity of the financially weaker sections, they may be scheduled castes, scheduled tribes, Backward classes. The upper caste people, in general who know the hazardous consequences of the liquor do not consume it often and the respondents are very few in the study. So it can be said that the people who are socially elevated don't wish to consume the liquor or alcohol and also the people of highly qualified sections. The people who don't have permanent houses, give the priority for the liquor after their work.

Most of the respondents expressed their opinion that they have an idea to stop liquor for their well being and their family development. A very few had not accepted and they opined that they consume the alcohol for health reasons, family problems and nothing to achieve in their life so that they have been consuming the alcohol.

The families are balanced when the family members are with the natural status of mind. If they become artificial by consuming psycho-active substances, those who consume alcohol or liquor are imbalanced as per the findings of this study. Most of the people agreed that due to the expenditure on the alcohol, their financial position would be degraded and deteriorated and they are unable to provide the funds for the minimum needs, such as food clothes and the problems are arisen in the families regarding the needs which are related to the finance. So the families are imbalanced with the financial problems and at the same time even the families of financially strong, they are unable to look after their children and they are not able to put some time for the Welfare of their children. Most of the respondents opined that their children have the chance to follow this bad habit after observing the

drinking situations and practices of the elders ,particularly who do such practices at their homes. As for the recognition of the liquor consumers is concerned, most of the respondents have agreed that the people i.e. neighbors ,friends , peers, staff, co-workers and the society will degrade the liquor consumers who drink the alcohol over quantity and make the nuisances . If they are noticed by the others, have a bad opinion on them and the same thing is agreed by the respondents in this study. So this practice of consuming alcohol is under honored by the society and the neighbors. On the basis of the previous experiences, the opinion of the consumers is that when they consume alcohol and if they wrongly spelt or spoken with others, the problems will arise, so that they are underestimated. The sample respondents agreed that the families of the liquor consumers are imbalanced in the spheres of finance, children's caring and the most important thing of their recognition.

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