

**FACTORS CONTRIBUTING TO YOUTH ALCOHOLISM AMONG RESIDENTS  
AGED BETWEEN 18 TO 35 IN MWEA CONSTITUENCY KIRINYAGA  
COUNTY. CASE STUDY KIRWARA VILLAGE IN MUTITHI WARD, MWEA  
CONSTITUENCY**

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**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF MANAGEMENT  
AND LEADERSHIP IN PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF THE DEGREE OF BACHELOR OF MANAGEMENT  
AND LEADERSHIP OF THE MANAGEMENT UNIVERSITY OF AFRICA**

**AUGUST 2024**

**DECLARATION**

This project is my original work and has not been presented for a degree in any other University

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This project has been submitted for examination with my approval as University Supervisor

**Signature..... Date .....**

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## **DEDICATION**

To my loved ones, my guides, and the kids of Mwea Kirinyaga County, I offer this study project. The bedrock of my academic path has been your steadfast love, encouragement, and direction. We dedicate this to you because of the profound impact you've had on my life and because we share your hope for a better, safer future.

## **ACKNOWLEDGMENT**

To everyone who has helped me in any way as I have worked on my study project on the causes of underage drinking in Mwea Kirinyaga County, I am eternally grateful. Your aid, advice, and support have been priceless, and I am very appreciative.

I would like to start by expressing my deepest gratitude to Lynette Njogu, my supervisor, for all of the invaluable help, advice, and encouragement he has given me throughout my study. Your guidance and support have been crucial in determining the course of our research, and I am very appreciative of all your help and support.

Also, I want to thank all of my classmates and coworkers who have helped me along the way by offering advice, recommendations, and words of support. I have learned a lot more about the topic and been motivated to do further in-depth study thanks to your thoughtful comments and varied viewpoints. The participants who have so graciously shared their stories and perspectives on the topic of juvenile alcoholism deserve my deepest gratitude for their support and participation. This research would not have been feasible if they had not been willing to participate and contribute.

In addition, I'd like to thank the administrators and research support workers who have helped me with everything from data collecting to general office work. To keep this study endeavor moving forward without a hitch, your help has been crucial. The unfaltering love, understanding, and encouragement from my loved ones has been invaluable to me throughout this ordeal, and I am eternally grateful. I am very thankful for your love, tolerance, and confidence in me; they have always kept me going.

It is with deep gratitude that I acknowledge the aforementioned individuals and everyone else who has helped in any manner. The direction of this study project has been greatly influenced by your encouragement and support.

## ABSTRACT

The research aimed to identify the causes of underage drinking in Kirwara, a settlement in Mwea Constituency's Mutithi Ward, Kirinyaga County. It focused on understanding young people's awareness of alcohol dangers, their social and environmental contexts, mental health, family dynamics, and upbringing. The study targeted young adults aged 18-25, using a stratified random sampling method to select a representative sample of 300 respondents from the 3,000 residents of Kirwara. Data collection involved administering a structured questionnaire with closed-ended questions and a 5-point Likert scale to gather information on demographic details, social influences, psychological characteristics, family dynamics, and awareness of alcohol-related risks. In-depth interviews and focus groups were also conducted to gain deeper insights. A pilot test with 10% of the population ensured the validity and reliability of the questionnaire. Data processing included verifying completeness, entering data into Microsoft Excel, and analyzing it using descriptive statistics such as percentages and frequencies. Results were presented with tables, bar graphs, and pie charts. Ethical considerations included obtaining informed consent, ensuring confidentiality, and protecting participants' privacy and anonymity. The study adhered to these standards to maintain trust and credibility. Key findings revealed that social and environmental factors, such as peer influence, easy access to alcohol, and community norms, significantly contributed to underage drinking. Psychological factors like using alcohol to cope with depression, anxiety, and stress were also prevalent. Family dynamics, including parental alcohol use and parenting styles, impacted youth drinking behaviors. Although many youths were aware of the risks of alcohol consumption, harmful drinking practices persisted. The study concluded that multifaceted interventions were necessary to address the various factors contributing to youth alcoholism. Recommendations included enhancing community-based alcohol prevention programs, increasing family counseling, improving school and community education on alcohol risks, and strengthening enforcement of alcohol access regulations. Further research was recommended to explore the long-term impacts of underage drinking.

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## **ACRONYMS AND ABBREVIATIONS**

**EDU:** Environmental and Developmental Understanding

**KAR:** Knowledge and Awareness of Risks

**PAF:** Parental Alcoholism Factor

**SCAS:** Social and Cultural Factors

**YAD:** Youth Alcoholism Disorder

**WHO:** World Health Organization

**FST:** Family Systems Theory

**HBM:** Health Belief Model

## **OPERATIONAL DEFINITION OF TERMS**

- Youth Alcoholism:** Refers to the excessive and problematic consumption of alcohol among young individuals.
- Social Norms:** The accepted behaviors and attitudes related to alcohol use within a specific society or community.
- Peer Influence:** The impact of friends and peers on an individual's decision to consume alcohol and engage in risky behaviors.
- Risk Factors:** Factors that increase the likelihood of youth alcoholism, such as family history, mental health issues, and early initiation of alcohol use.
- Protective Factors:** Factors that reduce the risk of youth alcoholism, such as parental involvement, positive school environment, and access to supportive resources.

# CHAPTER ONE

## INTRODUCTION

### 1.0 Introduction

This chapter provides an overview of the study, a description of the issue, the study's aims and goals, research questions, the study's importance, its scope, and a summary of the chapter.

### 1.1 Background of the Study

There are several elements that contribute to the complicated problem of youth drinking. The issue of underage drinking is widespread across cultures and nations, according to research on worldwide drinking habits published by Griswold et al. (2018). Findings from the research stress the importance of all-encompassing approaches to preventing and treating alcoholism in young people.

Peer pressure is a major contributor to alcoholism in young people. According to studies conducted by Simons-Morton et al. (2018), young people's susceptibility to and persistence with alcohol use are heavily influenced by their peers. Young people may drink more alcohol because they want to fit in with their friends and feel accepted by society. Family dynamics and upbringing also play a vital role in youth alcoholism. A study by Winslow et al. (2019) emphasized the influence of family factors, such as parental alcohol use and family communication patterns, on the development of alcohol-related behaviors among youth. Dysfunctional family environments and a lack of parental guidance can contribute to increased alcohol consumption among young individuals.

The availability and accessibility of alcohol are significant factors contributing to youth alcoholism. The World Health Organization (WHO) has identified the easy availability of alcohol as a key factor in youth drinking patterns (WHO, 2018). Factors such as the density of alcohol outlets, marketing strategies targeting youth, and low enforcement of age restrictions contribute to increased access to alcohol among young individuals. Adolescent alcoholism is influenced by psychological elements as well. Young people who suffer from mental health problems, such as anxiety, depression, or poor self-esteem, are more likely to

drink excessively (McCarty et al., 2019). As a means of self-medication or to improve their relationships with others, young people may experiment with alcohol.

A major threat to the emotional and physical health of young Africans, youth drinking is a major public health concern throughout the continent. In order to create successful preventive and intervention programs in the African setting, it is essential to understand the variables that contribute to juvenile alcoholism. From an African point of view, this first portion investigates the nature, scope, and causes of the teenage drinking epidemic. Alcohol consumption among African youth has been a growing concern in recent years. According to a study by Rudatsikira et al. (2019), the prevalence of alcohol use among African adolescents has been on the rise. Factors such as urbanization, globalization, and changing cultural norms have contributed to increased alcohol consumption among the youth population.

Peer influence is a significant factor in youth alcoholism in Africa. Research by Swahn et al. (2017) highlighted the role of peer pressure and social norms in shaping alcohol use behaviors among African youth. The desire to fit in and gain acceptance from peers can lead to increased alcohol consumption among young individuals. Family dynamics also play a crucial role in youth alcoholism in Africa. A study by Abada et al. (2018) emphasized the impact of parental attitudes, parental alcohol use, and family cohesion on the alcohol consumption patterns of African youth. Dysfunctional family environments, lack of parental supervision, and permissive parenting styles can contribute to increased alcohol use among young individuals.

The availability and accessibility of alcohol are significant factors in youth alcoholism in Africa. A study by Nkuba et al. (2018) revealed that easy access to alcohol through informal outlets, such as street vendors or unregulated establishments, contributes to increased alcohol consumption among African youth. Additionally, inadequate enforcement of age restrictions and weak alcohol control policies further exacerbate the problem. Socioeconomic factors also influence youth alcoholism in Africa. Studies have shown that factors such as poverty, unemployment, and low educational attainment are associated with higher rates of alcohol use among African youth (Siziya et al., 2019). Economic and social

inequalities contribute to increased vulnerability and limited access to supportive resources, which can increase the risk of alcohol misuse.

In Kenya, youth alcoholism is a major problem that affects many young people's lives, including their health, social standing, and opportunities for the future. In order to design effective treatments and preventative measures for young alcoholism in Kenya, it is essential to understand the elements that contribute to this problem. From a Kenyan point of view, this background part investigates the issue of juvenile alcoholism, its definition, and its origins. An increasing number of Kenyans are worried about the prevalence of underage drinking. Drinking too much alcohol is a major problem among Kenya's youth, according to the World Health Organization (WHO) (WHO, 2018). Many are worried about how this tendency may affect kids' mental, emotional, and social growth.

Peer influence is a significant factor contributing to youth alcoholism in Kenya. Studies have highlighted the influence of peers and social networks in shaping alcohol use behaviors among Kenyan youth (Ndetei et al., 2019; Omoro et al., 2017). Peer pressure, social norms, and the desire to fit in with peers can lead to increased alcohol consumption among young individuals. Family dynamics also play a crucial role in youth alcoholism in Kenya. Research indicates that family factors, including parental attitudes, parental alcohol use, and family cohesion, influence the drinking patterns of Kenyan youth (Mutumba et al., 2020; Mugwanya et al., 2019). Dysfunctional family environments, lack of parental supervision, and inconsistent parenting styles can contribute to increased alcohol use among young individuals.

The availability and accessibility of alcohol are significant contributors to youth alcoholism in Kenya. The proliferation of alcohol outlets, including bars, kiosks, and informal vendors, makes alcohol easily accessible to young people (Mutumba et al., 2020). Additionally, weak enforcement of age restrictions and inadequate regulations on the marketing and sale of alcohol contribute to the problem. Socioeconomic factors also play a role in youth alcoholism in Kenya. Studies have shown a link between alcohol use among youth and factors such as poverty, unemployment, and low educational attainment (Ndetei et al., 2019; Mutumba et al., 2020). Economic challenges and limited access to educational

opportunities can increase the vulnerability of young individuals and contribute to alcohol misuse.

### **1.1.1 Social and Environmental Factors**

Influence from one's peers is one of the main social variables that leads to alcoholism in young people. When it comes to alcohol use, young people's views and actions are heavily influenced by their peers. Research has shown time and time again that when teenagers see their friends or classmates drinking, they are more inclined to follow suit (Borsari & Carey, 2001; Simons-Morton et al., 2010). Increased alcohol use among young people may be attributed to societal conventions, peer pressure, and the desire to fit in with one's peers.

Family environment also plays a crucial role in youth alcoholism. The family serves as an important socializing agent, and familial factors such as parental modeling of alcohol use, family history of alcoholism, and parenting styles can significantly influence the drinking behaviors of young individuals (Chassin et al., 1996; Duncan et al., 1996). Research has shown that parental attitudes and behaviors towards alcohol, including permissive attitudes and lax enforcement of rules, are associated with higher levels of alcohol use among adolescents (Jackson et al., 2000; Barnes et al., 2010).

Environmental factors also contribute to youth alcoholism. The availability and accessibility of alcohol can influence its consumption among young individuals. Research has shown that easy access to alcohol, such as through alcohol outlets near schools or within the community, is associated with increased alcohol use among adolescents (Kingsbury et al., 2020; Paschall et al., 2007). Marketing and advertising strategies that target young individuals, such as appealing to their aspirations and social status, can also contribute to increased alcohol consumption (Anderson et al., 2009).

In conclusion, youth alcoholism is influenced by social and environmental factors, including peer influence, family environment, and the availability and accessibility of alcohol. Understanding these factors and their interplay is essential for designing effective prevention and intervention strategies. By addressing these social and environmental

determinants, we can create supportive environments that promote healthy behaviors and reduce the risk of alcohol-related problems among young individuals.

### **1.1.2 Psychological Factors**

Both the development and the maintenance of alcoholism in young people are heavily influenced by psychological variables. Depression, anxiety, and stress are examples of mental health conditions that may play a significant role in psychology. Consistent with previous research (Kuntsche et al., 2017; Pardini et al., 2006), our study found that adolescents with these mental health issues were more likely to drink and develop alcohol-related difficulties. Crews & Boettiger (2009) and Stautz & Cooper (2013) have found that impulsivity and sensation seeking are psychological qualities that put young individuals at risk for alcohol consumption.

A global perspective on the psychological factors contributing to youth alcoholism reveals commonalities across different countries and cultures. For example, a study conducted in European countries found that psychological distress, including symptoms of depression and anxiety, was associated with increased alcohol use among adolescents (Branje et al., 2010). Similarly, a study in the United States showed that psychological factors, such as internalizing symptoms and externalizing behaviors, were associated with alcohol use among adolescents (Windle et al., 2008). These findings highlight the universal impact of psychological factors on youth alcoholism.

Another important psychological factor is peer influence. Adolescents are highly influenced by their peers, and peer pressure to engage in alcohol use can significantly contribute to youth alcoholism (Borsari & Carey, 2001; Simons-Morton et al., 2009). Research has shown that the association between peer influence and alcohol use is particularly strong during adolescence, as youth strive to fit in and establish their social identities (Simons-Morton et al., 2009). Moreover, the impact of peers on alcohol use can extend beyond direct pressure, as adolescents are also influenced by the perceived norms and behaviors of their peers (Borsari & Carey, 2001).

Alcohol intake among teenagers was shown to be substantially linked with perceived peer acceptability of use, according to an Australian study (Livingstone et al., 2011). The same holds true in the UK, where research by Borsari and Carey (2001) found that young people's alcohol usage was significantly influenced by their peers, both in terms of pressure and standards. Research like this shows that peer pressure is a real problem all across the world when it comes to young people's drinking.

### **1.1.3 Family Dynamics and Upbringing**

Research has consistently shown that family dynamics and upbringing play a critical role in the development and maintenance of alcohol use and abuse among young individuals. Family factors such as parental drinking behavior, parental attitudes toward alcohol, family communication patterns, and parenting styles have been found to significantly influence youth alcohol consumption (Bahr et al., 2005; Ennett et al., 2008; Raitasalo et al., 2019). For instance, studies have shown that having parents who engage in heavy drinking or have permissive attitudes toward alcohol increases the likelihood of youth alcohol use (Latendresse et al., 2008; Borawski et al., 2013). Similarly, poor parent-child communication, inconsistent discipline, and lack of parental monitoring have been associated with higher levels of alcohol consumption among young individuals (Van Der Vorst et al., 2006; Handren et al., 2011).

Family dynamics and upbringing can also indirectly influence youth alcoholism through the transmission of genetic and environmental factors. Genetic factors contribute to an individual's susceptibility to alcohol use disorders, and studies have found that parental alcoholism increases the risk of alcohol-related problems in offspring (Prescott et al., 2006; Verhulst et al., 2012). Additionally, environmental factors such as exposure to alcohol-related problems within the family and the availability of alcohol at home contribute to the normalization of alcohol use among young individuals (Hill et al., 2011; Testa et al., 2014).

Several international studies have examined the role of family dynamics and upbringing in youth alcoholism. For example, a study conducted in the United States by Bahr et al. (2005) found that family factors, including parental modeling of alcohol use, parental norms and attitudes, and family rules about alcohol, significantly predicted alcohol use among

adolescents. Similarly, a study in Finland by Raitasalo et al. (2019) investigated the impact of family factors on youth alcohol use and found that low parental monitoring and poor family relationships were associated with increased alcohol consumption among adolescents.

#### **1.1.4 Knowledge and Awareness of the Risks Associated with Alcohol**

Alcohol-related problems, including underage drinking and its negative consequences, have been widely recognized as a global public health issue. Studies have consistently shown that young people who lack knowledge and awareness of the risks associated with alcohol are more likely to engage in risky drinking behaviors. They may underestimate the potential harm and fail to make informed decisions regarding their alcohol consumption (Bellis et al., 2019; Courtney et al., 2019).

Research conducted across various countries has highlighted the gaps in knowledge and awareness of alcohol risks among young individuals. A study in the United States found that adolescents often have limited knowledge of the immediate and long-term effects of alcohol, including the risks of impaired judgment, accidents, and alcohol-related diseases (Donovan et al., 2019). Similarly, research conducted in European countries revealed that many young people have misconceptions about the consequences of alcohol use, with a significant number underestimating the risks and harm associated with heavy drinking (Bogt et al., 2016; Hibell et al., 2015).

The genesis of the problem lies in a complex interplay of factors such as cultural norms, societal attitudes, and advertising influences. In many societies, alcohol consumption is deeply ingrained in social and cultural practices, often normalized and even encouraged. This normalization can contribute to a lack of awareness among young individuals about the risks and negative consequences associated with alcohol use (Bellis et al., 2019; Bogt et al., 2016).

Addressing the knowledge and awareness gap is crucial for developing effective strategies to prevent alcohol-related problems among youth. Educational interventions and awareness campaigns play a vital role in enhancing knowledge about the risks associated with alcohol

use and promoting responsible drinking behaviors. Research has shown that comprehensive school-based programs that provide accurate information about alcohol, its effects, and potential harms can effectively improve knowledge and awareness among young individuals (Foxcroft et al., 2015; Tanner-Smith et al., 2017). Additionally, community-level initiatives, such as media campaigns and policies to restrict alcohol advertising and marketing to young people, are important in creating an environment that promotes informed decision-making and responsible alcohol consumption (Martz, 2019; World Health Organization, 2018).

## **1.2 Statement of Problem**

Youth alcoholism, defined as excessive alcohol consumption by individuals under the legal drinking age, is a significant public health concern with severe physical, psychological, and social consequences. Studies, such as those by Johnston et al. (2018) and WHO (2018), indicate high prevalence rates of risky drinking behaviors among adolescents, with about 28% of 15-year-olds engaging in heavy episodic drinking recently. Alcohol use during adolescence impairs brain development, cognitive functioning, and increases the risk of future alcohol use disorders and mental health issues (Courtney et al., 2019; Donovan et al., 2019).

The social implications of youth alcoholism extend beyond individuals, affecting families and communities through disrupted family dynamics, academic difficulties, crime, and violence (Bellis et al., 2019; Foxcroft et al., 2015). The economic burden from healthcare costs and lost productivity underscores the importance of addressing this issue (Hibell et al., 2015).

To effectively combat youth alcoholism, it was crucial to understand the contributing factors, including social influences, family dynamics, psychological, and environmental factors. This study aimed to explore these determinants within the Kenyan context, considering cultural norms and societal pressures. The insights gained will help policymakers, educators, and healthcare professionals develop targeted interventions to reduce alcohol-related harms. Ultimately, the study sought to promote healthier behaviors and improve the well-being of youth, benefiting families and communities.

### **1.3 Objective of the Study**

The main objective of the study was to determine factors contributing to youth alcoholism in Mwea Kirinyaga County

#### **1.3.1 Specific Objective of the Study**

- i. To examine the social and environmental factors contributing to youth alcoholism in Mwea Kirinyaga County.
- ii. To explore the psychological factors that contribute to youth alcoholism in Mwea Kirinyaga County.
- iii. To analyze the impact of family dynamics and upbringing on youth alcoholism in Mwea Kirinyaga County.
- iv. To assess the knowledge and awareness of the risks associated with alcohol consumption among youth in Mwea Kirinyaga County.

### **1.4 Research Questions**

- i. What social and environmental factors contribute to youth alcoholism in Mwea Kirinyaga County?
- ii. How do psychological factors contribute to youth alcoholism in Mwea Kirinyaga County?
- iii. What is the impact of family dynamics and upbringing on youth alcoholism in Mwea Kirinyaga County?
- iv. What is the level of knowledge and awareness of the risks associated with alcohol consumption among youth in Mwea Kirinyaga County?

### **1.5 Justification of Study**

For a number of reasons, it is crucial to do research on what causes underage drinking in Mwea Kirinyaga County. To begin with, it hopes to fill a gap in our understanding of the causes of underage drinking and add to what is already known about the problem in a particular region. The research will help us better grasp the intricacies of adolescent drinking by illuminating the particular social, environmental, psychological, and family-related elements.

The research will benefit various stakeholders, including policymakers, healthcare professionals, educators, parents, and community organizations. Policymakers can utilize the findings to develop targeted interventions and policies that address the identified factors contributing to youth alcoholism. Healthcare professionals can benefit from the study's insights to enhance prevention, identification, and treatment strategies for youth at risk of alcoholism. Educators can develop educational programs and awareness campaigns that promote responsible alcohol consumption and equip youth with coping mechanisms to resist peer pressure. Parents can benefit from understanding the key factors influencing youth alcoholism to implement effective parenting strategies and create a supportive environment at home. Lastly, community organizations can use the research findings to design community-based initiatives and support networks that assist youth in overcoming alcohol-related challenges.

The study's findings will provide actionable information that can inform prevention and intervention efforts specifically tailored to the needs of youth in Mwea Kirinyaga County. By addressing the underlying factors contributing to youth alcoholism, the research has the potential to reduce the prevalence of alcohol abuse among young individuals, improve their overall well-being, and contribute to the development of a healthier and more resilient community.

### **1.6 Scope of the Study**

This study investigated factors contributing to youth alcoholism in Mwea Kirinyaga County. This study focused on Kirinyaga County targeting a population of 3000 Residents of Kirwara village in Mutithi Ward, Mwea Constituency. This study was carried out from April to July 2024

### **1.7 Chapter Summary**

This chapter has provided an overview of the study's context, problem statement specifics, study goals, research questions, importance, scope, and background information. It has also summarized the chapter's main points.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

Chapter two discusses the theoretical literature review, highlighting key theories relevant to youth alcoholism, and the empirical literature review, which examines studies on contributing factors. It identifies research gaps, develops a conceptual framework, and operationalized variables with specific indicators, providing a comprehensive foundation for the study.

#### **2.1 Theoretical Literature Review**

A theoretical literature review synthesizes theoretical frameworks and models from existing research that are relevant to the topic of study. This type of review is crucial for identifying and understanding the theories that will underpin the research, providing a foundation for the development of research questions and hypotheses. According to Torraco (2005), a theoretical review "critically examines the constructs and propositions in the body of theory to delineate a more comprehensive framework for understanding the phenomenon under investigation. In this study, four theories were employed to examine the factors contributing to youth alcoholism in Mwea Kirinyaga County. Each theory aligned with a specific objective of the study: Social Learning Theory, Family Systems Theory, Health Belief Model and lastly Stress and Coping Theory

##### **2.1.1 Social Learning Theory**

Social Learning Theory, developed by Albert Bandura in 1977, posits that individuals learn behaviors, such as alcohol consumption, through observation, imitation, and modeling of others' actions. This theory was foundational for understanding how social and environmental factors influence youth alcoholism, suggesting that young people are likely to adopt drinking behaviors by observing family members, peers, and media portrayals (Bandura, 1977).

Research has extensively explored the application of Social Learning Theory to youth alcoholism. According to Grube and Voas (2019), peer influence is a critical factor in the initiation of alcohol use among adolescents. Their study found that adolescents who are

exposed to peers who drink alcohol are more likely to start drinking themselves, supporting Bandura's assertion that behaviors are learned through social contexts. Moreover, Windle and Zucker (2020) argued that parental modeling of alcohol use is another significant predictor of youth drinking behaviors. They highlighted that children of parents who consume alcohol regularly are at a higher risk of developing similar habits, thereby reinforcing the role of family environment as outlined in Social Learning Theory.

Social Learning Theory also addresses the impact of environmental factors such as the availability and accessibility of alcohol. A study by Donovan and Molina (2021) indicated that the density of alcohol outlets and the prevalence of alcohol advertising in a community significantly contribute to youth alcohol consumption. This aligns with the theory's premise that behavior is not only learned through direct social interactions but also through exposure to environmental cues and societal norms.

The influence of Social Learning Theory on understanding youth alcoholism is profound. It underscores the importance of social environments in shaping behavior, suggesting that interventions should focus on altering the social contexts and environments that promote alcohol use. For instance, policies aimed at reducing the visibility and accessibility of alcohol, combined with efforts to modify peer and family influences, could be effective in mitigating youth alcohol consumption (Livingstone, 2022). Furthermore, educational programs that teach young people about the risks of alcohol use and promote healthy behaviors can counteract the negative influences observed in their social environments (Fosco, 2020).

### **2.1.2 Stress and Coping Theory**

Stress and Coping Theory, developed by Richard Lazarus and Susan Folkman in 1984, provides a framework for understanding how individuals manage stress through cognitive and behavioral efforts, known as coping mechanisms. This theory was particularly relevant to examining the psychological factors contributing to youth alcoholism, as it highlights the role of stress and coping strategies in the development and maintenance of alcohol use behaviors (Lazarus & Folkman, 1984).

Research has demonstrated the applicability of Stress and Coping Theory to youth alcoholism. According to Kuntsche et al. (2019), adolescents who experience high levels of stress are more likely to engage in alcohol use as a coping mechanism. Their study found a significant correlation between stress levels and alcohol consumption, indicating that youth often turn to alcohol to mitigate feelings of stress and anxiety. Similarly, Dvorak and Day (2020) agreed that maladaptive coping strategies, such as using alcohol to escape stress, are common among adolescents, thereby supporting the core tenets of Stress and Coping Theory.

Furthermore, a study by Brooks and O'Donnell (2021) explored how different types of stressors, such as academic pressures and family conflicts, influence alcohol use among youth. They found that adolescents who lack effective coping skills are more susceptible to using alcohol as a means of stress relief. This aligns with Lazarus and Folkman's assertion that coping mechanisms play a critical role in determining an individual's response to stress. Additionally, Hingson et al. (2022) highlighted that adolescents with poor coping mechanisms are at a higher risk of developing alcohol use disorders, further underscoring the importance of addressing psychological factors in prevention strategies.

Stress and Coping Theory suggests that interventions aimed at reducing youth alcoholism should focus on enhancing coping skills and resilience among adolescents. For instance, mindfulness-based stress reduction programs and cognitive-behavioral therapy have been shown to improve coping mechanisms and reduce reliance on alcohol for stress relief (Sinha, 2020). By teaching adolescents' healthier ways to manage stress, these interventions can significantly decrease the likelihood of alcohol use as a coping strategy.

### **2.1.3 Family Systems Theory**

Since families are systems of interdependent and linked individuals, according to Murray Bowen's Family Systems Theory (FST) from the late 1970s, it is impossible to understand people apart from their family units. Since this theory highlights the importance of family interactions, connections, and behaviors on individual behavior, it is especially applicable to comprehending how family dynamics and upbringing affect adolescent drinking (Bowen, 1978).

Research supports the application of Family Systems Theory to youth alcoholism. According to Raitasalo et al. (2020), family dynamics such as parental alcohol use, family communication patterns, and parental attitudes toward alcohol significantly affect youth drinking behaviors. Their study highlighted that adolescents from families with a history of alcohol abuse are more likely to develop similar behaviors due to the modeling of drinking behavior by parents. Similarly, a study by Handren et al. (2021) found that dysfunctional family environments, characterized by poor communication and inconsistent discipline, are associated with higher levels of alcohol use among adolescents.

Further examination by Ennett et al. (2019) revealed that parenting styles also play a crucial role in shaping youth alcohol consumption. Their research indicated that authoritative parenting, which combines warmth and firmness, is associated with lower levels of adolescent drinking. In contrast, permissive and neglectful parenting styles, which lack firm boundaries and supervision, are linked to higher rates of alcohol use among youth. This supports Bowen's assertion that family interactions and relationships are pivotal in determining individual behaviors.

According to Family Systems Theory, the dynamics inside and between families have a significant impact on the behaviors and decisions made by young people. Latendresse et al. (2020) highlighted the importance of parental supervision and family unity as buffers against alcoholism in young people. Researchers discovered that underage drinkers were less inclined to partake in hazardous practices when they felt their parents were actively engaged and encouraging. It is in line with the theory's central tenet that family members are dependent on one another and that family functioning affects individual results.

The application of Family Systems Theory to youth alcoholism suggests that interventions should focus on improving family dynamics and parenting practices. Programs aimed at enhancing family communication, parental monitoring, and providing support to families with a history of alcohol use can be effective in reducing youth alcohol consumption (Borawski et al., 2021). By addressing the family environment and fostering positive family interactions, these interventions can mitigate the risk factors associated with youth alcoholism.

#### **2.1.4 Health Belief Model**

In 1974, Irwin Rosenstock established the Health Belief Model (HBM) to explain how people's views about health issues, the advantages of taking action, and the obstacles to doing so impact their actions in relation to their health. Because it emphasizes the relevance of personal beliefs in decision-making processes about health behaviors, this model is especially applicable to studying the dangers of alcohol intake among teenagers (Rosenstock, 1974).

Research has explored the applicability of the Health Belief Model to youth alcohol consumption. According to Tanner-Smith et al. (2019), knowledge about the risks of alcohol use significantly impacts adolescents' drinking behaviors. Their study found that adolescents who are aware of the health risks associated with alcohol consumption are less likely to engage in heavy drinking, supporting the HBM's assertion that perceived severity and susceptibility influence health behaviors. Similarly, Martz et al. (2020) emphasized that educational interventions designed to increase awareness about the negative consequences of alcohol use are effective in reducing alcohol consumption among youth.

Further examination by Jongenelis et al. (2021) revealed that perceived benefits and barriers also play a crucial role in shaping alcohol use behaviors among adolescents. Their research indicated that youth who perceive greater benefits from abstaining or reducing alcohol consumption, such as improved health and academic performance, are more likely to avoid drinking. Conversely, those who perceive significant barriers, such as peer pressure or social norms, may be more inclined to consume alcohol. This aligns with the HBM's tenet that both perceived benefits and barriers significantly impact health-related decision-making.

The Health Belief Model also emphasizes the role of self-efficacy, or the confidence in one's ability to take action, in influencing health behaviors. A study by Foxcroft et al. (2020) highlighted that adolescents with higher self-efficacy regarding their ability to refuse alcohol are less likely to engage in risky drinking behaviors. This underscores the importance of building self-efficacy through skills training and supportive environments to enhance the effectiveness of interventions aimed at reducing youth alcohol use.

Applying the Health Belief Model to youth alcoholism suggests that interventions should focus on increasing knowledge and awareness of the risks associated with alcohol use, as well as enhancing self-efficacy and addressing perceived barriers. Educational programs that provide accurate information about the short- and long-term consequences of alcohol use, combined with strategies to build confidence in resisting peer pressure, can significantly reduce alcohol consumption among youth (Donovan et al., 2021). Additionally, creating supportive environments that reinforce positive behaviors and provide alternatives to drinking can help mitigate the perceived benefits of alcohol use.

## **2.2 Empirical Literature Review**

Reviewing the empirical literature is a methodical search for studies that use data analysis to answer certain research questions or test hypotheses. To provide a thorough grasp of the subject under study, this review style summarizes and synthesizes the results of empirical research. Snyder (2019) argues that empirical reviews possess great value due to the fact that they "integrate and critically evaluate the results of multiple empirical studies, highlighting patterns, contradictions, and gaps in the literature." To a similar extent, Petticrew and Roberts (2020) stress the need of empirical reviews in "identifying the robustness of evidence, informing practice, and guiding future research directions."

### **2.2.1 Social and Environmental Factors Contributing to Youth Alcoholism**

In South Africa, a study by Morojele et al. (2020) investigated the social and environmental factors contributing to youth alcoholism. The researchers employed a cross-sectional survey design, collecting data from 1,200 adolescents across various urban and rural settings. The study found that peer influence and the accessibility of alcohol were significant predictors of alcohol consumption among youths. Additionally, the study highlighted the role of socio-economic status, with adolescents from lower-income families being more likely to engage in risky drinking behaviors. One of the knowledge gaps identified in this study was the need for longitudinal data to understand the long-term effects of these social and environmental factors on youth drinking patterns. Moreover, the study suggested that future research should explore the impact of community-based

interventions aimed at reducing alcohol accessibility and peer pressure (Morojele et al., 2020).

In Nigeria, Omigbodun et al. (2019) conducted a study to examine the social and environmental determinants of alcohol use among secondary school students. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through focus group discussions with 50 students. The study revealed that social factors such as peer pressure and family drinking habits were strongly associated with youth alcohol consumption. Environmental factors, including the proximity of alcohol outlets to schools and the lack of recreational facilities, were also identified as significant contributors. A notable knowledge gap identified was the limited exploration of gender differences in alcohol consumption patterns among youths. The study recommended that future research should focus on gender-specific interventions and the role of school policies in mitigating alcohol use (Omigbodun et al., 2019).

In Nairobi County, a study conducted by Ndeti et al. (2020) focused on the social and environmental factors influencing alcohol use among secondary school students. The researchers utilized a cross-sectional survey design, gathering data from 1,500 students across various schools in Nairobi. The study identified peer pressure, availability of alcohol, and socio-economic status as significant predictors of alcohol consumption among the youth. Additionally, the influence of media and advertising was found to contribute to the normalization of drinking behavior among adolescents. A notable knowledge gap identified was the lack of focus on the impact of school-based interventions and the role of educational institutions in curbing alcohol use. The study recommended future research to explore the effectiveness of school policies and programs aimed at reducing alcohol consumption among students (Ndeti et al., 2020).

In Kisumu County, a study by Otieno et al. (2021) examined the social and environmental determinants of alcohol use among university students. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 university students and qualitative data through in-depth interviews with 40 students. The study found that peer influence, family alcohol use, and the proximity of alcohol outlets to university

campuses were significant factors contributing to youth alcoholism. The study also highlighted the role of cultural norms and societal attitudes towards alcohol use. One of the knowledge gaps identified was the limited exploration of the psychological impacts of social and environmental factors on youth alcohol use. The study suggested that future research should investigate the interplay between psychological well-being and alcohol consumption in university settings (Otieno et al., 2021).

### **2.2.2 Psychological Factors That Contribute to Youth Alcoholism**

In South Africa, a study by Peltzer et al. (2020) explored the psychological factors influencing alcohol use among adolescents. The researchers employed a cross-sectional survey design, collecting data from 1,200 secondary school students in urban and rural areas. The study found that depression, anxiety, and low self-esteem were significant predictors of alcohol consumption among youths. Moreover, the study highlighted that adolescents who experienced higher levels of psychological distress were more likely to engage in binge drinking. A notable knowledge gap identified in this study was the need for longitudinal data to understand the long-term effects of psychological distress on youth drinking patterns. Additionally, the study suggested future research should explore the impact of psychological interventions aimed at reducing alcohol consumption among adolescents (Peltzer et al., 2020).

In Nigeria, a study conducted by Adewuya and Ola (2019) examined the psychological determinants of alcohol use among university students. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through focus group discussions with 60 students. The study revealed that psychological factors such as stress, coping mechanisms, and sensation-seeking behavior were strongly associated with youth alcohol consumption. The research indicated that students who used alcohol as a coping mechanism for stress were more likely to develop problematic drinking behaviors. A key knowledge gap identified was the limited exploration of gender differences in psychological factors influencing alcohol use. The study recommended that future research should focus on gender-specific psychological

interventions and the role of mental health services in addressing youth alcoholism (Adewuya & Ola, 2019).

In Nairobi County, a study by Mutumba et al. (2020) investigated the psychological factors influencing alcohol use among high school students. The researchers utilized a cross-sectional survey design, collecting data from 1,200 students in various public and private high schools. The study identified anxiety, depression, and stress as significant predictors of alcohol consumption among the youth. Furthermore, the study found that students who experienced higher levels of psychological distress were more likely to engage in binge drinking and develop problematic alcohol use patterns. A notable knowledge gap identified was the lack of exploration into the role of school-based mental health programs in mitigating alcohol use. The study recommended future research to assess the effectiveness of mental health interventions in schools to address the psychological factors contributing to youth alcoholism (Mutumba et al., 2020).

In Kakamega County, a study conducted by Kamau et al. (2021) examined the psychological determinants of alcohol use among university students. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through in-depth interviews with 40 students. The study revealed that psychological factors such as stress, depression, and low self-esteem were strongly associated with alcohol consumption among the youth. The research indicated that students who used alcohol as a coping mechanism for psychological distress were more likely to develop alcohol dependency. One of the knowledge gaps identified was the limited focus on the impact of peer support and counseling services in addressing psychological distress and reducing alcohol use among students. The study suggested that future research should explore the role of university-based counseling services in mitigating the psychological factors contributing to youth alcoholism (Kamau et al., 2021).

### **2.2.3 Family Dynamics and Upbringing on Youth Alcoholism**

In South Africa, a study by van der Westhuizen et al. (2020) explored the impact of family dynamics on alcohol use among adolescents in Cape Town. The researchers employed a cross-sectional survey design, collecting data from 1,000 high school students across

various socioeconomic backgrounds. The study found that parental alcohol use, family communication patterns, and parenting styles were significant predictors of youth drinking behaviors. Adolescents who reported poor family communication and permissive parenting were more likely to engage in alcohol use. The study identified a knowledge gap in understanding the long-term effects of family-based interventions on reducing youth alcohol consumption. The researchers recommended future longitudinal studies to evaluate the sustainability of such interventions over time (van der Westhuizen et al., 2020).

In Nigeria, a study by Adeyemo et al. (2019) examined the role of family upbringing in influencing alcohol use among secondary school students in Lagos. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through focus group discussions with 50 students. The study revealed that family dynamics such as parental monitoring, family cohesion, and parental attitudes toward alcohol significantly impacted youth drinking behaviors. Adolescents from families with low parental monitoring and poor family cohesion were more likely to consume alcohol. A notable knowledge gap identified was the limited exploration of the role of extended family members in shaping youth alcohol use. The study suggested that future research should investigate the influence of extended family dynamics on adolescent drinking patterns (Adeyemo et al., 2019).

In Nairobi County, a study by Mututho et al. (2019) investigated the impact of family dynamics on alcohol use among secondary school students. The researchers employed a cross-sectional survey design, collecting data from 1,200 students across various schools in Nairobi. The study identified parental alcohol use, parenting styles, and family communication as significant predictors of youth drinking behaviors. Adolescents from families with permissive parenting styles and poor family communication were more likely to engage in alcohol use. The study highlighted a knowledge gap regarding the long-term impact of family-based interventions on reducing alcohol consumption among youths. The researchers recommended future longitudinal studies to assess the effectiveness of these interventions over time (Mututho et al., 2019).

In Kiambu County, a study by Wambui et al. (2021) examined the role of family dynamics and upbringing in influencing alcohol use among university students. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through in-depth interviews with 40 students. The study found that family factors such as parental monitoring, family cohesion, and parental attitudes toward alcohol were significant determinants of youth alcohol use. Adolescents from families with low parental monitoring and poor family cohesion were more likely to consume alcohol. One of the knowledge gaps identified was the limited exploration of the role of sibling influence on youth drinking behaviors. The study suggested that future research should investigate the impact of sibling relationships and interactions on adolescent alcohol use (Wambui et al., 2021).

#### **2.2.4 Knowledge and Awareness of the Risks Associated with Alcohol Consumption Among Youth**

In South Africa, a study by van der Heever et al. (2020) examined the knowledge and awareness of alcohol-related risks among high school students in Johannesburg. The researchers used a cross-sectional survey design, collecting data from 1,000 students across various schools. The study found that while a majority of students were aware of the immediate risks of alcohol consumption, such as accidents and academic issues, there was limited awareness of long-term health risks, including liver disease and mental health problems. The study highlighted a significant knowledge gap in understanding the chronic impacts of alcohol use. The researchers recommended the development of comprehensive educational programs that address both short-term and long-term risks associated with alcohol consumption (van der Heever et al., 2020).

In Ghana, a study by Ampofo et al. (2019) investigated the knowledge and awareness of the risks of alcohol use among university students in Accra. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through focus group discussions with 50 students. The study revealed that while students had a general awareness of the negative consequences of alcohol use, there were significant misconceptions about the severity and likelihood of these risks. For

example, many students underestimated the risk of addiction and overestimated their ability to control their drinking. A notable knowledge gap identified was the lack of targeted educational interventions addressing these misconceptions. The study suggested future research should focus on developing and evaluating targeted educational campaigns to improve accurate knowledge and awareness among youth (Ampofo et al., 2019).

In Nairobi County, a study by Ndegwa et al. (2020) investigated the knowledge and awareness of the risks associated with alcohol consumption among high school students. The researchers employed a cross-sectional survey design, collecting data from 1,200 students across various public and private schools. The study found that while students were generally aware of the immediate consequences of alcohol use, such as impaired judgment and accidents, there was a significant lack of awareness regarding long-term health risks like liver cirrhosis and mental health disorders. A knowledge gap identified was the insufficient emphasis on the chronic effects of alcohol use in school curriculums. The study recommended the incorporation of comprehensive alcohol education programs in schools to enhance students' understanding of both immediate and long-term risks (Ndegwa et al., 2020).

In Mombasa County, a study conducted by Mwangi et al. (2021) examined the knowledge and awareness of alcohol-related risks among university students. Using a mixed-methods approach, the researchers collected quantitative data through surveys from 800 students and qualitative data through focus group discussions with 40 students. The study revealed that although students were aware of some health risks associated with alcohol consumption, such as addiction and liver damage, there were prevalent misconceptions about the severity and likelihood of these risks. Many students believed that occasional heavy drinking did not pose significant health risks. The study highlighted a knowledge gap in understanding the cumulative effects of alcohol consumption. It suggested future research should focus on developing targeted educational interventions that address these misconceptions and provide accurate information about the long-term risks of alcohol use (Mwangi et al., 2021).

### **2.3 Summary and Research Gaps**

The empirical reviews above highlighted the multifaceted factors contributing to youth alcoholism across different regions in Africa, including Kenya. Studies in South Africa and Nigeria revealed significant roles of psychological factors such as depression, anxiety, and stress in youth alcohol consumption. Similarly, studies in Kenya's Nairobi and Kakamega counties identified psychological distress and coping mechanisms as key determinants of alcohol use among adolescents and university students. These reviews underscored the need for more comprehensive psychological interventions targeting youth alcoholism.

Family dynamics and upbringing also played a crucial role in youth alcohol use. Research in South Africa and Nigeria demonstrated the impact of parental alcohol use, family communication, and parenting styles on adolescent drinking behaviors. Kenyan studies in Nairobi and Kiambu counties echoed these findings, highlighting poor parental monitoring and family cohesion as significant predictors of youth alcohol consumption. Despite these insights, there remained a gap in understanding the long-term effects of family-based interventions and the influence of extended family members and siblings on youth drinking behaviors.

Knowledge and awareness of alcohol-related risks were essential for prevention. Studies in South Africa and Ghana indicated that while youth were generally aware of immediate alcohol risks, there was limited awareness of long-term health consequences. Kenyan research in Nairobi and Mombasa counties found similar gaps, with prevalent misconceptions about the severity and likelihood of chronic alcohol-related health issues. These findings suggested a need for targeted educational interventions that provided comprehensive and accurate information about both immediate and long-term risks of alcohol consumption.

**Table 1: Summary and Research Gaps**

<b>Author</b>	<b>Focus of the Study</b>	<b>Summary of Findings</b>	<b>Knowledge Gaps</b>	<b>Focus of the Study</b>
Morojele et al. (2020)	Social and environmental factors contributing to youth alcoholism in South Africa	Peer influence and accessibility of alcohol were significant predictors of youth alcohol consumption. Socio-economic status influenced risky drinking behaviors, with lower-income adolescents more likely to engage in such behaviors.	Need for longitudinal data to understand long-term effects. Exploration of community-based interventions to reduce alcohol accessibility and peer pressure.	Address the need for longitudinal data by implementing a follow-up study and explore community-based interventions to reduce alcohol access and peer pressure in Mwea Constituency.
Omigbodun et al. (2019)	Social and environmental determinants of alcohol use among secondary school students in Nigeria	Social factors like peer pressure and family drinking habits were strongly associated with youth alcohol consumption. Environmental factors such as proximity of alcohol outlets to schools and lack of recreational facilities were also significant contributors.	Limited exploration of gender differences in alcohol consumption patterns. Focus on gender-specific interventions and school policies.	Explore gender-specific factors and implement school policy-focused interventions in Mwea Constituency to mitigate alcohol use.
Ndetei et al. (2020)	Social and environmental factors influencing alcohol use among	Peer pressure, availability of alcohol, and socio-economic status were	Lack of focus on school-based interventions and the role of	Investigate the effectiveness of school-based

<b>Author</b>	<b>Focus of the Study</b>	<b>Summary of Findings</b>	<b>Knowledge Gaps</b>	<b>Focus of the Study</b>
	secondary school students in Nairobi County, Kenya	significant predictors of alcohol consumption among youth. Media and advertising also contributed to the normalization of drinking behavior.	educational institutions in curbing alcohol use.	interventions and the role of educational institutions in reducing alcohol use in Mwea Constituency.
Otieno et al. (2021)	Social and environmental determinants of alcohol use among university students in Kisumu County, Kenya	Peer influence, family alcohol use, and proximity of alcohol outlets to university campuses were significant factors. Cultural norms and societal attitudes towards alcohol use also played a role.	Limited exploration of psychological impacts of social and environmental factors on youth alcohol use.	Investigate the interplay between psychological well-being and alcohol consumption among youth in Mwea Constituency.
Peltzer et al. (2020)	Psychological factors influencing alcohol use among adolescents in South Africa	Depression, anxiety, and low self-esteem were significant predictors of alcohol consumption among youths. Higher levels of psychological distress led to binge drinking.	Need for longitudinal data to understand long-term effects of psychological distress on youth drinking patterns. Explore impact of psychological interventions.	Implement a longitudinal follow-up study and explore psychological interventions to reduce alcohol consumption among youths in Mwea Constituency.

<b>Author</b>	<b>Focus of the Study</b>	<b>Summary of Findings</b>	<b>Knowledge Gaps</b>	<b>Focus of the Study</b>
Adewuya & Ola (2019)	Psychological determinants of alcohol use among university students in Nigeria	Psychological factors such as stress, coping mechanisms, and sensation-seeking behavior were strongly associated with youth alcohol consumption. Students who used alcohol as a coping mechanism for stress were more likely to develop problematic drinking behaviors.	Limited exploration of gender differences in psychological factors influencing alcohol use. Focus on gender-specific psychological interventions and mental health services.	Investigate gender-specific psychological interventions and the role of mental health services in addressing youth alcoholism in Mwea Constituency.
Mutumba et al. (2020)	Psychological factors influencing alcohol use among high school students in Nairobi County, Kenya	Anxiety, depression, and stress were significant predictors of alcohol consumption among the youth. Higher levels of psychological distress were linked to binge drinking and problematic	Lack of exploration into the role of school-based mental health programs in mitigating alcohol use.	Assess the effectiveness of school-based mental health programs in addressing psychological factors contributing to youth alcoholism in Mwea Constituency.

Author	Focus of the Study	Summary of Findings	Knowledge Gaps	Focus of the Study
		alcohol use patterns.		
Kamau et al. (2021)	Psychological determinants of alcohol use among university students in Kakamega County, Kenya	Psychological factors such as stress, depression, and low self-esteem were strongly associated with alcohol consumption. Students using alcohol as a coping mechanism for psychological distress were more likely to develop alcohol dependency.	Limited focus on the impact of peer support and counseling services in addressing psychological distress and reducing alcohol use.	Explore the role of university-based counseling services and peer support in mitigating psychological factors contributing to youth alcoholism in Mwea Constituency.
van der Westhuizen et al. (2020)	Impact of family dynamics on alcohol use among adolescents in Cape Town, South Africa	Parental alcohol use, family communication patterns, and parenting styles were significant predictors of youth drinking behaviors. Poor family communication and permissive parenting increased likelihood of alcohol use	Need for longitudinal data to understand long-term effects of family-based interventions on reducing youth alcohol consumption.	Implement a longitudinal study to evaluate the sustainability of family-based interventions in reducing youth alcohol consumption in Mwea Constituency.

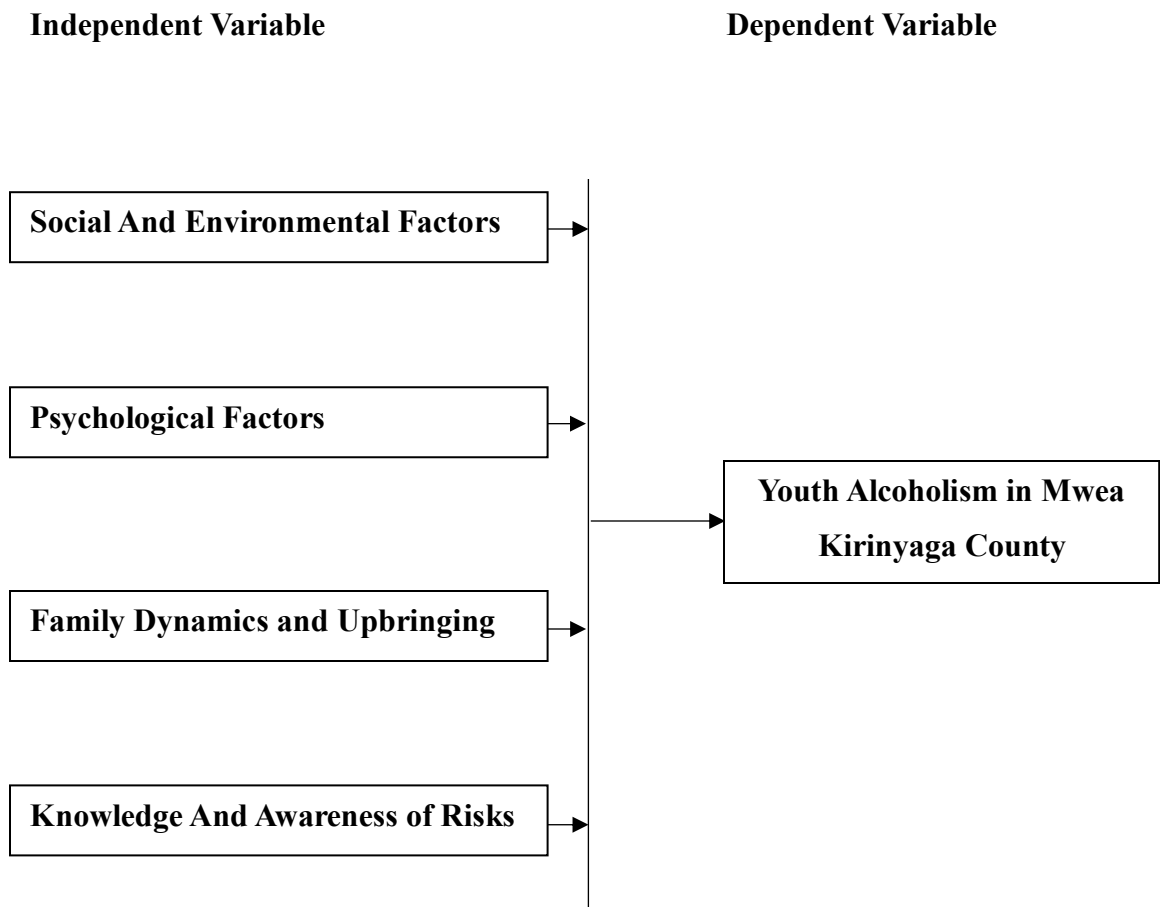
<b>Author</b>	<b>Focus of the Study</b>	<b>Summary of Findings</b>	<b>Knowledge Gaps</b>	<b>Focus of the Study</b>
		among adolescents.		
Adeyemo et al. (2019)	Role of family upbringing in influencing alcohol use among secondary school students in Lagos, Nigeria	Family dynamics such as parental monitoring, family cohesion, and parental attitudes toward alcohol significantly impacted youth drinking behaviors.	Limited exploration of the role of extended family members in shaping youth alcohol use.	Investigate the influence of extended family dynamics on adolescent drinking patterns in Mwea Constituency.
Mututho et al. (2019)	Impact of family dynamics on alcohol use among secondary school students in Nairobi County, Kenya	Parental alcohol use, parenting styles, and family communication were significant predictors of youth drinking behaviors. Adolescents.	Lack of exploration into the long-term impact of family-based interventions on reducing alcohol consumption among youths.	Assess the long-term effectiveness of family-based interventions on reducing alcohol use among youth in Mwea Constituency.
Wambui et al. (2021)	Role of family dynamics and upbringing in influencing alcohol use among university students in Kiambu County, Kenya	Family factors such as parental monitoring, family cohesion, and parental attitudes toward alcohol were significant determinants of youth alcohol use. Adolescents from families with low parental	Limited exploration of the role of sibling influence on youth drinking behaviors.	Investigate the impact of sibling relationships and interactions on adolescent alcohol use in Mwea Constituency.

<b>Author</b>	<b>Focus of the Study</b>	<b>Summary of Findings</b>	<b>Knowledge Gaps</b>	<b>Focus of the Study</b>
		monitoring and poor family cohesion were more likely to consume alcohol.		
van der Heever et al. (2020)	Knowledge and awareness of alcohol-related risks among high school students in Johannesburg , South Africa	Majority of students were aware of immediate risks of alcohol consumption, such as accidents and academic issues, but had limited awareness of long-term health risks like liver disease and mental health problems.	Significant gap in understanding chronic impacts of alcohol use. Need for comprehensive educational programs addressing both short-term and long-term risks.	Develop and evaluate comprehensive educational programs in Mwea Constituency that address both short-term and long-term risks associated with alcohol consumption.
Ampofo et al. (2019)	Knowledge and awareness of the risks of alcohol use among university students in Accra, Ghana	Students had a general awareness of negative consequences of alcohol use, but there were significant misconceptions about the severity and likelihood of these risks. Many underestimated the risk of addiction and overestimated their ability to control drinking.	Lack of targeted educational interventions addressing misconceptions about alcohol risks.	Develop targeted educational campaigns in Mwea Constituency to improve accurate knowledge and awareness among youth about the risks of alcohol consumption.
Ndegwa et al. (2020)	Knowledge and awareness of the risks associated	Students were generally aware of immediate consequences of alcohol use, such as	Insufficient emphasis on chronic effects of alcohol	Incorporate comprehensive alcohol education programs in

Author	Focus of the Study	Summary of Findings	Knowledge Gaps	Focus of the Study
	with alcohol consumption among high school students in Nairobi County, Kenya	impaired judgment and accidents, but lacked awareness of long-term health risks like liver cirrhosis and mental health disorders.	use in school curriculums.	schools in Mwea Constituency to enhance understanding of both immediate and long-term risks.
Mwangi et al. (2021)	Knowledge and awareness of alcohol-related risks among university students in Mombasa County, Kenya	Students were aware of some health risks associated with alcohol consumption, like addiction and liver damage, but had prevalent misconceptions about severity and likelihood of these risks. Many believed occasional heavy drinking did not pose significant health risks.	Gap in understanding cumulative effects of alcohol consumption.	Develop targeted educational interventions in Mwea Constituency to address misconceptions and provide accurate information about long-term risks of alcohol use.

## 2.4 Conceptual Framework

A conceptual framework is a structured approach that helps in the identification, analysis, and synthesis of key concepts, constructs, or variables that are relevant to a research study. It provides a coherent structure to the research by outlining the relationships among these variables and guiding the data collection and analysis processes. According to Miles and Huberman (1994), a conceptual framework can be viewed as a visual or written product that "explains, either graphically or in narrative form, the main things to be studied – the key factors, concepts, or variables – and the presumed relationships among them" (p. 18).



**Figure 1: Conceptual Framework**

**2.5 Operationalization of Variables**

Operationalization of variables involves defining how abstract concepts or variables will be measured and quantified in a research study. This process translates theoretical constructs into specific, measurable indicators that can be empirically tested. According to Babbie (2016), operationalization is "the process of developing operational definitions, or specifying the exact operations involved in measuring a variable" (p. 130).

**Table 2: Operationalization of Variables**

<b>Objective</b>	<b>Indicators</b>	<b>Measurement Scale</b>	<b>Analysis Tools</b>
<b>Social And Environmental Factors</b>	➤ Peer influence	Five-Point	Percentages,
	➤ Alcohol availability	Likert Scale	Frequency
	➤ Socio-economic status	Questionnaire	Tables
	➤ Media exposure		
➤ Community norms			
<b>Psychological Factors</b>	➤ Depression levels	Five-Point	Percentages,
	➤ Anxiety levels	Likert Scale	Frequency
	➤ Stress levels	Questionnaire	Tables
	➤ Self-esteem		
	➤ Coping mechanisms		
<b>Family Dynamics and Upbringing</b>	➤ Parental alcohol use	Five-Point	Percentages,
	➤ Family communication	Likert Scale	Frequency
	➤ Parenting styles	Questionnaire	Tables
	➤ Family cohesion		
	➤ Parental monitoring		
<b>Knowledge And Awareness</b>	➤ Health risks awareness		
	➤ Alcohol education		
	➤ Perceived consequences		
	➤ Risk perception		
	➤ Awareness campaigns		
<b>Youth Alcoholism in Mwea Kirinyaga County</b>	➤ Alcohol consumption frequency	Five-Point	Percentages,
	➤ Binge drinking episodes	Likert Scale	Frequency
	➤ Alcohol dependency symptoms	Questionnaire	Tables
	➤ Underage drinking rates		
	➤ Alcohol-related incidents		

## 2.6 Chapter Summary

Chapter two discussed the theoretical literature review, highlighting key theories relevant to youth alcoholism, and the empirical literature review, which examined studies on contributing factors. It identified research gaps, developed a conceptual framework, and operationalized variables with specific indicators, providing a comprehensive foundation for the study.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter includes an overview of the study technique, which includes the descriptive research design, a 5-point Likert scale questionnaire, a target population and a simple random selection. To make sure the findings are valid and trustworthy, it will over pilot testing, data analysis using descriptive statistics, and ethical issues.

#### **3.1 Research Design**

A descriptive research approach was used in this study. By offering a comprehensive picture of the present situation without changing variables, descriptive research permitted an in-depth investigation of the elements leading to adolescent drinking in Mwea, Kirinyaga County. By precisely defining and explaining the characteristics of the examined population or phenomena, this research approach facilitated an all-encompassing comprehension of the topics at hand (Creswell & Creswell, 2020). Saunders, Lewis, and Thornhill (2019) state that studies that seek to characterize a certain population, scenario, or phenomena are well-suited to descriptive research designs. It shines when the goal of the study is to figure out the "what" of the issue at hand, rather than to look for causes and effects. The descriptive research design is well-suited to studies that aim to provide a systematic description of the data, according to Bryman (2021). This allowed researchers to create meaningful and accurate representations of the variables being studied.

#### **3.2 Target Population**

Any set of people or things that researchers want to apply their results to in a broad sense is called the target population. It is the foundation for drawing a sample and includes everything that is eligible to be included in research (Babbie, 2020). Creswell & Creswell (2020) state that identifying the targeted participants is vital for producing appropriate and relevant study results.

The target population for this study consisted of 3,000 residents of Kirwara village in Mutithi Ward, Mwea Constituency. This specific group was chosen because it represented a diverse cross-section of individuals directly affected by the issue of youth alcoholism.

The population included various demographics such as age, gender, socio-economic status, and educational background, which were essential for a comprehensive analysis of the factors contributing to youth alcoholism. Kirwara village was identified as an area with notable instances of youth alcoholism, making it a pertinent location for the study. By focusing on this population, the research aimed to uncover specific social, psychological, environmental, and familial factors that contributed to alcohol consumption among youths in this context. Additionally, understanding the dynamics within this community provided insights potentially applicable to other similar settings.

### **3.3 Sample and Sampling Technique**

In research, a portion of the population of interest is chosen at random, known as a sample. It is a statistical representation of the population at large and a tool for drawing conclusions about that population's traits. Sampling happens when a subset of the target population (be it people, events, or things) is chosen to take part in the research. One of the main purposes of sampling is to collect data from a subset of the population that is statistically representative of the whole (Babbie, 2020). Methods for selecting a subset of a larger population are known as sampling techniques.

For this research, simple random sampling was chosen because it guaranteed that every individual in the target group had an equal chance of being selected. This method eliminated selection bias, ensuring that the sample was more representative. Crucial for the reliability and applicability of the results, this technique excelled in drawing a representative sample from the population (Creswell & Creswell, 2020). Saunders, Lewis, and Thornhill (2019) state that simple random sampling has benefits due to its ease of implementation and straightforwardness. It also made it simpler to defend the study's sampling approach by providing a transparent and objective selection procedure. When working with a homogeneous population like the people of Kirwara village in Mutithi Ward, Mwea Constituency this method worked well for gaining a general understanding of the causes that led to juvenile drinking.

This research used a simple random sampling procedure to ensure the sample was representative of the target population. For descriptive investigations, a 10% sample of the

target population was deemed sufficient (Mugenda & Mugenda, 2003). A total of 300 people were surveyed from Kirwara village in Mutithi Ward, Mwea Constituency, with a target population of 3,000. This proportion allowed for the collection of valid and reliable data that could be generalized to the entire population. Simple random sampling ensured that every member of the group had an equal chance of being chosen, enhancing the reliability of the study's results by reducing selection bias and increasing the representation of all demographic subgroups (Mugenda & Mugenda, 2003).

### **3.4 Instruments**

A questionnaire on a 5-point Likert scale was used to gather data for this research. This survey format was chosen because it provided respondents the opportunity to rank a number of statements regarding the causes of underage drinking and indicate how much they agreed or disagreed with each. Using the Likert scale, which ranged from "strongly agree" to "strongly disagree," allowed for the collection of complex and extensive responses that reflected the depth of respondents' views and perceptions.

There were several justifications for conducting the study via questionnaire. First, questionnaires were an effective way to gather a large amount of information quickly, which was particularly useful when working with big samples (Creswell & Creswell, 2020). The efficiency of this method was crucial for the study, as it aimed to collect data from 300 respondents. Second, surveys could gather a variety of information, such as demographics, views, behaviors, and attitudes (Saunders, Lewis, & Thornhill, 2019).

The survey allowed respondents to indicate their level of agreement or disagreement with each statement by providing answer choices ranging from "Strongly Disagree" to "Strongly Agree" for each question. This approach facilitated the gathering and analysis of data, enabling the identification of trends and patterns in the causes of juvenile drinking in Mwea Constituency.

### **3.5 Pilot Study**

In order to ensure that the research design, methods, and instruments are feasible, as well as to assess the time, money, risk, and adverse events associated with them, a pilot study is

performed prior to the main research. Pilot research may assist find difficulties and make modifications to make the main study more reliable and high-quality (van Teijlingen and Hundley, 2019). To make sure the research methods are functioning as expected, it is used as a trial run.

Ten percent of the whole sample, or thirty people, participated in the pilot study; they hailed from Kirwara village in Mutithi Ward, Mwea Constituency. Just like the original research, a simple random selection procedure was employed to choose these 30 participants. According to Saunders, Lewis, & Thornhill (2019), to avoid any possibility of bias or data contamination, these participants did not engage in the main research. There were several reasons why conducting a pilot study was crucial. First, it allowed the researcher to ensure that the research tools and methods were effective before diving into the primary study. Second, it provided an opportunity to identify and address any potential issues before committing significant time and resources to the main study. Third, the pilot study ensured that the data collection process was robust and reliable, thereby enhancing the credibility and reliability of the research results (Babbie, 2020)..

### **3.5.1 Validity**

How well a research instrument assesses its target variables is known as its validity. study validity, defined as the trustworthiness and accuracy of the findings, is an essential component of good study design (Cresswell & Creswell, 2020). Content validity, construct validity, and criterion-related validity are all ways to check whether the study is legitimate and may be used in real-world situations.

To ensure content validity, the questionnaire included all relevant aspects of the causes contributing to teenage alcoholism. To achieve this, industry experts were consulted, and relevant literature was reviewed in depth to ensure that the questionnaire covered all pertinent aspects (Saunders, Lewis, & Thornhill, 2019). Additionally, during the pilot project, the questionnaire was pre-tested to identify and address any questions that did not adequately measure the construct. By precisely defining and operationalizing the variables, construct validity was ensured. As mentioned in the operationalization section, using established scales and indicators helped maintain construct validity. Furthermore, factor

analysis was applied to the collected data to confirm that the survey questions clustered into the anticipated constructs, thus adding credibility to the measures (Babbie, 2020).

### **3.5.2 Reliability**

When a research instrument consistently and reliably measures the target variable, we say that it is reliable. Reliability is defined as the extent to which an instrument consistently yields the same findings when used under same circumstances (Saunders, Lewis, & Thornhill, 2019). As a result, the results may be relied on and repeated since the measuring technique is error-free. Because it establishes the credibility of the data obtained, dependability is essential to the research's validity (Cresswell & Creswell, 2020).

Thirty participants, representing 10% of the total sample, filled out the questionnaire to determine its validity and reliability during the pilot project. This initial round helped clarify any queries that were unclear or contained contradictions. Based on feedback from the pilot test, the questionnaire was fine-tuned to ensure that all respondents could understand and answer the questions accurately (Saunders, Lewis, & Thornhill, 2019). To ensure test-retest reliability, the same questionnaire was administered to the same sample of participants twice, and their results were compared. This approach evaluated the instrument's stability over time. The high correlation between the two sets of scores demonstrated the instrument's reliability and consistency of findings over time (Creswell & Creswell, 2020). The researchers checked the questionnaire's test-retest reliability by administering it to certain participants again after a specific amount of time had passed and analyzed how well their responses matched.

### **3.6 Data Collection Procedure**

To guarantee the validity, reliability, and precision of the data acquired, a systematic and organized approach to data gathering was used in this research. The data collection process was as follows: First, the researcher obtained a letter of approval from the Management University of Africa, which authorized them to carry out the study. This letter served as an official document when interacting with local authorities and respondents. The researcher then consulted officials in Kirwara village, Mutithi Ward, Mwea Constituency. This was

an important first step in building trust with the community and securing their cooperation in the data collection process.

A group of research assistants was enlisted to facilitate the gathering of data. These assistants were chosen for their familiarity with the area and their communication skills when interacting with interviewees. The research assistants were trained on the study's goals, the content of the questionnaire, and ethical issues. This training equipped the research assistants to answer respondents' queries and maintain a consistent data collection procedure.

Surveys using the 5-point Likert scale were developed and printed. These surveys were administered to the 300 respondents who were selected using the simple random sampling method. Research assistants personally visited the designated homes or locations to administer the surveys. They provided an overview of the research, briefly outlining the study's goals and the significance of the respondents' participation. The respondents' privacy and identities were protected throughout the process.

Respondents were allotted a week to complete the surveys, allowing them ample time to respond thoroughly and accurately. After a week, the research assistants returned to the homes or locations to collect the completed surveys. They checked for completeness and clarified any incorrect or missing information as they proceeded.

### **3.7 Data Analysis and Presentation**

The data collected from the questionnaires was analyzed using descriptive statistics, specifically focusing on frequencies and percentages. Microsoft Excel was utilized to manage and analyze the data due to its accessibility and effectiveness in handling large datasets. The following steps outlined the data analysis process: The responses from the questionnaires were entered into an Excel spreadsheet. Each question had a corresponding column, and each respondent's answers were recorded in separate rows. The number of times each response option was selected for each question was counted. This helped determine the common responses and the distribution of answers across the sample. The frequencies were converted into percentages to provide a clearer understanding of the

proportion of respondents selecting each response option. This allowed for easier comparison between different variables and categories.

The analyzed data was presented using various visual aids to enhance clarity and facilitate easy interpretation. The following methods were used for data presentation: Tables were used to present the frequencies and percentages of responses for each question. This provided a detailed and organized view of the data, allowing readers to see the exact figures and how the responses were distributed. Bar graphs were utilized to visually represent the frequencies and percentages of responses for different categories. Bar graphs were effective in comparing the magnitude of responses across various groups and highlighting significant differences or patterns. Pie charts were used to show the proportional distribution of responses for specific questions. This method was particularly useful for illustrating the relative size of each category in relation to the whole, making it easy to see which responses were most prevalent.

### **3.8 Ethical Considerations**

Researchers must adhere to a set of moral principles and rules known as "ethical considerations" when conducting studies in order to safeguard the rights, dignity, and health of study participants. Resnik (2020) argues that protecting vulnerable groups, obtaining informed permission, and keeping research results private are all examples of ethical concerns that are critical to the reliability and validity of scientific findings. The importance of doing research in an ethical and responsible way is highlighted by Creswell and Creswell (2020), who stress that doing so helps to build trust between researchers and participants.

#### **3.8.1 Informed Consent**

A basic ethical concept, "informed consent," ensured that participants were aware of what the research was, why it was being conducted, and any potential risks involved before agreeing to take part. To ensure that participants were fully informed, a comprehensive information sheet was provided, explaining the study's goals, methods, benefits, and risks. Participants were asked to sign a consent form that demonstrated their understanding and voluntary agreement to participate, and they were given the opportunity to ask questions.

Researchers ensured that participants made an informed choice about their involvement in the study and respected their autonomy by obtaining their informed consent (Creswell & Creswell, 2020).

### **3.8.2 Voluntary Participation**

To avoid any form of coercion or undue influence, it was crucial that participants actively chose to participate in the research. All participants were informed that their involvement was entirely optional and that they could withdraw at any time without any hassle or repercussions. Adherence to this principle was in line with ethical standards that emphasized the importance of respecting the autonomy of study participants (Saunders, Lewis, & Thornhill, 2019).

### **3.8.3 Confidentiality**

Protecting the privacy of participants meant not sharing their information with anyone who did not need to know. All information gathered was treated with the utmost confidentiality and used solely for the purpose of this study. All data was anonymized, and only members of the study team had access to the de-identified information. Maintaining confidentiality was essential to safeguarding participants' privacy and fostering trust between researchers and participants (Babbie, 2020).

### **3.8.4 Privacy**

Keeping participants' private information safe while they were study subjects was what was meant by privacy. By conducting interviews and surveys in confidential locations, the research ensured that participants' privacy was protected during data collection. Respondents were assured that their information would remain confidential and would not be shared with anyone else. According to Creswell & Creswell (2020), researchers were required to uphold ethical norms by protecting the anonymity of study participants.

### **3.8.5 Anonymity**

Participants' names were kept secret, even from the researchers, thanks to anonymity. In this research, individuals were not identified by their real names but rather by codes or IDs. This approach ensured that people's identities could not be deduced from their answers,

preserving their privacy. Saunders, Lewis, and Thornhill (2019) emphasized the importance of participants' ability to remain anonymous, especially when dealing with sensitive topics, to reduce the likelihood of harm or distress.

### **3.9 Chapter Summary**

Chapter 3 included an overview of the study technique, which included the descriptive research design, a 5-point Likert scale questionnaire, a target population of 3,000 inhabitants, and a simple random selection of 300 responses. To make sure the findings were valid and trustworthy, it went over pilot testing, data analysis using descriptive statistics, and ethical issues.

## CHAPTER FOUR

### PRESENTATION, ANALYSIS AND INTERPRETATIONS OF FINDINGS

#### 4.0 Introduction

In this chapter, the study presents and analyzes findings on factors contributing to youth alcoholism among residents aged between 18 To 35 in Mwea, Kirinyaga County. The analysis covers social, psychological, familial, and awareness-related factors, revealing significant issues. The chapter also addresses study limitations.

#### 4.1 Presentation of Research Findings

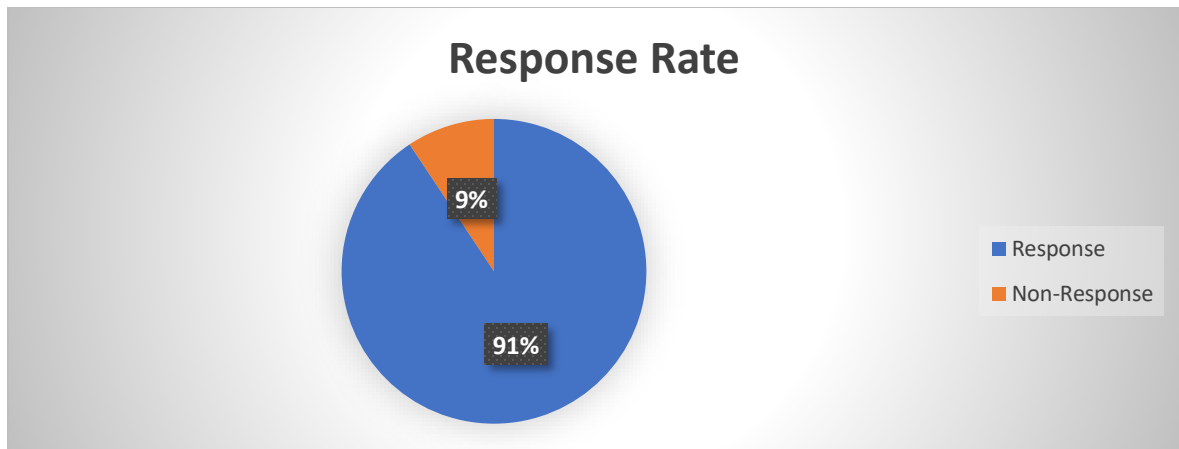
The findings collected by the study are being presented through tables, graphs, and pie charts. Each objective is detailed with a narrative analysis, providing insights into the data. These presentations will guide the subsequent conclusions, highlighting key patterns and contributing factors related to youth alcoholism among residents aged between 18 To 35 in Mwea, Kirinyaga County.

##### 4.1.1 Response Rate

The findings indicate a high response rate of 272 out of 300, with only 28 non-responses. This suggests that the study effectively engaged the majority of the targeted participants, providing a robust dataset for analyzing the factors contributing to youth alcoholism in Mwea, Kirinyaga County. The high response rate strengthens the reliability of the study's results.

**Table 3: Response Rate**

Category	Frequency	Percentage
Response	272	90.67
Non-Response	28	9.33
<b>Total</b>	<b>300</b>	<b>100</b>



**Figure 2: Response Rate**

The findings indicate a high response rate of 272 out of 300, with only 28 non-responses. This suggests that the study effectively engaged the majority of the targeted participants, providing a robust dataset for analyzing the factors contributing to youth alcoholism in Mwea, Kirinyaga County. The high response rate strengthens the reliability of the study's results. According to Creswell and Creswell (2018), a high response rate enhances the validity of research findings by ensuring that the data is representative of the population under study. Additionally, Zikmund (2016) emphasizes that a high response rate contributes to the robustness of the data, thereby supporting the accuracy of the study's conclusions.

#### **4.1.2 Background Information**

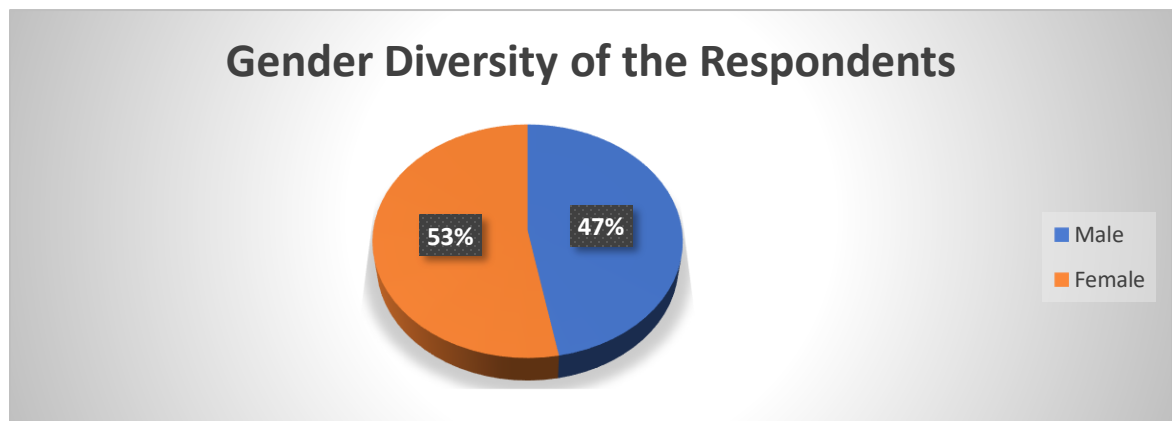
The study collected background information to provide a comprehensive understanding of the demographic characteristics of respondents. This helped to analyze how factors such as gender, age, and education might influence youth alcoholism. By establishing a demographic profile, the study could better relate specific characteristics to the patterns and causes of alcohol use among youth in Mwea. Creswell (2021) highlights the importance of collecting demographic information to contextualize research findings and identify patterns related to various factors. Similarly, Mugenda and Mugenda (2018) assert that understanding demographic variables is crucial for analyzing their impact on specific issues, such as substance abuse, thereby enhancing the relevance and applicability of the study's results.

#### 4.1.2.1 Gender Diversity of the Respondents

The study sought information on gender diversity to understand if there were differences in alcohol consumption patterns and contributing factors between males and females. This helped in identifying any gender-specific issues or trends in youth alcoholism in Kirwara Village, thereby allowing for more targeted interventions and support.

**Table 4: Gender Diversity of the Respondents**

Category	Frequency	Percentage
Male	128	47.06
Female	144	52.94
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 3: Gender Diversity of the Respondents**

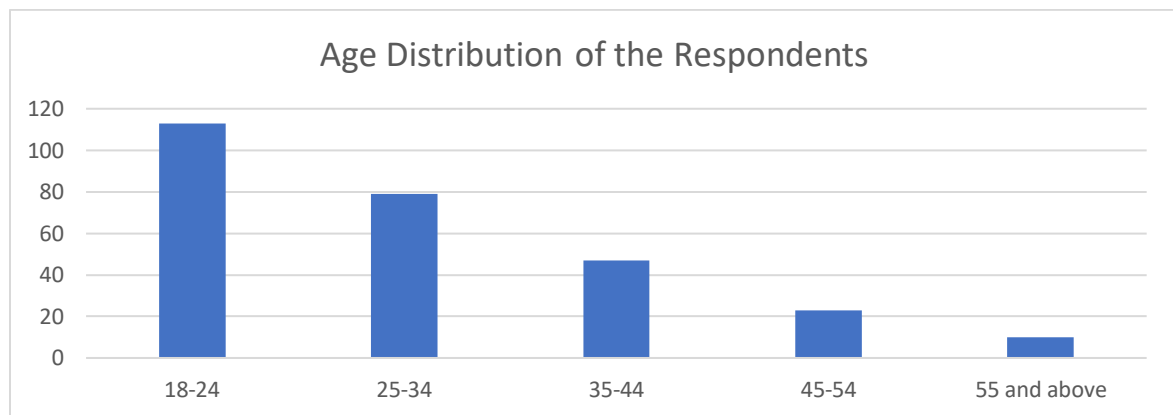
The findings show a balanced gender distribution among respondents, with 128 males and 144 females. This suggests that both genders were adequately represented in the study, allowing for a comprehensive analysis of how gender might influence youth alcoholism. The equal representation supports a nuanced understanding of alcohol use patterns across different genders in Mwea, Kirinyaga County. According to Creswell (2021), ensuring gender diversity in research samples is essential for examining how different demographics influence study outcomes. Additionally, Zikmund (2016) emphasizes that balanced representation enhances the reliability and validity of findings, enabling a more accurate assessment of factors such as gender in influencing behaviors like alcohol consumption.

#### 4.1.2.2 Age Distribution of the Respondents

The study investigated age distribution to determine how different age groups within the youth demographic were affected by alcoholism. This helped in assessing whether certain age groups were more vulnerable to alcohol use and identifying age-specific factors contributing to the issue.

**Table 5: Age Distribution of the Respondents**

Category	Frequency	Percentage
18-24	113	41.54
25-34	79	29.04
35-44	47	17.28
45-54	23	8.46
55 and above	10	3.68
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 4: Age Distribution of the Respondents**

The age distribution reveals that the majority of respondents are between 18-24 years old (113), followed by 25-34 years old (79). Fewer respondents are in older age brackets, with 35-44 years (47), 45-54 years (23), and 55 and above (10). This distribution highlights that the study predominantly captures the younger demographic, crucial for understanding alcohol consumption trends among youth. According to Creswell (2021), focusing on

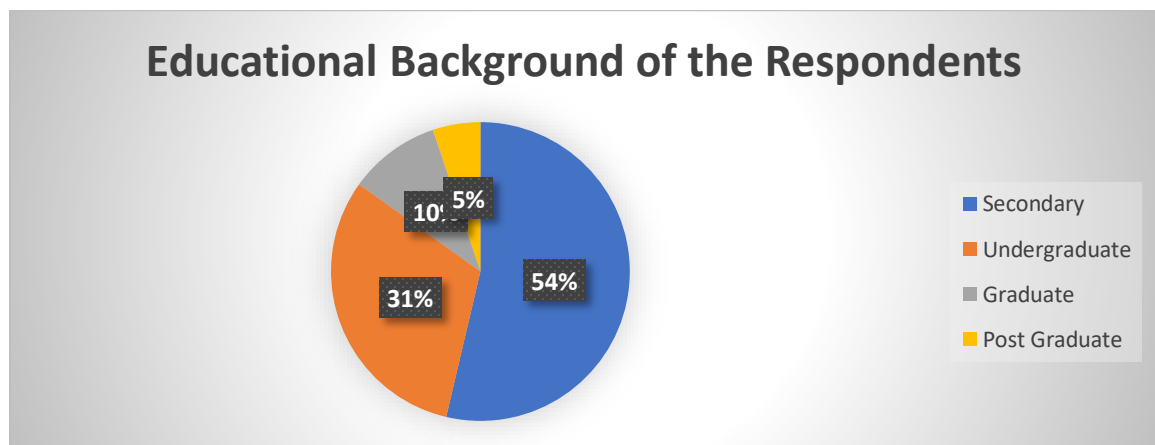
specific age groups allows researchers to tailor analyses and recommendations to the relevant age cohort, enhancing the study’s applicability to the target population. Additionally, Mugenda and Mugenda (2018) note that demographic breakdowns, such as age, are essential for identifying trends and patterns in behavior, thus informing more effective interventions.

#### 4.1.2.3 Educational Background of the Respondents

The study examined the educational background to evaluate how education levels influenced alcohol consumption among youth. This information helped to identify if lower educational attainment was linked to higher rates of alcoholism, which could inform targeted educational and preventive measures.

**Table 6: Educational Background of the Respondents**

Category	Frequency	Percentage
Secondary	146	53.68
Undergraduate	85	31.25
Graduate	27	9.93
Post Graduate	14	5.15
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 5: Educational Background of the Respondents**

The educational background of respondents shows that most have completed secondary education (146), followed by undergraduates (85). Fewer respondents hold graduate (27) or postgraduate degrees (14). This distribution indicates that the study largely reflects perspectives from individuals with secondary and undergraduate education levels, which is relevant for analyzing how educational attainment influences youth alcoholism. According to Zikmund (2016), understanding educational backgrounds helps to contextualize the findings and assess how educational levels might correlate with specific behaviors, such as alcohol consumption. Similarly, Creswell (2022) emphasizes the importance of considering educational demographics to ensure that findings are representative and applicable to the studied population, thereby providing insights into how different educational levels impact behavioral trends.

#### **4.1.3 Study Objectives**

The study focused on the four objectives to provide a holistic view of youth alcoholism by examining: Social and environmental factors to understand external influences such as peer pressure and community norms. Psychological factors to explore individual mental health and emotional issues affecting alcohol use. Family dynamics and upbringing to assess how family environment and parenting styles impact youth drinking behavior. Knowledge and awareness to determine if lack of awareness about alcohol risks contributed to its misuse.

##### **4.1.3.1 Social and Environmental Factors**

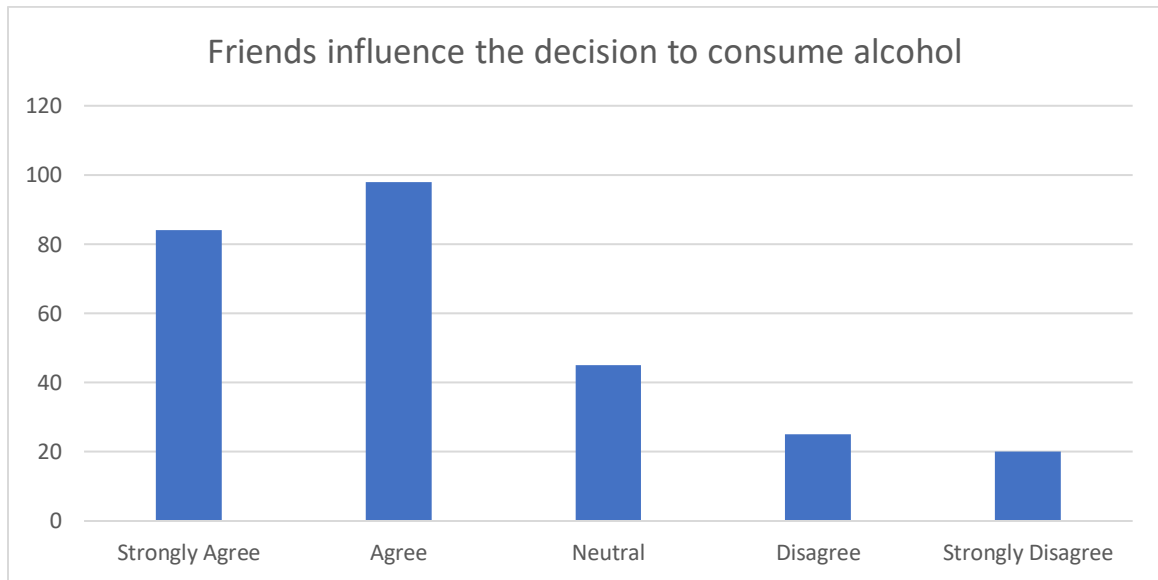
The study examined social and environmental factors to identify external influences, such as peer pressure, community norms, and accessibility to alcohol, that could contribute to youth alcoholism. Understanding these factors helped in pinpointing specific environmental conditions and social dynamics driving alcohol use among the youth, allowing for targeted community-based interventions and preventive measures.

###### **4.1.3.1.1 Friends influence the decision to consume alcohol.**

The study investigated the influence of friends on the decision to consume alcohol to assess how peer pressure and social circles affected youth drinking behavior. This helped in understanding the role of friends in shaping attitudes towards alcohol and identifying potential areas for peer-based interventions and support programs.

**Table 7: Friends influence the decision to consume alcohol**

Category	Frequency	Percentage
Strongly Agree	84	30.88
Agree	98	36.03
Neutral	45	16.54
Disagree	25	9.19
Strongly Disagree	20	7.35
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 6: Friends influence the decision to consume alcohol**

The findings show that a significant majority of respondents (84 strongly agree and 98 agree) believe that friends influence the decision to consume alcohol. This suggests that peer pressure is a notable factor in youth alcohol consumption, highlighting the importance of addressing social influences in prevention strategies. This is consistent with studies from Morojele et al. (2020) and Ndetei et al. (2020), who found that peer influence was a significant predictor of alcohol consumption among youth. Both studies identified peer pressure as a crucial social factor contributing to risky drinking behaviors, underscoring

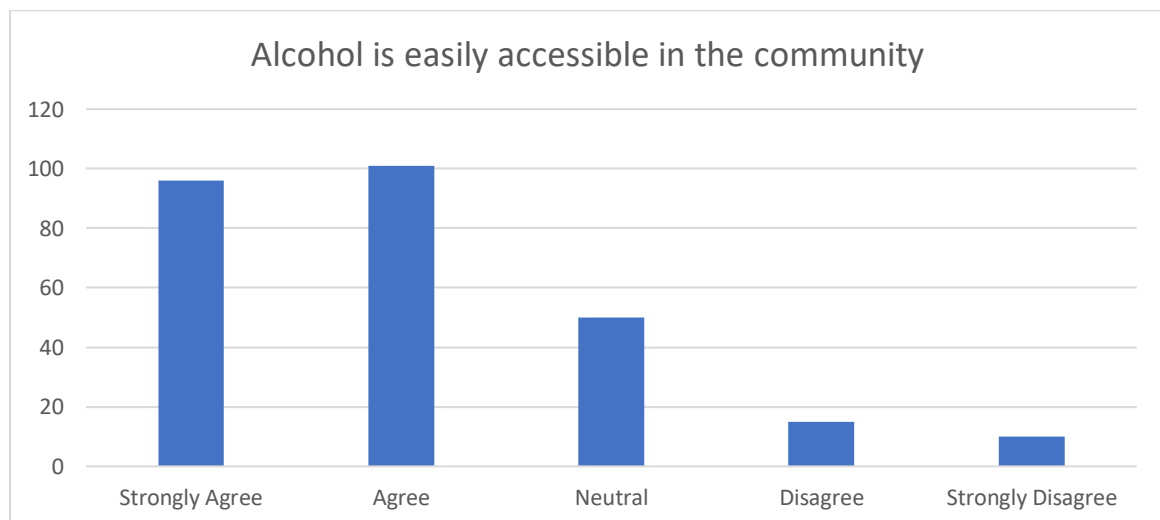
the need for interventions targeting peer influences and community-based strategies to reduce alcohol use.

#### 4.1.3.1.2 Alcohol is easily accessible in the community.

The study explored alcohol accessibility in the community to determine how the ease of obtaining alcohol might contribute to youth consumption. This information helped in understanding whether availability was a significant factor in increasing alcohol use among youth and highlighted the need for regulatory measures or community controls.

**Table 8: Alcohol is easily accessible in the community**

Category	Frequency	Percentage
Strongly Agree	96	35.29
Agree	101	37.13
Neutral	50	18.38
Disagree	15	5.51
Strongly Disagree	10	3.68
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 7: Alcohol is easily accessible in the community**

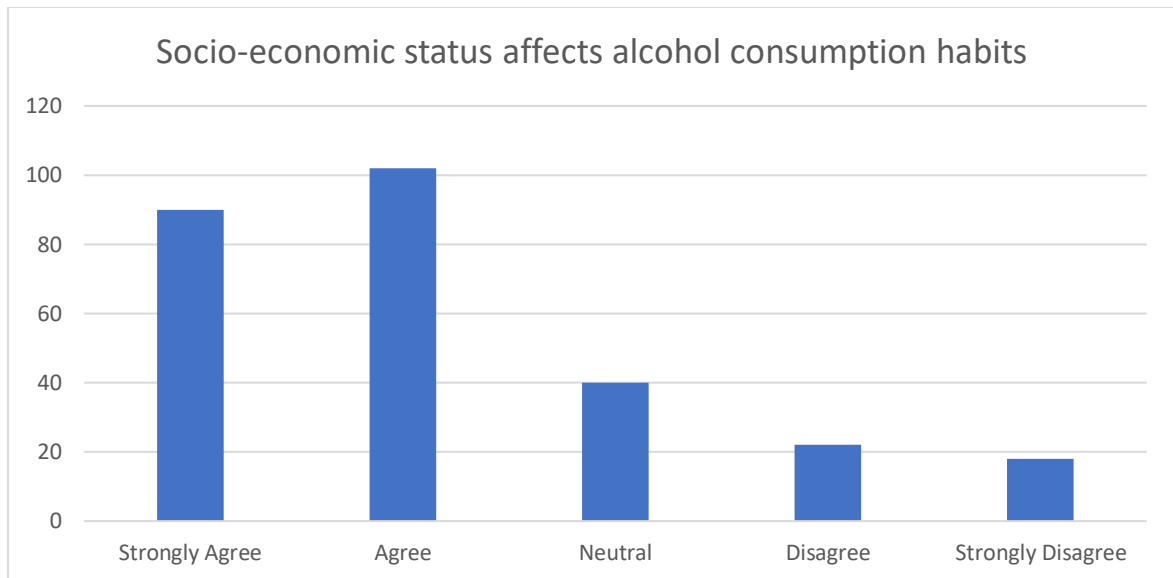
The findings indicate that 96 respondents strongly agree and 101 agree that alcohol is easily accessible in the community. This suggests that easy access to alcohol is a significant factor contributing to youth alcoholism among residents aged between 18 To 35 in Mwea, Kirinyaga County. This aligns with the research by Ndeti et al. (2020) and Otieno et al. (2021), which identified the availability of alcohol as a critical factor influencing youth drinking behavior. Both studies highlighted that the proximity of alcohol outlets significantly contributes to increased alcohol consumption among youth. These findings underscore the need for targeted interventions to control alcohol accessibility and restrict availability in community settings to mitigate alcohol use among adolescents.

#### **4.1.3.1.3 Socio-economic status affects alcohol consumption habits.**

The study examined the impact of socio-economic status on alcohol consumption habits to determine if financial conditions influenced drinking behaviors. This helped in identifying whether economic factors, such as income levels or poverty, were related to increased alcohol use and could guide targeted support and intervention strategies for different socio-economic groups.

**Table 9: Socio-economic status affects alcohol consumption habits**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	90	33.09
Agree	102	37.50
Neutral	40	14.71
Disagree	22	8.09
Strongly Disagree	18	6.62
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 8: Socio-economic status affects alcohol consumption habits**

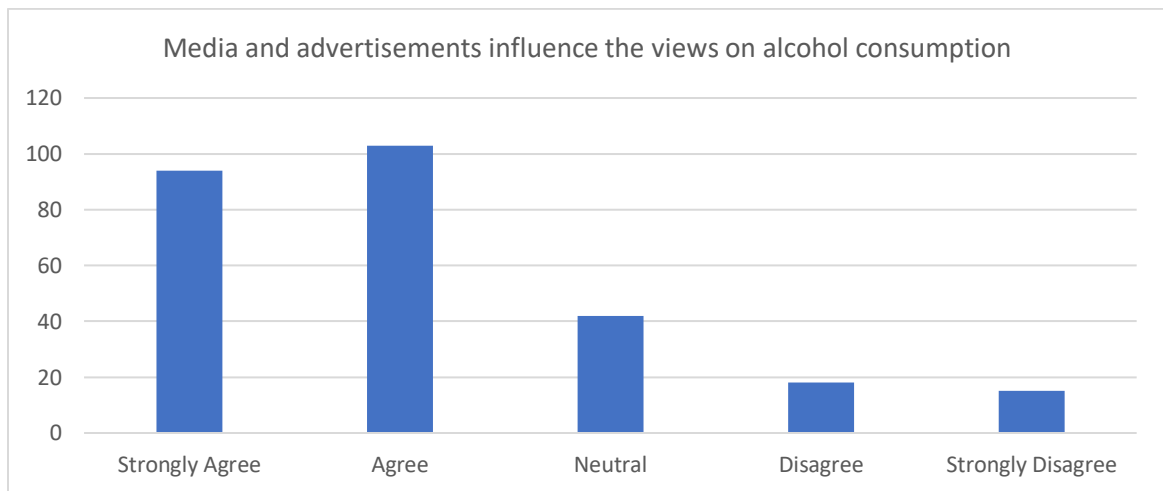
The findings reveal that 90 respondents strongly agree and 102 agree that socio-economic status affects alcohol consumption habits. This suggests that economic factors, such as income and financial stability, significantly influence drinking behaviors among youth. This is consistent with the study by Morojele et al. (2020), which highlighted the role of socio-economic status in predicting risky drinking behaviors, particularly among adolescents from lower-income families. Additionally, Ndeti et al. (2020) found that socio-economic factors were significant predictors of alcohol consumption among youths. These studies emphasize the need to incorporate socio-economic considerations into prevention and intervention strategies to address alcohol use more effectively among different economic groups.

#### **4.1.3.1.4 Media and advertisements influence the views on alcohol consumption.**

The study assessed the influence of media and advertisements to understand how exposure to alcohol-related content might shape attitudes and behaviors toward drinking. This helped in evaluating whether media portrayals and advertising played a role in normalizing or glamorizing alcohol consumption among youth, informing strategies to address media influence in prevention efforts.

**Table 10: Media and advertisements influence the views on alcohol consumption**

Category	Frequency	Percentage
Strongly Agree	94	34.56
Agree	103	37.87
Neutral	42	15.44
Disagree	18	6.62
Strongly Disagree	15	5.51
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 9: Media and advertisements influence the views on alcohol consumption**

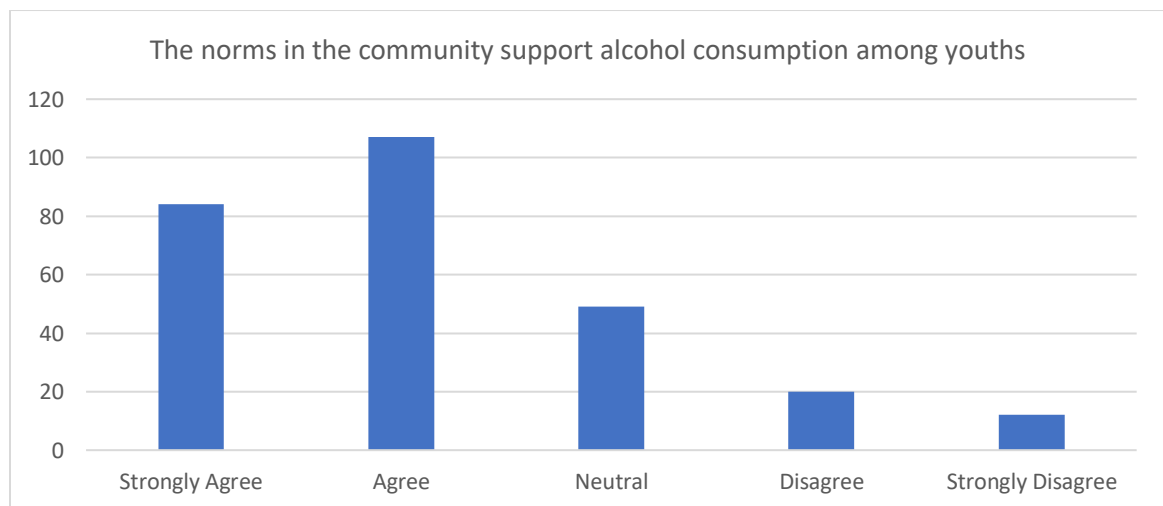
The findings show that 94 respondents strongly agree and 103 agree that media and advertisements influence views on alcohol consumption. This indicates that media portrayals and advertising significantly shape perceptions and behaviors related to drinking. This aligns with the research by Ndetei et al. (2020), which identified media and advertising as key factors contributing to the normalization of drinking behavior among adolescents. Similarly, Otieno et al. (2021) emphasized the role of cultural norms and societal attitudes, including media influences, in shaping alcohol consumption patterns among university students. These findings highlight the need for enhanced media literacy and regulatory measures to mitigate the impact of alcohol-related content on youth perceptions and behavior.

#### 4.1.3.1.5 The norms in the community support alcohol consumption among youths.

The study explored community norms supporting alcohol consumption to understand how cultural and societal attitudes might encourage or normalize drinking among youth. This helped in identifying the role of community values and practices in shaping drinking behavior, guiding efforts to shift harmful norms and promote healthier attitudes towards alcohol.

**Table 11: The norms in the community support alcohol consumption among youths**

Category	Frequency	Percentage
Strongly Agree	84	30.88
Agree	107	39.34
Neutral	49	18.01
Disagree	20	7.35
Strongly Disagree	12	4.41
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 10: The norms in the community support alcohol consumption among youths**

The findings reveal that 84 respondents strongly agree and 107 agree that community norms support alcohol consumption among youths. This suggests that prevailing social norms and cultural attitudes may normalize or encourage drinking behaviors. This

observation aligns with the study by Otieno et al. (2021), which highlighted cultural norms and societal attitudes, including community support for alcohol use, as significant factors influencing youth alcoholism. Similarly, Morojele et al. (2020) identified socio-economic and cultural factors, including community norms, as crucial in understanding youth alcohol consumption patterns. These insights underscore the importance of community-based interventions to address and challenge the social and cultural norms that perpetuate alcohol use among youths.

#### **4.1.3.2 Psychological Factors**

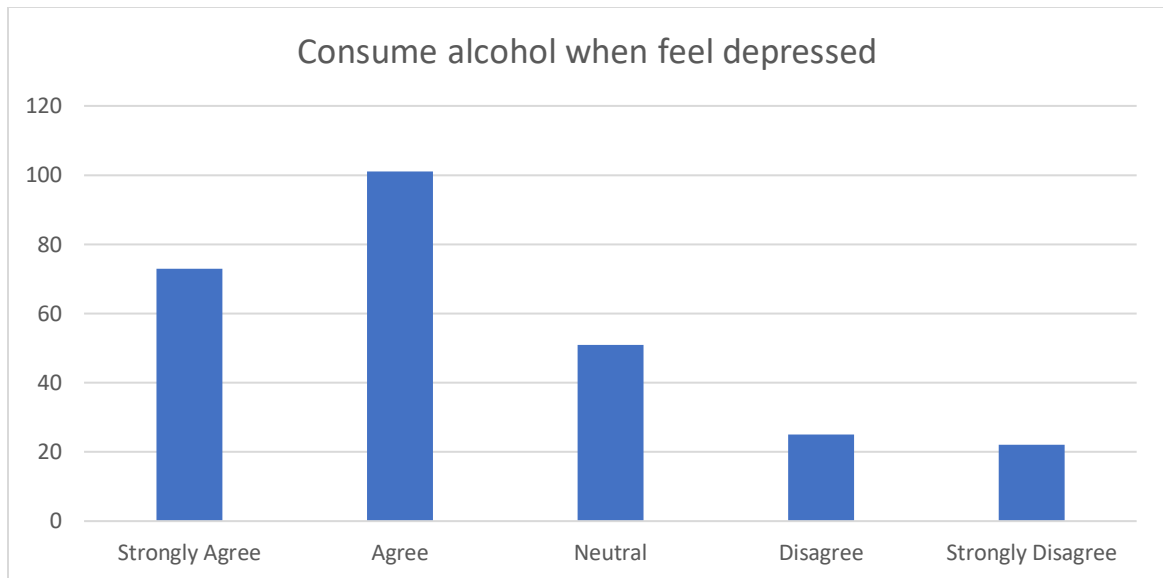
The study focused on psychological factors to identify mental health issues and emotional challenges that might contribute to youth alcoholism. This included exploring factors such as stress, depression, and anxiety, which could drive individuals to use alcohol as a coping mechanism. Understanding these factors helped in developing targeted psychological support and intervention strategies to address underlying mental health issues associated with alcohol use.

##### **4.1.3.2.1 Consume alcohol when feel depressed.**

The study examined whether youth consumed alcohol when feeling depressed to assess the relationship between emotional distress and alcohol use. This helped to identify if depression was a significant trigger for alcohol consumption and highlighted the need for mental health support and interventions to address emotional issues that contribute to drinking behavior.

**Table 12: Consume alcohol when feel depressed**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	73	26.84
Agree	101	37.13
Neutral	51	18.75
Disagree	25	9.19
Strongly Disagree	22	8.09
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 11: Consume alcohol when feel depressed**

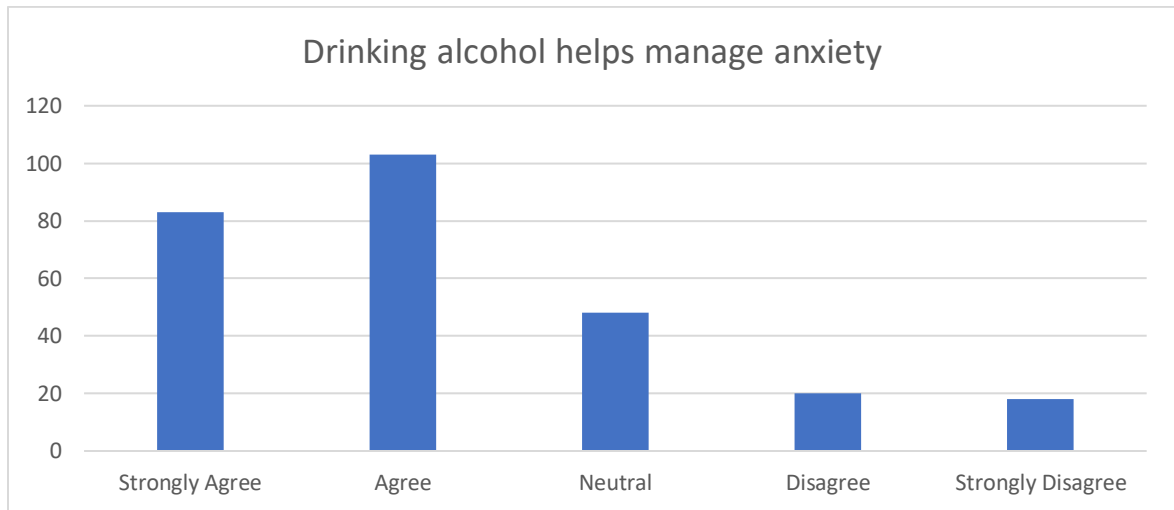
The findings indicate that 73 respondents strongly agree and 101 agree that they consume alcohol when feeling depressed. This highlights a significant link between depression and alcohol use among youth, underscoring the need for mental health support and interventions targeting emotional distress. This observation is consistent with the study by Peltzer et al. (2020), which found depression to be a significant predictor of alcohol consumption among adolescents in South Africa. Similarly, Mutumba et al. (2020) identified anxiety and depression as major psychological factors influencing alcohol use among high school students in Nairobi County. These studies emphasize the critical role of addressing psychological distress in reducing problematic alcohol consumption among youth.

#### **4.1.3.2.2 Drinking alcohol helps manage anxiety.**

The study investigated whether youth used alcohol to manage anxiety to understand if alcohol consumption was being used as a coping mechanism for anxiety. This insight was crucial for identifying the role of anxiety in driving alcohol use and emphasized the need for anxiety management strategies and mental health support as part of alcohol prevention efforts.

**Table 13: Drinking alcohol helps manage anxiety**

Category	Frequency	Percentage
Strongly Agree	83	30.51
Agree	103	37.87
Neutral	48	17.65
Disagree	20	7.35
Strongly Disagree	18	6.62
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 12: Drinking alcohol helps manage anxiety**

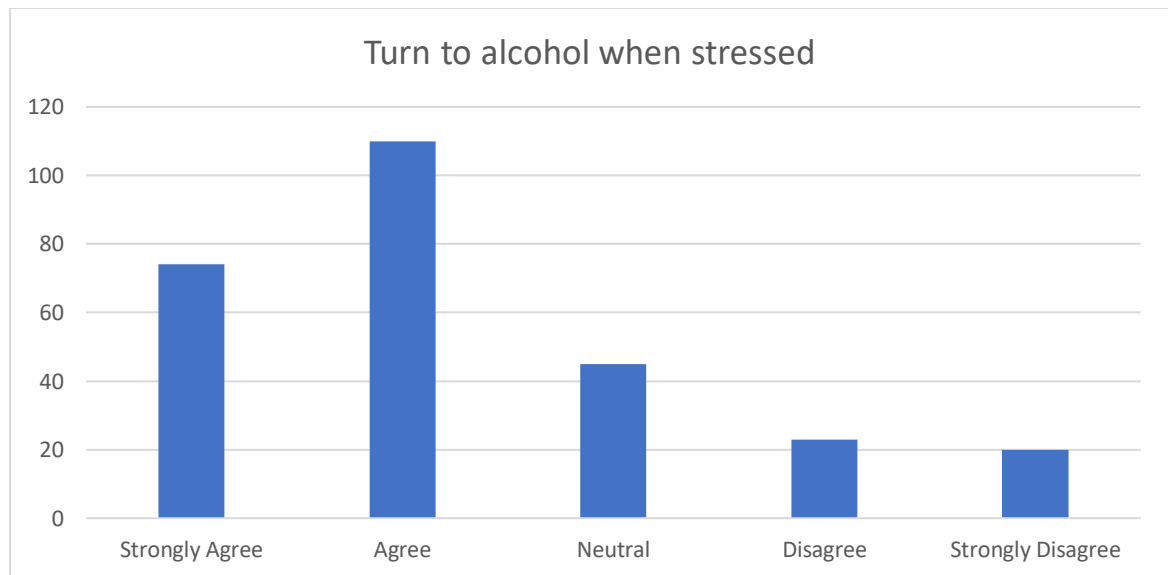
The findings show that 83 respondents strongly agree and 103 agree that drinking alcohol helps manage anxiety. This suggests that many youths perceive alcohol as a coping mechanism for anxiety, highlighting the need for alternative strategies to manage anxiety. This observation aligns with the study by Adewuya and Ola (2019), which found that stress and coping mechanisms were significant predictors of alcohol use among university students in Nigeria. Similarly, Kamau et al. (2021) reported that stress and psychological distress were linked to increased alcohol consumption among university students in Kakamega County. These studies underscore the importance of addressing anxiety through mental health interventions rather than relying on alcohol as a coping strategy.

#### 4.1.3.2.3 Turn to alcohol when stressed.

The study explored whether youth turned to alcohol when stressed to determine if stress was a significant factor leading to alcohol consumption. Understanding this connection helped in identifying stress as a potential trigger for drinking and underscored the importance of stress management programs and mental health resources in reducing alcohol use among youth.

**Table 14: Turn to alcohol when stressed**

Category	Frequency	Percentage
Strongly Agree	74	27.21
Agree	110	40.44
Neutral	45	16.54
Disagree	23	8.46
Strongly Disagree	20	7.35
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 13: Turn to alcohol when stressed**

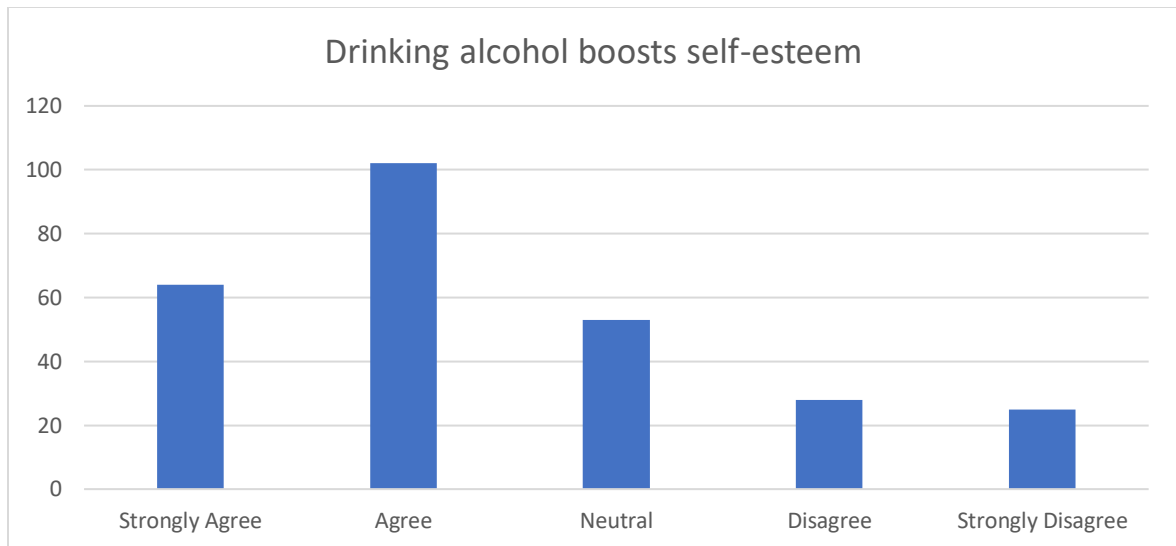
The findings reveal that 74 respondents strongly agree and 110 agree that they turn to alcohol when stressed. This indicates that stress is a significant trigger for alcohol consumption among youth, highlighting the need for effective stress management programs. This finding is consistent with Peltzer et al. (2020), who identified stress as a key psychological factor contributing to alcohol use among adolescents in South Africa. Similarly, Kamau et al. (2021) reported that stress was a major factor influencing alcohol consumption among university students in Kakamega County. These studies suggest that addressing stress through targeted mental health interventions and support systems can be crucial in mitigating alcohol use related to stress.

#### **4.1.3.2.4 Drinking alcohol boosts self-esteem.**

The study assessed whether drinking alcohol was perceived to boost self-esteem to understand if youth used alcohol to feel more confident or socially accepted. This insight helped identify self-esteem issues as a potential factor in alcohol use, highlighting the need for interventions that promote healthy self-esteem and social skills without reliance on alcohol.

**Table 15: Drinking alcohol boosts self-esteem**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	64	23.53
Agree	102	37.50
Neutral	53	19.49
Disagree	28	10.29
Strongly Disagree	25	9.19
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 14: Drinking alcohol boosts self-esteem**

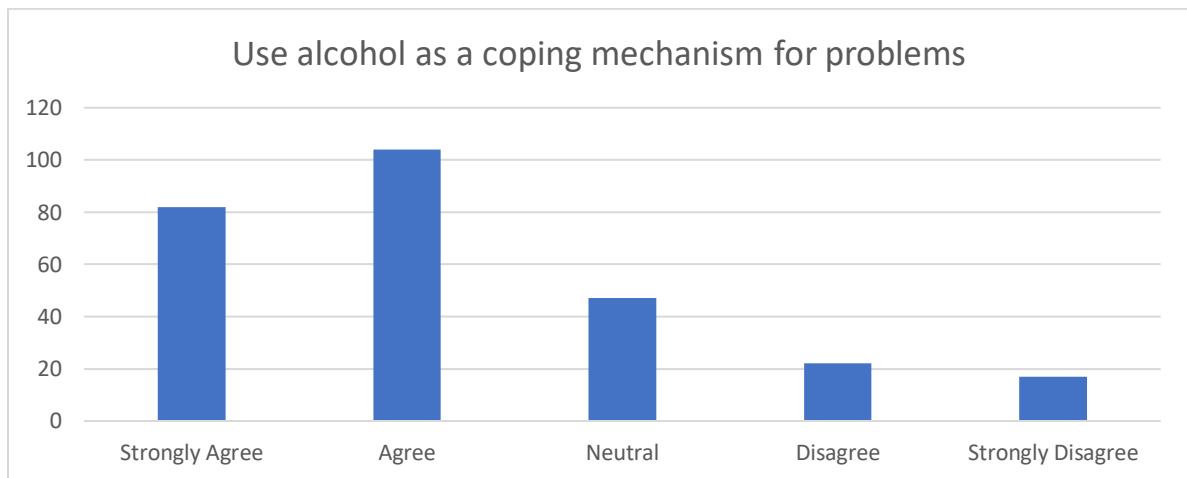
The findings show that 64 respondents strongly agree and 102 agree that drinking alcohol boosts self-esteem. This suggests that many youth view alcohol as a means to enhance self-confidence. This is supported by Adewuya and Ola (2019), who found that sensation-seeking behaviors, including the use of alcohol as a coping mechanism, were linked to self-esteem issues among university students in Nigeria. Similarly, Kamau et al. (2021) highlighted that low self-esteem was a significant factor influencing alcohol consumption among students in Kakamega County. These studies emphasize the need for interventions that address self-esteem issues and offer healthier ways to build confidence, rather than relying on alcohol.

#### **4.1.3.2.5 Use alcohol as a coping mechanism for problems.**

The study examined the use of alcohol as a coping mechanism for problems to determine if youth were turning to alcohol to deal with life's challenges. Understanding this behavior was crucial for identifying underlying issues that led to alcohol use and emphasized the need for developing healthier coping strategies and support systems for youth.

**Table 16: Use alcohol as a coping mechanism for problems**

Category	Frequency	Percentage
Strongly Agree	82	30.15
Agree	104	38.24
Neutral	47	17.28
Disagree	22	8.09
Strongly Disagree	17	6.25
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 15: Use alcohol as a coping mechanism for problems**

The findings indicate that 82 respondents strongly agree and 104 agree that they use alcohol as a coping mechanism for problems. This highlights a significant reliance on alcohol to manage various issues among youth. This is consistent with Adewuya and Ola (2019), who identified stress and coping mechanisms as major psychological factors contributing to alcohol use among university students in Nigeria. Similarly, Kamau et al. (2021) found that students used alcohol as a coping mechanism for psychological distress in Kakamega County. These studies underline the necessity for developing comprehensive support systems and alternative coping strategies to address underlying problems without resorting to alcohol.

#### 4.1.3.3 Family Dynamics and Upbringing

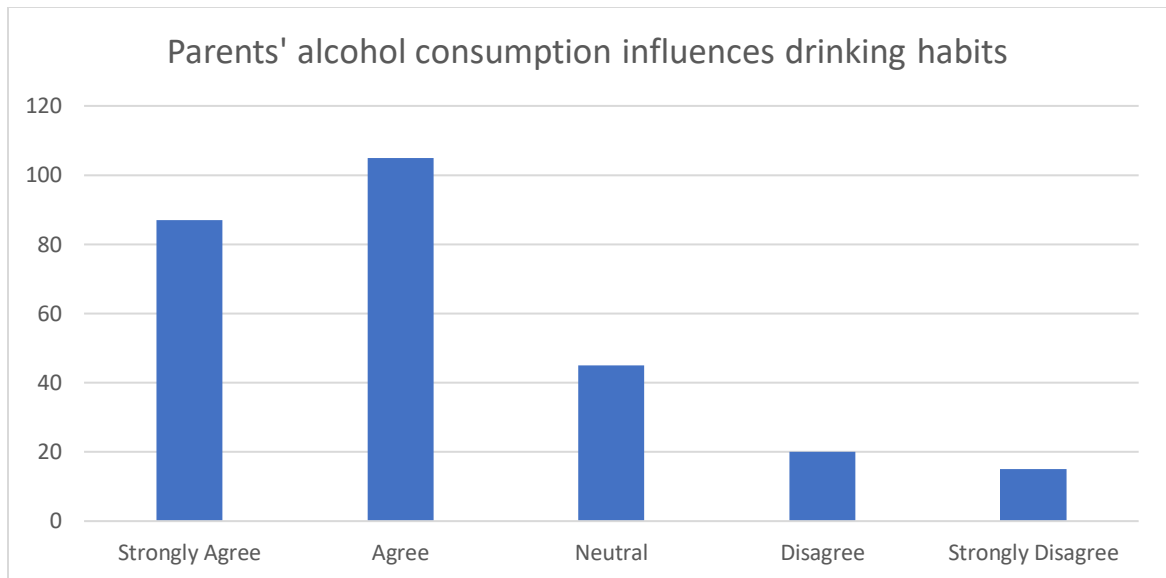
The study investigated family dynamics and upbringing to understand how the home environment, parenting styles, and familial relationships influenced youth alcoholism. By examining these factors, the study aimed to identify the role of family in either contributing to or preventing alcohol use, helping to inform family-focused interventions and support systems that could mitigate the risk of youth alcoholism.

##### 4.1.3.3.1 Parents' alcohol consumption influences drinking habits.

The study examined whether parents' alcohol consumption influenced their children's drinking habits to assess the impact of parental behavior on youth alcohol use. This helped in understanding how parental modeling or normalization of alcohol consumption at home could shape the drinking behaviors of their children, guiding family-based intervention strategies.

**Table 17: Parents' alcohol consumption influences drinking habits**

Category	Frequency	Percentage
Strongly Agree	87	31.99
Agree	105	38.60
Neutral	45	16.54
Disagree	20	7.35
Strongly Disagree	15	5.51
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 16: Parents' alcohol consumption influences drinking habits**

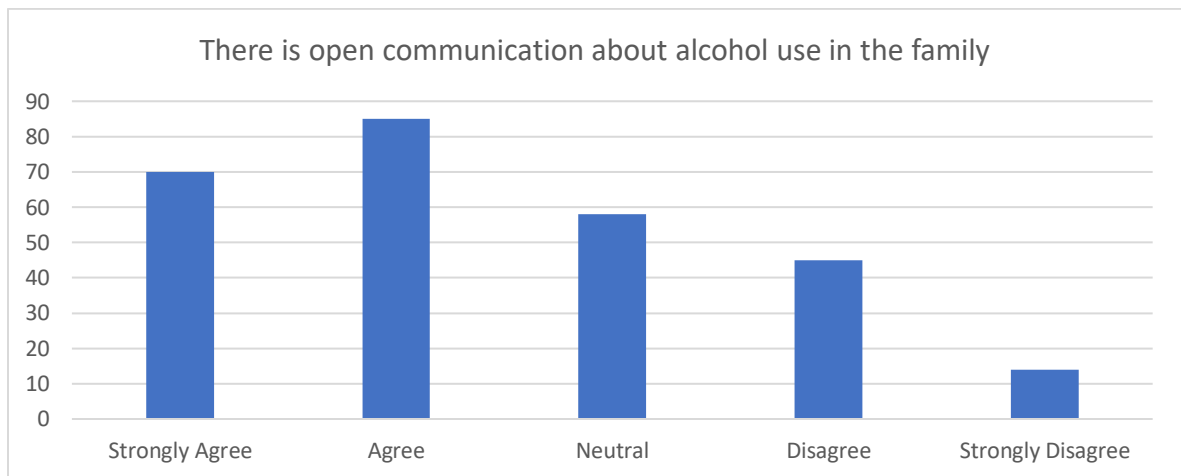
The findings show that 87 respondents strongly agree and 105 agree that parents' alcohol consumption influences their drinking habits. This suggests that parental drinking behaviors significantly impact youth alcohol use, underscoring the importance of family dynamics and role modeling in alcohol prevention. van der Westhuizen et al. (2020) found that parental alcohol use was a significant predictor of youth drinking behaviors, highlighting the influence of family alcohol use on adolescents' drinking patterns. Similarly, Adeyemo et al. (2019) reported that parental attitudes toward alcohol affected youth drinking behaviors, reinforcing the need for interventions that address parental influence and family dynamics in alcohol prevention strategies.

#### **4.1.3.3.2 There is open communication about alcohol use in the family.**

The study explored whether there was open communication about alcohol use in the family to determine if discussing alcohol-related issues within the household affected youth drinking behaviors. This helped in assessing the role of family dialogue in either preventing or enabling alcohol use, highlighting the importance of fostering open and informed conversations about alcohol in the family setting.

**Table 18: There is open communication about alcohol use in the family**

Category	Frequency	Percentage
Strongly Agree	70	25.74
Agree	85	31.25
Neutral	58	21.32
Disagree	45	16.54
Strongly Disagree	14	5.15
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 17: There is open communication about alcohol use in the family**

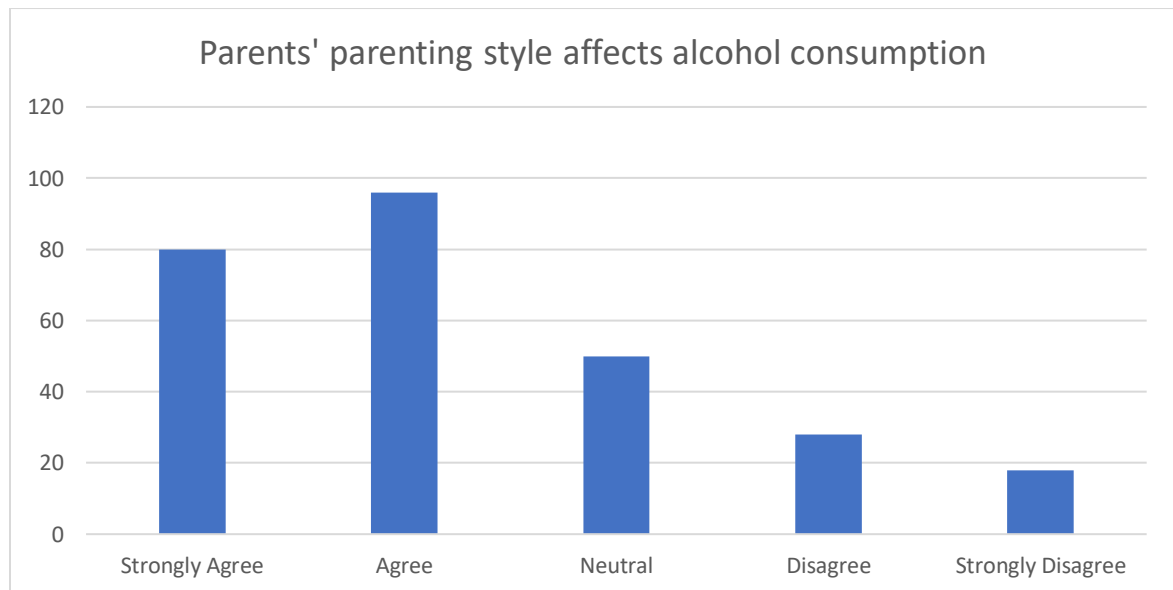
The findings indicate that 70 respondents strongly agree and 85 agree that there is open communication about alcohol use in the family. This suggests that while some families maintain transparency about alcohol, many do not, highlighting the need for improved family communication and education on alcohol-related issues to support preventive efforts. Mututho et al. (2019) identified poor family communication as a significant predictor of youth alcohol use, emphasizing the role of open dialogue in preventing adolescent drinking. Similarly, van der Westhuizen et al. (2020) found that family communication patterns were critical in influencing adolescent drinking behaviors, suggesting that enhanced communication about alcohol use within families could be an effective strategy for reducing youth alcohol consumption.

#### 4.1.3.3.3 Parents' parenting style affects alcohol consumption.

The study assessed the impact of parenting style on alcohol consumption to understand how different approaches to parenting, such as strictness, permissiveness, or neglect, influenced youth drinking behaviors. This helped in identifying whether certain parenting styles were more likely to lead to alcohol use among youth, informing strategies for effective parenting interventions.

**Table 19: Parents' parenting style affects alcohol consumption**

Category	Frequency	Percentage
Strongly Agree	80	29.41
Agree	96	35.29
Neutral	50	18.38
Disagree	28	10.29
Strongly Disagree	18	6.62
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 18: Parents' parenting style affects alcohol consumption**

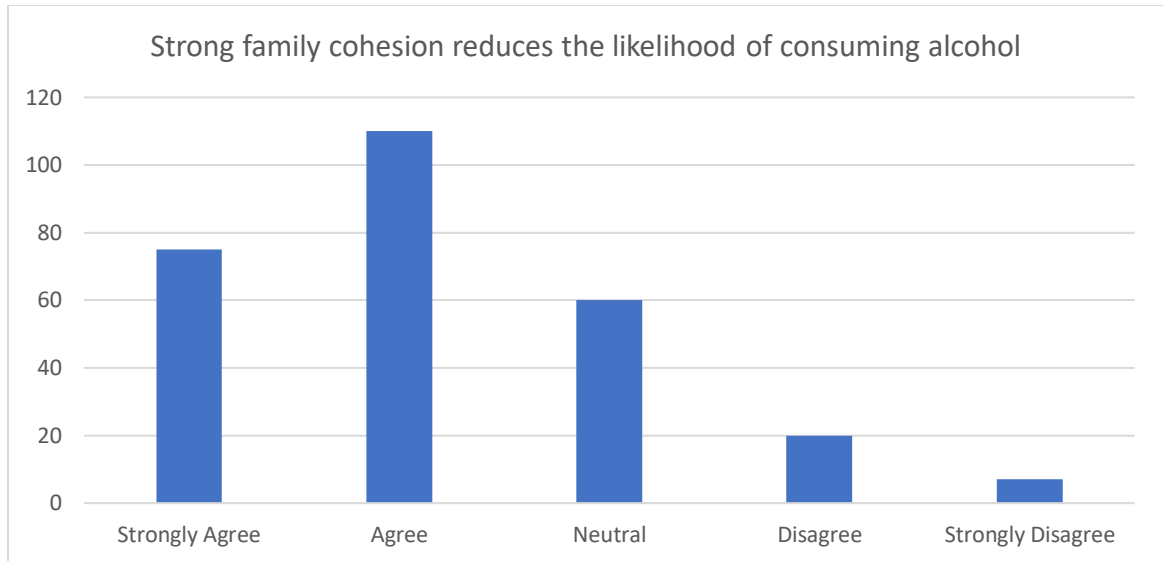
The findings show that 80 respondents strongly agree and 96 agree that parents' parenting style affects alcohol consumption. This suggests that the approach parents take in raising their children plays a significant role in shaping their drinking behaviors, highlighting the importance of promoting effective and supportive parenting practices to reduce youth alcohol consumption. van der Westhuizen et al. (2020) identified parenting styles as crucial predictors of adolescent drinking behaviors, noting that permissive parenting was associated with higher alcohol use. Similarly, Wambui et al. (2021) found that parental monitoring and attitudes toward alcohol significantly influenced youth drinking, underlining the impact of parenting practices on adolescent alcohol consumption.

#### **4.1.3.3.4 Strong family cohesion reduces the likelihood of consuming alcohol.**

The study examined the relationship between strong family cohesion and the likelihood of alcohol consumption to determine if close-knit family bonds acted as a protective factor against youth drinking. This helped in understanding how family unity and support could reduce the risk of alcohol use, highlighting the importance of fostering strong family relationships as part of preventive measures against youth alcoholism.

**Table 20: Strong family cohesion reduces the likelihood of consuming alcohol**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	75	27.57
Agree	110	40.44
Neutral	60	22.06
Disagree	20	7.35
Strongly Disagree	7	2.57
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 19: Strong family cohesion reduces the likelihood of consuming alcohol**

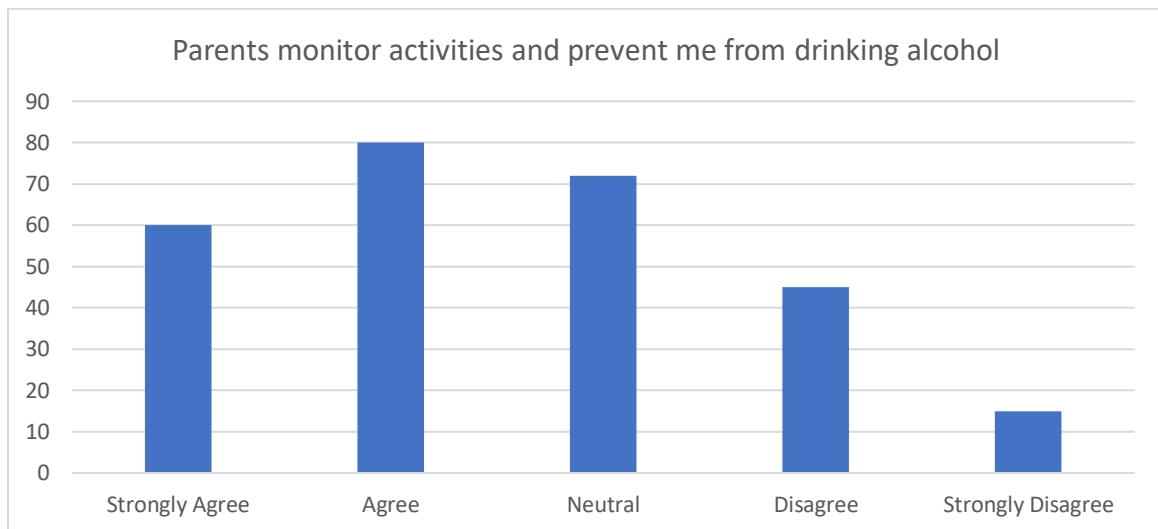
The findings reveal that 75 respondents strongly agree and 110 agree that strong family cohesion reduces the likelihood of consuming alcohol. This suggests that a supportive and united family environment is associated with lower alcohol consumption among youth, underscoring the importance of fostering family bonds and cohesion as a preventive measure against alcohol abuse. Adeyemo et al. (2019) found that family cohesion significantly impacts youth drinking behaviors, with poor family cohesion correlating with increased alcohol use. Similarly, van der Westhuizen et al. (2020) highlighted that strong family relationships are protective factors against adolescent alcohol use, emphasizing the role of family dynamics in mitigating alcohol consumption.

#### **4.1.3.3.5 Parents monitor activities and prevent me from drinking alcohol.**

The study explored whether parental monitoring of activities prevented youth from drinking alcohol to assess the effectiveness of parental oversight in reducing alcohol consumption. This insight helped in understanding the role of active parental involvement and supervision in discouraging youth alcohol use, emphasizing the importance of vigilant parenting in preventing underage drinking.

**Table 21: Parents monitor activities and prevent me from drinking alcohol**

Category	Frequency	Percentage
Strongly Agree	60	22.06
Agree	80	29.41
Neutral	72	26.47
Disagree	45	16.54
Strongly Disagree	15	5.51
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 20: Parents monitor activities and prevent me from drinking alcohol**

The findings indicate that 60 respondents strongly agree and 80 agree that their parents monitor their activities and prevent them from drinking alcohol. This suggests that active parental supervision can significantly reduce alcohol consumption among youth, highlighting the importance of parental involvement. van der Westhuizen et al. (2020) found that parental monitoring was a key predictor of reduced adolescent drinking behaviors, emphasizing its role in preventing alcohol use. Adeyemo et al. (2019) also highlighted that effective parental monitoring and involvement positively influence youth drinking habits, further supporting the role of active supervision in managing and guiding youth behavior.

#### 4.1.3.4 Knowledge and Awareness of Risks

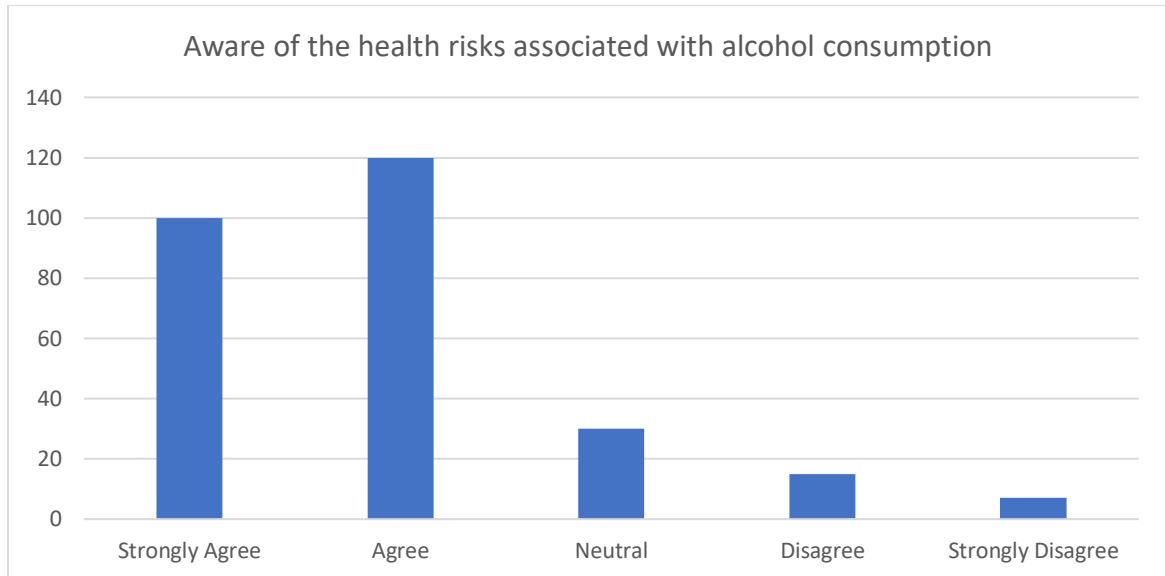
The study focused on knowledge and awareness of the risks associated with alcohol consumption to determine if a lack of understanding about the dangers of drinking contributed to youth alcoholism. By assessing awareness levels, the study aimed to identify gaps in knowledge that could be addressed through educational programs and public awareness campaigns to prevent alcohol use among youth.

##### 4.1.3.4.1 Aware of the health risks associated with alcohol consumption.

The study assessed awareness of health risks associated with alcohol consumption to determine if knowledge about these risks influenced drinking behaviors among youth. This helped in understanding whether increasing awareness about the negative health effects of alcohol could be a key strategy in preventing youth alcohol use and promoting healthier choices.

**Table 22: Aware of the health risks associated with alcohol consumption**

Category	Frequency	Percentage
Strongly Agree	100	36.76
Agree	120	44.12
Neutral	30	11.03
Disagree	15	5.51
Strongly Disagree	7	2.57
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 21: Aware of the health risks associated with alcohol consumption**

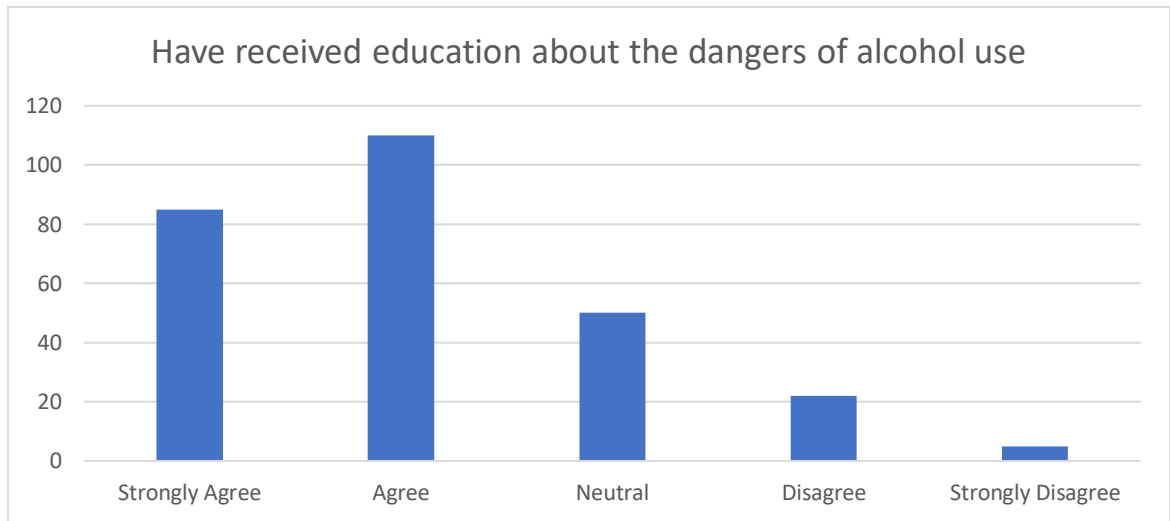
The findings show that 100 respondents strongly agree and 120 agree that they are aware of the health risks associated with alcohol consumption, indicating a high level of awareness among youth. However, this awareness alone may not be sufficient to prevent alcohol use, suggesting the need for more effective education and prevention strategies. Studies have revealed similar patterns, with van der Heever et al. (2020) and Ndegwa et al. (2020) both identifying that while immediate risks are recognized, there is a significant gap in understanding long-term health impacts. This underscores the importance of comprehensive educational programs that address both short-term and chronic effects of alcohol use to improve prevention efforts (van der Heever et al., 2020; Ndegwa et al., 2020).

#### **4.1.3.4.2 Have received education about the dangers of alcohol use.**

The study investigated whether youth had received education about the dangers of alcohol use to evaluate the effectiveness of educational programs in raising awareness and preventing alcohol consumption. This helped in understanding if and how formal education on alcohol-related risks influenced youth attitudes and behaviors toward drinking.

**Table 23: Have received education about the dangers of alcohol use**

Category	Frequency	Percentage
Strongly Agree	85	31.25
Agree	110	40.44
Neutral	50	18.38
Disagree	22	8.09
Strongly Disagree	5	1.84
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 22: Have received education about the dangers of alcohol use**

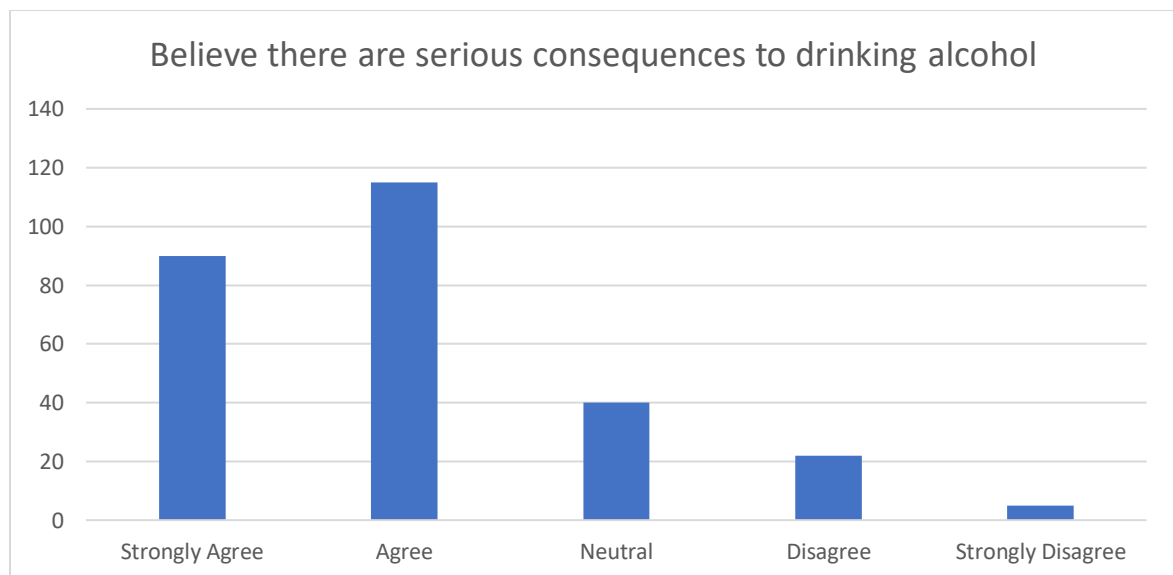
The findings indicate that 85 respondents strongly agree and 110 agree that they have received education about the dangers of alcohol use, suggesting that educational efforts are widespread. However, the effectiveness of such education in preventing alcohol consumption remains a critical concern. Studies have highlighted similar issues; van der Heever et al. (2020) and Mwangi et al. (2021) found that while awareness of alcohol risks exists, misconceptions about the severity and long-term effects of alcohol use persist. This emphasizes the need for ongoing, impactful educational programs that not only reinforce information about alcohol dangers but also address gaps in understanding to better prevent alcohol consumption (van der Heever et al., 2020; Mwangi et al., 2021).

#### 4.1.3.4.3 Believe there are serious consequences to drinking alcohol.

The study explored whether youth believed there were serious consequences to drinking alcohol to gauge their perception of the risks involved. This helped in assessing whether awareness of potential negative outcomes affected their drinking behavior and highlighted the need for reinforcing the seriousness of alcohol-related consequences in prevention efforts.

**Table 24: Believe there are serious consequences to drinking alcohol**

Category	Frequency	Percentage
Strongly Agree	90	33.09
Agree	115	42.28
Neutral	40	14.71
Disagree	22	8.09
Strongly Disagree	5	1.84
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 23: Believe there are serious consequences to drinking alcohol**

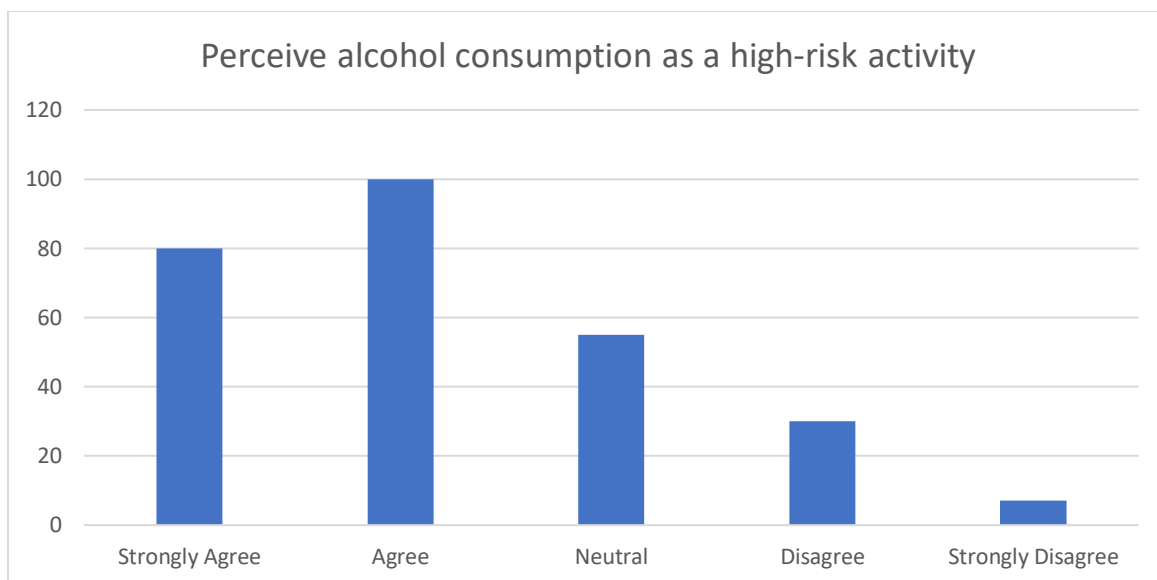
The findings show that 90 respondents strongly agree and 115 agree that there are serious consequences to drinking alcohol, indicating a strong belief in the negative outcomes associated with alcohol use. This suggests that while there is significant awareness of the potential harms, this knowledge alone may not be sufficient to deter alcohol consumption. van der Heever et al. (2020) and Ndegwa et al. (2020) highlight that, despite awareness of immediate risks, students often lack understanding of long-term health consequences, which may impact their drinking behaviors. The findings underscore the necessity for interventions that not only enhance awareness of both short-term and long-term risks but also address behavioral factors influencing alcohol use (van der Heever et al., 2020; Ndegwa et al., 2020).

#### 4.1.3.4.4 Perceive alcohol consumption as a high-risk activity.

The study examined whether youth perceived alcohol consumption as a high-risk activity to understand their views on the potential dangers of drinking. This insight helped in evaluating if recognizing alcohol use as risky influenced their behavior, and guided the development of strategies to reinforce the perception of alcohol as a harmful activity.

**Table 25: Perceive alcohol consumption as a high-risk activity**

Category	Frequency	Percentage
Strongly Agree	80	29.41
Agree	100	36.76
Neutral	55	20.22
Disagree	30	11.03
Strongly Disagree	7	2.57
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 24: Perceive alcohol consumption as a high-risk activity**

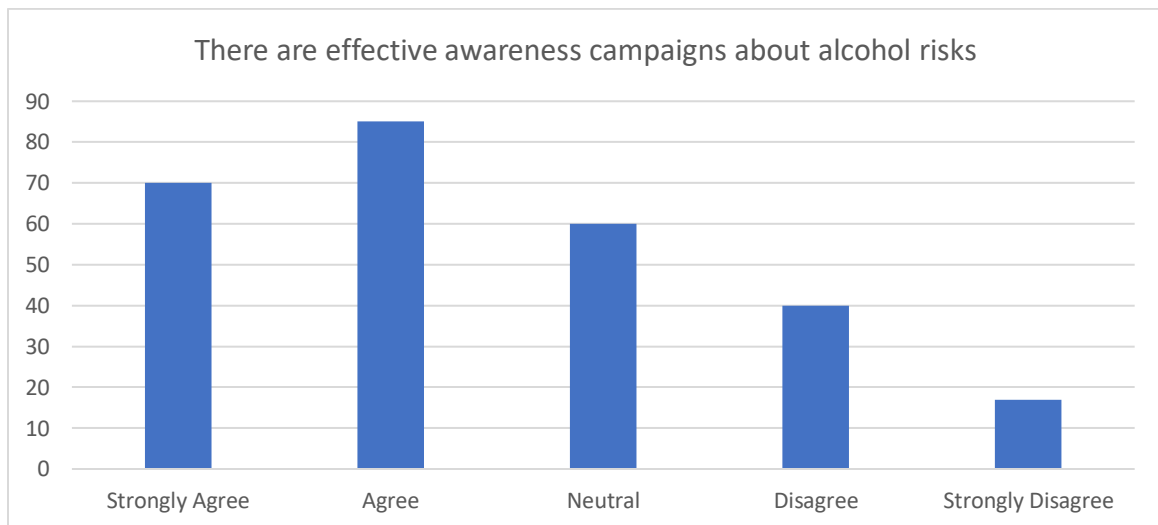
The findings reveal that 80 respondents strongly agree and 100 agree that they perceive alcohol consumption as a high-risk activity, indicating a significant recognition of the risks associated with drinking. Despite this awareness, the presence of neutral and dissenting responses suggests that perception alone may not be enough to prevent alcohol use. van der Heever et al. (2020) and Ampofo et al. (2019) found that while awareness of alcohol-related risks is prevalent among youth, misconceptions and insufficient understanding of the severity of these risks can undermine preventive efforts. The findings highlight the need for more targeted risk reduction strategies that address both accurate risk perception and the behavioral factors influencing alcohol consumption (van der Heever et al., 2020; Ampofo et al., 2019).

**4.1.3.4.5 There are effective awareness campaigns about alcohol risks in my community.**

The study assessed the presence and effectiveness of awareness campaigns about alcohol risks in the community to determine if such initiatives influenced youth drinking behaviors. This helped in evaluating the impact of local educational efforts on raising awareness and promoting preventive measures against alcohol use among youth.

**Table 26: There are effective awareness campaigns about alcohol risks**

Category	Frequency	Percentage
Strongly Agree	70	25.74
Agree	85	31.25
Neutral	60	22.06
Disagree	40	14.71
Strongly Disagree	17	6.25
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 25: There are effective awareness campaigns about alcohol risks**

The findings show that 70 respondents strongly agree and 85 agree that there are effective awareness campaigns about alcohol risks in their community, suggesting a positive reception towards these initiatives. However, the notable portion of respondents who were neutral or dissatisfied highlights opportunities for improvement in campaign effectiveness and reach. Ndegwa et al. (2020) and Mwangi et al. (2021) similarly found that while awareness programs are in place, gaps in addressing both immediate and long-term risks, as well as overcoming misconceptions, affect their overall impact. Enhancing these campaigns to address identified knowledge gaps and increasing their reach could improve their effectiveness in preventing alcohol abuse (Ndegwa et al., 2020; Mwangi et al., 2021).

#### 4.1.3.5 Youth Alcoholism in Mwea Kirinyaga County

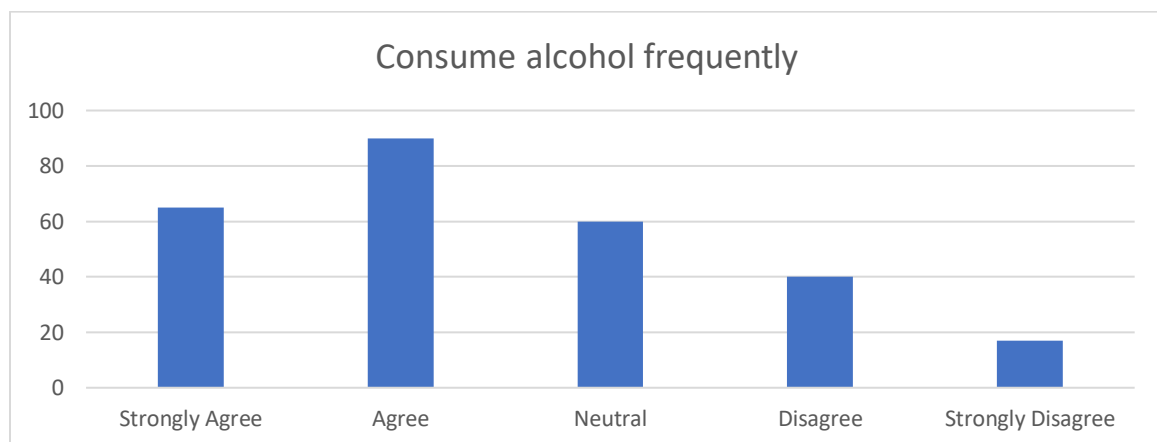
The study focused on youth alcoholism in Mwea, Kirinyaga County, to understand the extent and nature of the problem within the specific context of Kirwara Village. This helped in identifying local patterns, contributing factors, and the effectiveness of existing interventions, providing a detailed picture of how alcoholism affects youth in that area and guiding targeted solutions.

##### 4.1.3.5.1 Consume alcohol frequently.

The study examined the frequency of alcohol consumption among youth to assess how often they engaged in drinking. This helped in understanding the prevalence and patterns of alcohol use, providing insights into the severity of the issue and guiding the development of targeted intervention strategies based on consumption frequency.

**Table 27: Consume alcohol frequently**

Category	Frequency	Percentage
Strongly Agree	65	23.90
Agree	90	33.09
Neutral	60	22.06
Disagree	40	14.71
Strongly Disagree	17	6.25
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 26: Consume alcohol frequently**

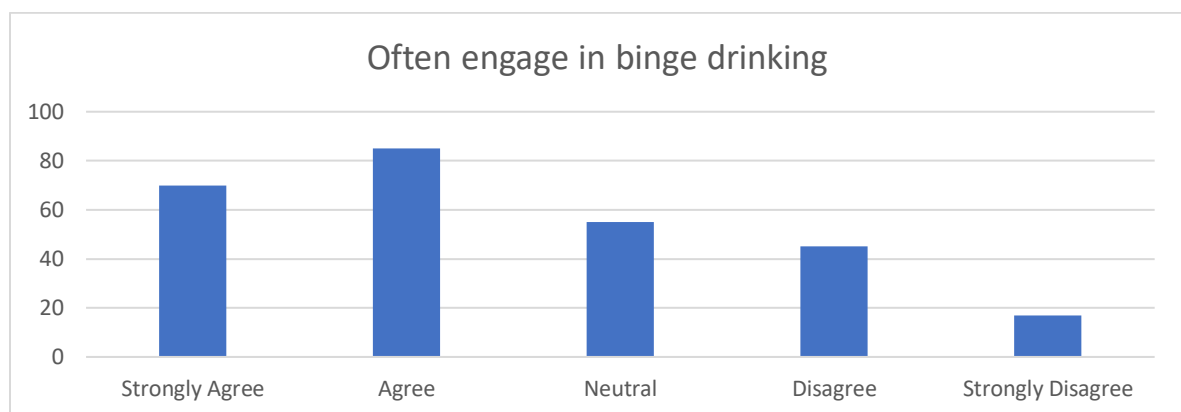
The findings reveal that 65 respondents strongly agree and 90 agree that they consume alcohol frequently, indicating a significant level of frequent alcohol consumption among youth in Mwea, Kirinyaga County. This high prevalence of regular drinking habits underscores the urgent need for targeted interventions to address and reduce alcohol use among young people. Supporting this, Ndetei et al. (2019) and Omoro et al. (2017) highlight that peer influence and social norms play a crucial role in shaping alcohol use behaviors among Kenyan youth.

#### 4.1.3.5.2 Often engage in binge drinking.

The study explored the prevalence of binge drinking among youth to understand how commonly they engaged in excessive alcohol consumption. This helped in identifying risky drinking behaviors and assessing the severity of alcohol misuse, informing targeted prevention and intervention efforts to address binge drinking in the community.

**Table 28: Often engage in binge drinking**

Category	Frequency	Percentage
Strongly Agree	70	25.74
Agree	85	31.25
Neutral	55	20.22
Disagree	45	16.54
Strongly Disagree	17	6.25
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 27: Often engage in binge drinking**

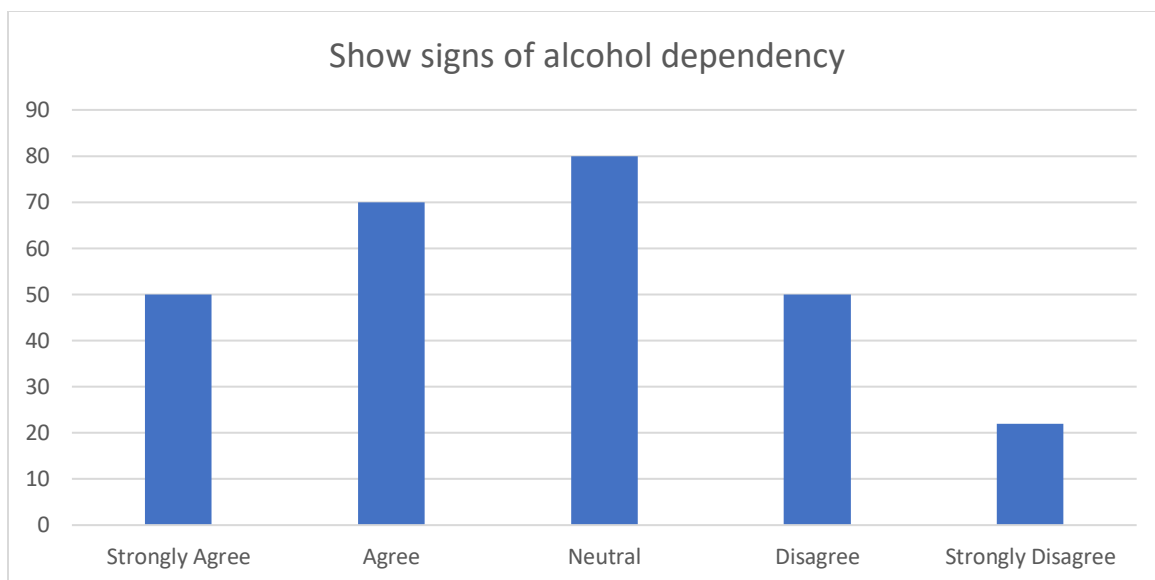
The findings show that 70 respondents strongly agree and 85 agree that they often engage in binge drinking, indicating that such risky drinking behaviors are prevalent among youth in Mwea, Kirinyaga County. This pattern of binge drinking underscores the urgent need for targeted prevention and intervention strategies. Supporting this, Mutumba et al. (2020) point out that the easy accessibility of alcohol and inadequate enforcement of age restrictions contribute to excessive drinking behaviors. Furthermore, Ndetei et al. (2019) highlight the significant influence of peer pressure in shaping risky drinking habits among Kenyan youth, reinforcing the necessity for comprehensive strategies to address binge drinking and promote healthier drinking practices.

#### **4.1.3.5.3 Show signs of alcohol dependency.**

The study investigated signs of alcohol dependency to identify youth who might be developing or exhibiting symptoms of addiction. This helped in assessing the extent of alcohol dependency within the youth population, guiding the need for specialized treatment and support services to address and manage dependency issues effectively.

**Table 29: Show signs of alcohol dependency**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agree	50	18.38
Agree	70	25.74
Neutral	80	29.41
Disagree	50	18.38
Strongly Disagree	22	8.09
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 28: Show signs of alcohol dependency**

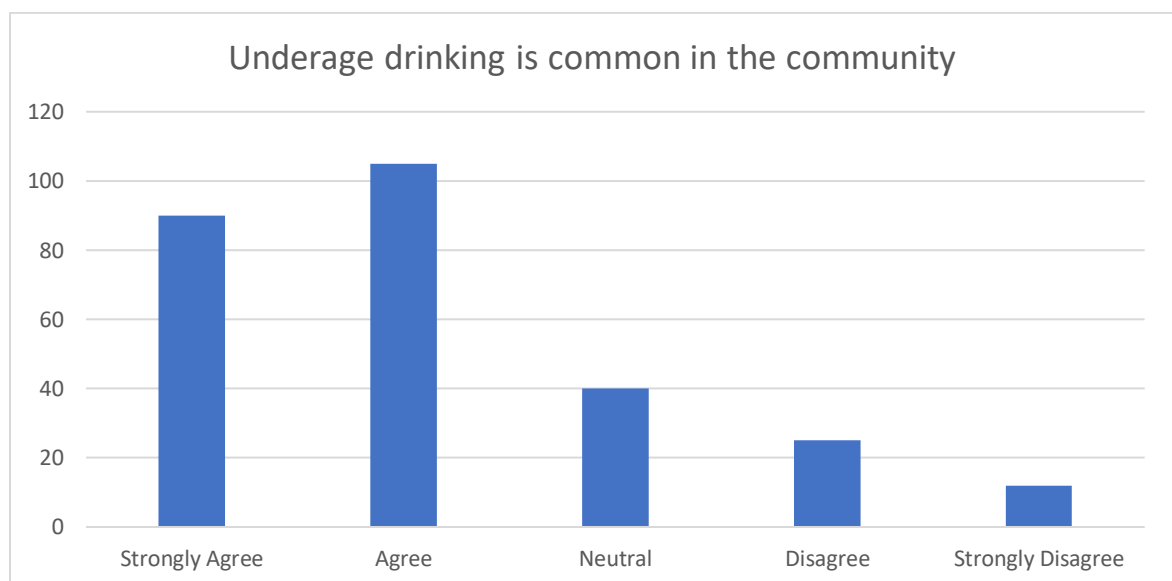
The findings indicate that 50 respondents strongly agree and 70 agree that they show signs of alcohol dependency, highlighting a concerning prevalence of dependency symptoms among youth in Mwea, Kirinyaga County. This finding underscores the urgent need for targeted support and treatment services. According to Ndetei et al. (2019), the high prevalence of alcohol use and the associated risk factors in Kenya, such as peer pressure and easy access to alcohol, contribute significantly to the development of alcohol dependency. Mutumba et al. (2020) also emphasize that the lack of effective intervention programs exacerbates dependency issues, reinforcing the necessity for specialized treatment and support systems to address alcohol dependency among the youth in this region.

#### **4.1.3.5.4 Underage drinking is common in the community.**

The study assessed the prevalence of underage drinking in the community to determine how widespread the issue was among youth. This helped in understanding the extent of illegal alcohol use and provided insights for developing targeted prevention strategies and enforcement measures to address underage drinking effectively.

**Table 30: Underage drinking is common in the community**

Category	Frequency	Percentage
Strongly Agree	90	33.09
Agree	105	38.60
Neutral	40	14.71
Disagree	25	9.19
Strongly Disagree	12	4.41
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 29: Underage drinking is common in the community**

The findings indicate that 90 respondents strongly agree and 105 agree that underage drinking is common in the community, underscoring its prevalence in Mwea, Kirinyaga County. This suggests a significant issue with underage alcohol consumption in the area, highlighting the need for more effective age restriction enforcement and preventive measures. According to Mutumba et al. (2020), the proliferation of alcohol outlets and weak enforcement of age restrictions are major contributors to the widespread nature of underage drinking in Kenya. Ndeti et al. (2019) further support this by noting that easy access to alcohol and inadequate regulatory controls exacerbate the problem, emphasizing

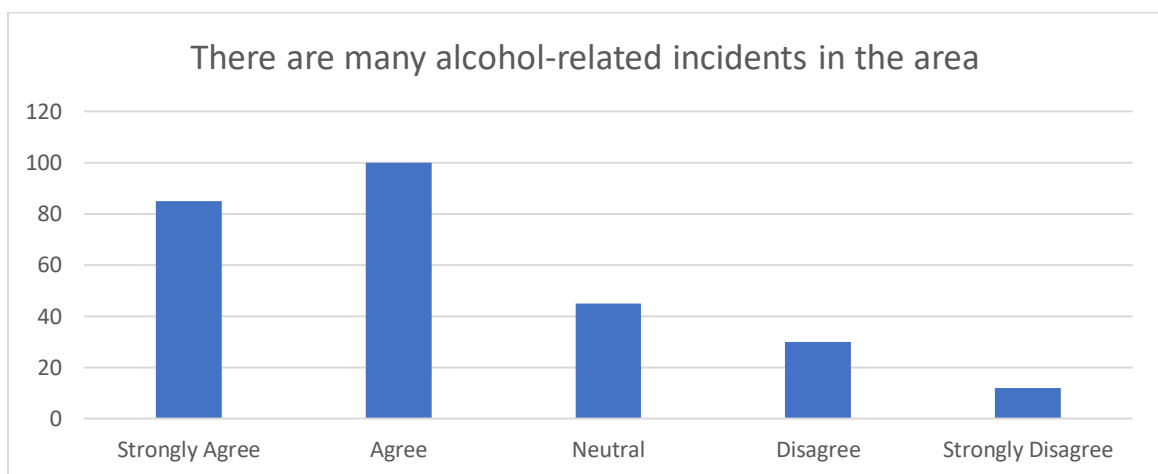
the need for strengthened policies and community interventions to combat underage drinking effectively.

**4.1.3.5.5 There are many alcohol-related incidents in the area.**

The study examined the frequency of alcohol-related incidents in the area to gauge the broader impact of alcohol consumption on the community. This helped in understanding how alcohol use affected local safety and well-being, highlighting the need for interventions aimed at reducing alcohol-related problems and improving community health and safety.

**Table 31: There are many alcohol-related incidents in the area**

Category	Frequency	Percentage
Strongly Agree	85	31.25
Agree	100	36.76
Neutral	45	16.54
Disagree	30	11.03
Strongly Disagree	12	4.41
<b>Total</b>	<b>272</b>	<b>100</b>



**Figure 30: There are many alcohol-related incidents in the area**

The findings reveal that 85 respondents strongly agree and 100 agree that there are many alcohol-related incidents in the area, indicating a substantial problem with alcohol consumption in Mwea, Kirinyaga County. This highlights the urgent need for comprehensive interventions to address alcohol abuse's impact on the community. Research by Mutumba et al. (2020) emphasizes that the proliferation of alcohol outlets and weak regulatory enforcement contribute significantly to alcohol-related issues in Kenya.

#### **4.2 Limitations of the Study**

The study on factors contributing to youth alcoholism among residents aged between 18 To 35 in Mwea, Kirinyaga County encountered several limitations: The study may have faced sampling bias if the respondents were not fully representative of the entire youth population in the area, potentially skewing the results. The focus on Kirwara Village might limit the generalizability of the findings to other areas within Mwea or different regions with distinct social and environmental contexts. These limitations suggest the need for careful interpretation of the findings and consideration of additional research to address these challenges.

#### **4.3 Chapter Summary**

In this chapter, the study presented and analyzed findings on factors contributing to youth alcoholism among residents aged between 18 To 35 in Mwea, Kirinyaga County. The analysis covered social, psychological, familial, and awareness-related factors, revealing significant issues like frequent alcohol consumption and binge drinking. The chapter also addressed study limitations.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Introduction**

The chapter reviews the study's findings on factors contributing to youth alcoholism in Mwea Kirinyaga County, highlighting demographic details and key influences. It concludes that social, psychological, family, and awareness factors play significant roles. Recommendations are made to address these issues. Suggestions for further study includes examining long-term impacts of alcohol consumption.

#### **5.1 Summary of Findings**

##### **5.1.1 Background Information**

The demographic analysis of respondents revealed a balanced gender distribution, with 128 males and 144 females participating. Age-wise, the majority were between 18-24 years (113 respondents), indicating a youthful sample, while older age groups (25-34 years: 79, 35-44 years: 47, 45-54 years: 23, and 55 and above: 10) were less represented. The educational background showed that most respondents had secondary education (146), followed by undergraduates (85), graduates (27), and postgraduates (14). This diverse demographic profile provided a broad perspective on youth alcohol consumption behaviors, encompassing varying educational levels and age groups, which helped in understanding the different factors contributing to youth alcoholism in Mwea, Kirinyaga County.

##### **5.1.2 Study Variables**

###### **5.1.2.1 Social and Environmental Factors**

The first objective examined social and environmental factors contributing to youth alcoholism among residents aged between 18 To 35 in Mwea, Kirinyaga County. Findings revealed that friends significantly influence alcohol consumption, with 84 strongly agreeing and 98 agreeing that peer pressure plays a crucial role. Accessibility of alcohol in the community was also noted as a major factor, with 96 strongly agreeing and 101 agreeing that alcohol is easily available. Socio-economic status was identified as

influential, with 90 strongly agreeing and 102 agreeing that economic conditions affect drinking habits.

Additionally, media and advertisements were found to impact youth attitudes towards alcohol, with 94 strongly agreeing and 103 agreeing on their influence. Community norms also supported alcohol consumption, as 84 strongly agreed and 107 agreed. These findings highlight that social circles, availability, economic conditions, media influence, and community norms collectively contribute to the high levels of youth alcoholism in the area.

#### **5.1.2.2 Psychological Factors**

The second objective explored psychological factors contributing to youth alcoholism. The findings indicated that a significant number of youths use alcohol to manage psychological issues. Specifically, 73 strongly agreed and 101 agreed that alcohol consumption is used when feeling depressed, while 83 strongly agreed and 103 agreed that it helps manage anxiety. Similarly, 74 strongly agreed and 110 agreed that alcohol is turned to when stressed, and 82 strongly agreed and 104 agreed that it serves as a coping mechanism for problems.

Additionally, alcohol was seen as a means to boost self-esteem, with 64 strongly agreeing and 102 agreeing. These results suggest that psychological distress, including depression, anxiety, and stress, drives many youths to consume alcohol as a form of self-medication and coping strategy. This reliance on alcohol underscores the need for targeted mental health interventions and support systems.

#### **5.1.2.3 Family Dynamics and Upbringing**

The third objective analyzed the impact of family dynamics and upbringing on youth alcoholism. Findings revealed that parental influences are significant in shaping drinking habits. Specifically, 87 strongly agreed and 105 agreed that parents' alcohol consumption affects their children's drinking behaviors. The presence of open communication about alcohol use in the family was less prevalent, with 70 strongly agreeing and 85 agreeing, indicating potential gaps in family discussions about alcohol.

Additionally, the study found that parenting style and family cohesion play crucial roles. Eighty respondents strongly agreed and 96 agreed that parenting style impacts alcohol consumption, while 75 strongly agreed and 110 agreed that strong family cohesion reduces the likelihood of alcohol use. Parents monitoring activities and preventing alcohol use had mixed responses, with 60 strongly agreeing and 80 agreeing. These findings emphasize the critical role of family environment and communication in influencing youth alcohol consumption patterns.

#### **5.1.2.4 Knowledge and Awareness of the Risks Associated with Alcohol**

The fourth objective assessed the knowledge and awareness of the risks associated with alcohol consumption among youth in Mwea Kirinyaga County. The findings showed that a significant majority of respondents were aware of the health risks linked to alcohol use, with 100 strongly agreeing and 120 agreeing. Education on the dangers of alcohol was also widely received, as 85 respondents strongly agreed and 110 agreed that they had been informed about the risks. This suggests that awareness campaigns and educational initiatives have reached a substantial portion of the youth population.

However, when it came to perceiving alcohol consumption as a high-risk activity, there was some variation. While 80 strongly agreed and 100 agreed with this perception, a notable number remained neutral or disagreed. Additionally, the effectiveness of awareness campaigns in the community was somewhat mixed, with only 70 strongly agreeing and 85 agreeing, while a significant number were neutral or disagreed. These findings indicate that while general awareness of alcohol risks is high, there may be gaps in how this knowledge influences behavior, highlighting the need for more targeted and effective awareness programs in the community.

## **5.2 Conclusion**

### **5.2.1 Social and Environmental Factors**

Based on the findings related to the first objective, the study concluded that social and environmental factors significantly contribute to youth alcoholism in Mwea Kirinyaga County. The influence of peers was evident, as a large proportion of respondents agreed that their friends played a crucial role in their decision to consume alcohol. Additionally,

the easy accessibility of alcohol within the community, coupled with socio-economic factors, further exacerbated the issue. Media and advertisements were also identified as influential, shaping the youth's perceptions and attitudes toward alcohol consumption. Moreover, community norms that seemingly support or normalize alcohol use among the youth were found to be a strong contributing factor. These findings suggest that addressing youth alcoholism in the area requires a comprehensive approach that tackles these social and environmental influences directly.

### **5.2.2 Psychological Factors**

The findings on the second objective reveal that psychological factors play a substantial role in contributing to youth alcoholism among residents aged Between 18 To 35 in Mwea Kirinyaga County. The study concluded that many youths turn to alcohol as a coping mechanism for various psychological challenges, such as depression, anxiety, and stress. A significant number of respondents agreed that they consume alcohol when feeling depressed or stressed, viewing it as a way to manage their emotional and mental well-being. Furthermore, the belief that alcohol boosts self-esteem and serves as a solution to personal problems was prevalent among the respondents. These conclusions highlight the need for mental health interventions and support systems that address the underlying psychological issues driving alcohol consumption among the youth in the region.

### **5.2.3 Family Dynamics and Upbringing**

The findings related to the third objective indicate that family dynamics and upbringing significantly influence youth alcoholism in Mwea Kirinyaga County. The study concluded that parental behavior, communication, and family cohesion play crucial roles in shaping the drinking habits of the youth. Many respondents indicated that their parents' alcohol consumption directly impacted their own drinking habits, with parenting style and the level of family cohesion also being influential factors. Strong family bonds and open communication were found to reduce the likelihood of alcohol consumption, while lack of parental supervision and monitoring increased it. These conclusions emphasize the importance of fostering strong family relationships and effective communication within households to mitigate the risk of alcohol abuse among the youth.

#### **5.2.4 Knowledge and Awareness of the Risks Associated with Alcohol**

The study's findings on the fourth objective suggest that while there is a general awareness among the youth in Mwea Kirinyaga County about the risks associated with alcohol consumption, this awareness does not necessarily translate into behavior change. A majority of respondents acknowledged the health risks and serious consequences of alcohol use, and many had received education on the subject. However, the perception of alcohol as a high-risk activity varied, and the effectiveness of community awareness campaigns was seen as limited. The study concluded that despite the knowledge of risks, there is a gap between awareness and action, indicating the need for more effective and engaging awareness campaigns that resonate with the youth and address the underlying factors that lead to alcohol consumption.

### **5.3 Recommendations**

#### **5.3.1 Social and Environmental Factors**

Based on the findings of the first objective, the study recommended several strategies to address the social and environmental factors contributing to youth alcoholism in Mwea Kirinyaga County. First, it was recommended that community-based programs be established to promote positive peer influence and discourage alcohol consumption among youths. These programs could have focused on creating safe social environments where youths could engage in productive activities, reducing the impact of peer pressure on alcohol consumption.

Second, the study recommended the implementation of stricter regulations to control the accessibility of alcohol in the community, including limiting the number of outlets selling alcohol and enforcing age restrictions more rigorously. Third, the study emphasized the need for targeted interventions to address the socio-economic disparities that contribute to alcohol abuse, such as providing employment opportunities and vocational training for the youth. Finally, it was recommended that media literacy programs be introduced to help youths critically evaluate alcohol advertisements and resist the influence of media portrayals that glamorize alcohol consumption.

### **5.3.2 Psychological Factors**

Based on the findings of the second objective, the study recommended several approaches to address the psychological factors contributing to youth alcoholism in Mwea Kirinyaga County. First, it was recommended that mental health services be expanded within the community to provide accessible counseling and support for youths struggling with depression, anxiety, and stress. This included the establishment of youth-friendly counseling centers where individuals could seek help without stigma.

Second, the study suggested the implementation of awareness campaigns focused on the negative effects of using alcohol as a coping mechanism for psychological issues. These campaigns could have highlighted healthy alternatives to manage stress and anxiety, such as physical activities, creative arts, and peer support groups. Third, the study recommended integrating mental health education into the school curriculum, ensuring that youths are equipped with the knowledge and skills to manage their emotional well-being without resorting to alcohol. Lastly, it was recommended that community leaders and parents be trained to recognize signs of psychological distress in youths and provide early intervention to prevent the development of alcohol dependency as a coping strategy.

### **5.3.3 Family Dynamics and Upbringing**

Based on the findings of the third objective, the study recommended several strategies to address the impact of family dynamics and upbringing on youth alcoholism in Mwea Kirinyaga County. First, it was recommended that parents and guardians receive education on the influence of their own drinking habits and parenting styles on their children's alcohol consumption. This education could have been provided through community workshops or seminars aimed at promoting responsible parenting and positive role modeling.

Second, the study suggested that family counseling services be made more accessible, particularly for families with a history of alcohol abuse. Such services could have helped strengthen family cohesion and communication, thereby reducing the likelihood of youth turning to alcohol. Third, it was recommended that community programs be developed to encourage open discussions about alcohol use within families, enabling parents and

children to address the topic openly and honestly. Lastly, the study advocated for increased parental monitoring of youths' activities, emphasizing the need for parents to be more involved in their children's lives and to set clear boundaries and expectations regarding alcohol consumption. This approach aimed to reduce the influence of external factors that might encourage underage drinking.

#### **5.3.4 Knowledge and Awareness of the Risks Associated with Alcohol**

Based on the findings of the fourth objective, the study recommended several measures to enhance the knowledge and awareness of the risks associated with alcohol consumption among youths in Mwea Kirinyaga County. First, the study suggested that local authorities and health organizations intensify awareness campaigns focused on the dangers of alcohol use. These campaigns should have been tailored to resonate with the youth, incorporating social media, school programs, and community events to reach a broader audience.

Second, it was recommended that educational institutions integrate comprehensive alcohol education into their curriculums, covering not only the health risks but also the social and legal consequences of alcohol abuse. Third, the study advocated for the involvement of community leaders and influencers in spreading awareness, as their endorsement could have increased the credibility and impact of these messages. Lastly, the study recommended that youth-friendly support services, such as counseling and rehabilitation centers, be made more accessible to offer help to those struggling with alcohol-related issues, thereby reinforcing the message that seeking help is both acceptable and encouraged.

#### **5.4 Suggestions for Further Study**

In light of the study's findings, several areas were identified for further research. It was suggested that future studies explore the long-term impact of alcohol consumption on the social and economic development of youth in rural communities.

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**APPENDIX I**  
**QUESTIONNAIRE COVER LETTER**

Dear Participant,

I am a student at the Management University of Africa conducting a research study on "Factors Contributing to Youth Alcoholism Among Residents Aged Between 18 To 35 in Mwea Constituency, Kirinyaga County: A Case Study of Kirwara Village in Mutithi Ward." Your participation in this study is vital for understanding the social, psychological, environmental, and familial factors influencing youth alcohol consumption in our community.

You have been selected to take part in this study through a simple random sampling technique. The enclosed questionnaire is designed to gather information that will help us identify key factors and develop effective interventions to address youth alcoholism.

Your replies will remain anonymous and private. Your participation is totally optional, and you may stop at any moment without any repercussions. Finishing the survey should not take more than fifteen to twenty minutes of your time. Within a week after receiving this survey, please complete it out and send it back to the research assistant.

Your insights are highly valuable, and I appreciate your time and cooperation in contributing to this important study.

Thank you for your participation.

Sincerely,

**Sarah Nyawira Kariuki**

**BML/31/01199/1/22**

**Management University of Africa**

**APPENDIX II**  
**QUESTIONNAIRE**

Your time and effort in taking part in this research are much appreciated. The causes of underage drinking in Kirwara Village, Mutithi Ward, Mwea Constituency may be better understood with the help of your replies. To the best of your knowledge, please respond honestly to all questions. Your answers will remain anonymous and protected from disclosure.

**Section A Demographic Information**

**Gender**

Male                    { }

Female                   { }

**Age**

18-24                    { }

25-34                    { }

35-44                    { }

45-54                    { }

55 and above            { }

**Educational Background**

Secondary                { }

Undergraduate            { }

Graduate                   { }

Post Graduate            { }

## **Section B: Study Objectives**

### **Social and Environmental Factors**

Kindly respond on this section based on the above objective by ticking on the appropriate box that best matches your opinion on a scale of 1 to 5 where 1= Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Friends influence my decision to consume alcohol.					
Alcohol is easily accessible in the community.					
Socio-economic status affects alcohol consumption habits.					
Media and advertisements influence the views on alcohol consumption.					
The norms in the community support alcohol consumption among youths.					

### **Psychological Factors**

Kindly respond on this section based on the above objective by ticking on the appropriate box that best matches your opinion on a scale of 1 to 5 where 1= Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Consume alcohol when feel depressed					
Drinking alcohol helps manage anxiety					
Turn to alcohol when stressed.					
Drinking alcohol boosts self-esteem.					
Use alcohol as a coping mechanism for problems.					

### **Family Dynamics and Upbringing**

Kindly respond on this section based on the above objective by ticking on the appropriate box that best matches your opinion on a scale of 1 to 5 where 1= Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Parents' alcohol consumption influences drinking habits.					
There is open communication about alcohol use in the family.					
Parents' parenting style affects alcohol consumption.					
Strong family cohesion reduces the likelihood of consuming alcohol.					
Parents monitor activities and prevent me from drinking alcohol.					

### **Knowledge and Awareness of Risks**

Kindly respond on this section based on the above objective by ticking on the appropriate box that best matches your opinion on a scale of 1 to 5 where 1= Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Aware of the health risks associated with alcohol consumption.					
Have received education about the dangers of alcohol use.					
Believe there are serious consequences to drinking alcohol.					
Perceive alcohol consumption as a high-risk activity.					
There are effective awareness campaigns about alcohol risks in my community.					

**Youth Alcoholism Among Residents Aged Between 18 To 35 in Mwea Kirinyaga County**

Kindly respond on this section based on the above objective by ticking on the appropriate box that best matches your opinion on a scale of 1 to 5 where 1= Strongly Disagree, 2 = Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Consume alcohol frequently.					
Often engage in binge drinking.					
Show signs of alcohol dependency.					
Underage drinking is common in the community.					
There are many alcohol-related incidents in the area.					

**Thank you for your participation. Your responses are valuable for our study.**