



Features of Alcohol Consumption Motives and Practices by Full-Time and Part-Time training Students

Gennadii A. Cornilov^{1*}, Konstantin B. Ilkevich², Elena V. Shalomova³, Irina G. Kartushina⁴, Mikhail L. Musharatsky⁵, Nikolay A. Mashkin⁶, Sergey A. Altukhov⁷

¹ North-Caucasus Institute (Branch) of the All-Russian State University of Justice (RLA of the Ministry of Justice of Russia), Department of Criminal Procedural Law, Makhachkala, Russia. E-mail: skrug222@mail.ru

² Gzhel State University, Department of Physical Culture and Life Safety, Elektroizolyator, Russia. E-mail: ilk_kb@mail.ru

³ Alexander G. Grigorievich and Nikolai G. Stoletovs Vladimir State University, Department of Foreign Languages of Professional Communication, Vladimir, Russia. E-mail: shalomova2013@mail.ru

⁴ Immanuel Kant Baltic Federal University, Department of Engineering and Technical Systems, Kaliningrad, Russia. E-mail: ikartushina@kantiana.ru

⁵ Perm Institute of the Federal Penitentiary Service of Russia, Department of Criminal and Penal Law, Perm, Russia. E-mail: mml_59@mail.ru

⁶ Plekhanov Russian University of Economics, Department of State and Legal Disciplines, Moscow, Russia. E-mail: mashkin.n.a@mail.ru

⁷ Rostov Institute (Branch) of the All-Russian State University of Justice (RLA of the Ministry of Justice of Russia), Department of Criminal Law and Criminology, Rostov-on-Don, Russia. E-mail: ser-altuhov@yandex.ru

Received: 01/07/2019

Accepted: 13/08/2019

Published: 20/08/2019

Abstract

Purpose: This article is devoted to an urgent problem – the problem of alcohol consumption culture by the younger generation. The aim of the study is to identify the factors, motives and practices of alcohol consumption by full-time and part-time students, as well as a description of students' alcohol consumption culture. **Methodology:** The leading methods for the study of this problem are the methods of questioning and interviews, allowing analyzing the factors and motives that contribute to the consumption of alcoholic beverages. These methods helped to identify the particularities of the practices of alcohol consumption by students of full-time and part-time training. **Result:** The article considers the factors that contribute to the consumption of alcohol by students of full-time and part-time students of training: social factor (the presence of a company of close people who can support dialogue; the acquisition of social ties); material factor (increase or decrease in income); psychological factor (stress relief, antidepressant, and the possibility of emancipation). **Applications:** The data obtained in the work can be used in sociology, social psychology, psychology of education, psychology of deviant behavior, as well as for further theoretical development of this issue. **Novelty/Originality:** The novelty and originality of the study lies in the fact that it highlights the main motives of alcohol consumption by students of part-time training: a way to relax from work; stress relief; observance of the ritual; the ability to be liberated with people; with whom sober communication is unpleasant. Most often, alcohol by students and full-time and part-time forms of training is used at home (the most comfortable place); at a party (a special leisure organization); in bars (attracts a special atmosphere).

Keywords: student youth, forms of training, the alcohol, the motives of alcoholic beverages' consumption, the practice of alcohol consumption.

1 Introduction

Alcohol consumption is an integral part of the lifestyle, culture and everyday life of the population majority in many countries of the world; in the mass consciousness it is

perceived as a socially acceptable phenomenon. Alcohol gives pleasure, gives the opportunity to lighten the mood, to relax, to distract from stress, to relieve tension. In addition, alcohol intake contributes to the function of socialization (communication, social networking, social trust, hospitality,

goodwill); it is an indispensable attribute of the celebration of important and solemn events. I.V. Aleshina considers various aspects of marketing influence: external and internal factors of consumer behavior (2). Development of theoretical and applied aspects of consumer behavior from the perspective of culture's sociology is presented in many works (7,8,9,28,29,33). In domestic science for a long period, mainly two approaches were developed: normative (studying the norms of consumption (1) and behavioral. According to A.A. Ovsyannikov, I.I. Pettai and N.M. Rimashevskaya (1989), behavioral approach based on the study of consumption as a very social phenomenon, is a way to detect the internal laws of human behavior in the field of consumption (19). The predictive task of the behavioral approach and its constructive sense is reflected in it.

In the second half of the XX century, the phenomenon of consumer behavior expanded the boundaries and went beyond Economics, as the study of consumer behavior only in the framework of the economic theory is ineffective for understanding and solving practical problems. It is necessary to consider the behavior of consumers in terms of culture's sociology, the formation of values and life orientation.

Since the mid-1980s, the interest of scientists has developed to the image, styles and levels of life typical for different social strata of society. Consumer behavior in the works of L.N. Zhilina and Frolova, N.T. (1969), A.G. Zdravomyslov (1986), V.D. Patrushev (1999) are considered not only in economic, but also in psychological and sociological aspects (3,4,10,21,24,32,34).

Among the modern Russian scientists dealing with the problems of consumption, we can distinguish a number of names (5,6,12,15,23). Property differentiation as one of the manifestations of social differentiation, the ratio of consumption and such factors of social stratification, as education, income, occupation, are in the study center. In order to describe the culture of alcohol consumption by modern students it is necessary to analyze the statistics of consumption in several countries. Based on the data of countries' ranking in terms of alcohol consumption, expressed in liters of pure ethyl alcohol per capita for 2014, Russia ranks the 4th place - 15.76 liters, when the US - the 56th place - 9.44 liters. At the same time, European countries occupy the top lines of the rating (Moldova - the 1st place - 18.22 liters, Czech Republic - the 2nd place - 16.45 liters, Hungary - the 3rd place - 16.27 liters and other countries). There are several types of alcohol consumption: Northern, southern and Central European.

The Northern type is typical for Russia, Ireland and Iceland. In history, this type was the most popular in Russia, as it is associated with strong alcoholic beverages and rare practices, but in large quantities, which brings many consequences. Alcohol is associated with entertainment, so getting drunk is the norm and the consequences are explained by the justification of consumption. In addition, the consequences can be violent. In addition, alcoholism becomes a social problem of society and brings diseases associated with it. A popular drink of this type is vodka, in which the content of pure alcohol is about 40%. Territorial location of the countries, namely the climate contributes to the existence of this type. There is a myth that strong alcohol helps to warm up, although in fact the consumption of it reduces body temperature. It also causes people to die falling

asleep in the cold, as alcohol contributes to drowsiness, but is not responsible for the quality of sleep. Just because of the bad weather in places where the temperature is low out of door, there are fewer ways of entertainment, leisure is limited, so alcohol is the main way to escape from everyday life and reduce emotional stress. The southern type is typical for countries with warm climate, such as Italy, France, and Israel and so on. In contrast to the Northern type where alcohol is consumed on weekends, the southern type is typical for daily consumption of alcohol with a low level of pure alcohol in small quantities. Popular drinks of this type include beer, wine drinks and other soft drinks. The consequences of this type are not as large-scale as in the North. Alcoholism is not such a problem of society, because few people get drunk to a state of serious consequences and drink alone. Alcohol consumption is ritual, as part of food consumption (11,14,27,30).

The Central European type is the middle type between North and South. That is, on weekdays there is the presence of low-alcohol drinks during the meal and on weekends strong alcohol is consumed. Russia is gradually moving to this type, but the consequences of this type are worse than others (7,8,13,16,17,18,20,22,24,25,29,30,31).

In the work of Z.V. Kotelnikova "the Relationship of alcohol consumption practices with the social structure of modern Russia" describes in detail the transition from the Northern and southern type of alcohol consumption in Central European one (14).

Another reason for alcohol consumption can be cultural and anthropological traditions of food and alcohol consumption, as a ritual: the transition from working time to leisure, through alcohol consumption or a certain celebration (champagne for the New Year). Thus, consumption becomes not a satisfaction of needs, but part of the change in social positions between individuals through the acquisition of symbolic characteristics.

2 Methodology

Questionnaire survey and interview were chosen as the main research method. Accordingly, the following tasks were identified:

- Describe the culture of alcohol consumption and the factors of its formation in modern students of different forms of education.
- To analyze the rationalization of modern students' alcohol consumption practices and associated changes in lifestyle.
- To analyze the socio-demographic impact of alcohol consumption culture of modern students.
- Determine how the practice of alcohol consumption depends on the factors surrounding the individual.
- Highlight the relationship between alcohol consumption practices and the form of training.
- Consider how alcohol consumption practices depend on: the type of leisure; the material condition; the expenditure of money on alcohol consumption; the length of consumption, the preference for alcohol; the place of consumption; the company with which alcohol consumption occurs; the purpose of alcohol consumption; the amount of alcohol consumed.

The Course of the Study: Thanks to the pilot study, it was found that modern students consume alcohol with a frequency of at least once a month. An important factor for

use is the social group with which the fact of use occurs. Motivation to use is the possibility of acquiring new social connections, the possibility of emotional relief and alienation from the consequences of their actions. The presence of a higher level of well-being would only change the choice of drinks in quality; on the frequency of use according to the subjective assessment of informants, this change would not have an impact. A key factor in the impact on the choice of a person in relation to participation in alcohol consumption, the informants proposed the impact on the initial fostering of a person by society and family, by being acquainted with real examples of the effects of alcohol on the sensory system. The rejection of alcohol seems positive, but within the existing society, it is impossible because of mass consumption. The informants draw attention to the fact that the system of society should be changed to refuse alcohol products. Students of full time form of training express the view that, if the less pressure is happen, if the standard of living are higher and if public opinion is welcome, all these factors will positively contribute to the rejection of the use of alcohol.

Further, interviews were conducted based on a pilot study, 10 informants were selected from the respondents using the questionnaire for the interview.

3 Results

Thanks to the interviews, we can see the culture of alcohol consumption in modern students is. We received a detailed description from informants about how, where, in

what quantities, what composition, why exactly was the consumption of alcohol by modern students. In order to draw a parallel with the quantity and quality of consumption and the factors surrounding the individual, the analysis will be carried out in separate groups.

The first group – factors. The first factor that we have identified is the form of training. There are two groups of students:

- 1) full-time students (58%);
- 2) part-time students (42%).

As a rule, students who study full-time study, spend more time studying, so their leisure time is different. These students do not have enough time to work, some do not need it because of the sufficient level of financial condition of the family. As a rule, free time from studying is occupied by Hobbies within the University. It can be various Amateur clubs, student Council, etc.

Students who are studying on part –time of training, on the contrary, have less time to devote to learning. The main free time from training is occupied by work and social problems are of a different nature. Leisure time is simplified, Hobbies recede into the background due to lack of free time. As a rule, this group rests for the sake of reducing emotional stress. At the same time, the leisure of full-time and part-time students coincides in the fact that both groups spend their leisure time with alcohol. Only consumption goals may differ.

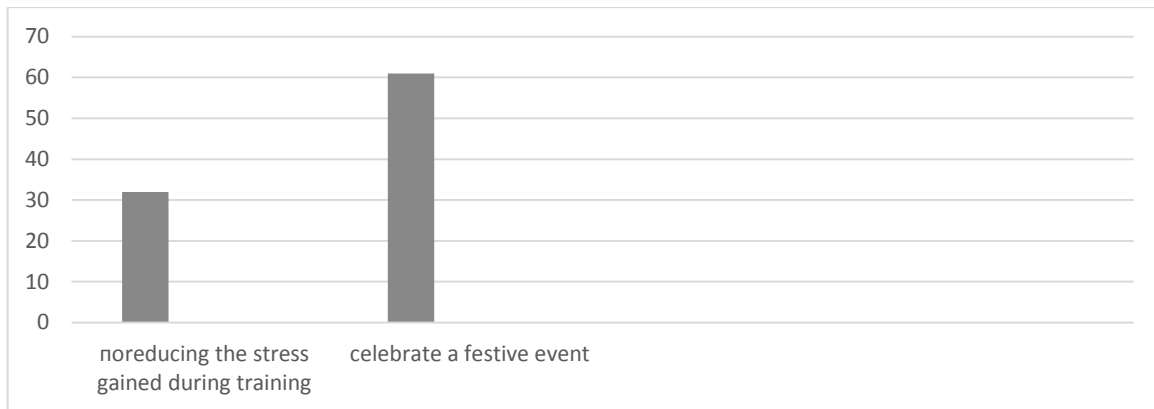


Figure 1: Dominant goals of alcohol consumption in full-time students

In the first group, the goal of consumption is to reduce the load that appears during training (alcohol reduces the stress received at the University) – 32%. In addition, the goal is a festive event within the social group with a common passion – 61%.

In the second group, the goal is also the need to reduce the load received, mainly at work – 82%, but also a way to make new social connections within the team or new unfamiliar groups, alcohol is an antidepressant and helps to relax – 23%. The amount of consumption and preferences are not particularly different in these groups of students.

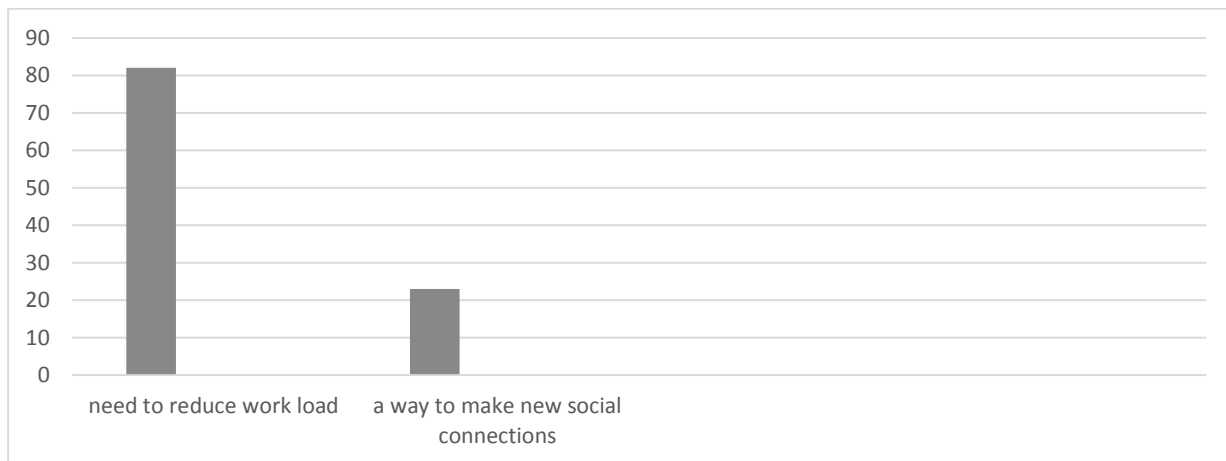


Figure 2: The dominant goals of alcohol consumption among students of correspondence form of education.

The next factor is the leisure of students. We have identified several types of alcoholic leisure:

1) students who work prefer to spend their free time at home with a small amount of soft drinks and on weekends (with friends at the bar or at a party) – 76%;

2) students without work, as mentioned above, spend time depending on the hobby, in the company of people with a similar hobby, alcohol is consumed in meetings with the company, both low-alcohol and strong drinks – 32%;

3) some students spend their leisure time alone, at the computer, consume alcohol both strong and weak, in large quantities than the rest of the group – 13%.

The second group is the financial situation. An important factor of alcohol consumption by modern students is their material condition. Many students not only work, but also independently rent a house to live separately from their parents, have a financial burden in the form of credit obligations to banks, which worsens their emotional state.

We have identified three groups of students based on financial condition:

1) The group where regardless of income, taste preferences do not change and do not affect the quantity and quality of the selected alcohol – 51%;

2) Those who prefer low-alcohol drinks, with an increase in income prefer strong alcoholic beverages of high quality – 22%;

3) The group where as income increases the alcohol consumption occurs by preference, and only the products' quality increases – 13%;

4) The group where while reducing the income of all informants are willing to abandon the consumption of alcohol.

Thus, it turns out that there are students who have formed a stable taste and they are not ready to change it (51%). However, many emphasize that they consume low-alcohol drinks because of their affordability; if possible, they are ready to change their preferences completely. Many students are rational in their choice and open to new habits because their income increases, the basic tastes remain, but the quality increases (22%). It is important that, like the adult generation, in a crisis, students are ready to give up alcohol consumption in favor of other needs.

The third group – the place of consumption of alcoholic beverages. Students identified alcohol consumption at home, as the most comfortable place (88%). At the same time, visiting is also quite comfortable, but practices are less frequent, since it depends on the organization of leisure for the whole group and a lot of money is spent on the organization (34%). Bars attract attention due to their special atmosphere (13%). Informants like the features of each institution, and the process of consumption becomes more exciting and varied. Informants rarely talked about restaurants, since they prefer to drink in order to drink. At the same time, it is noted that a good snack or a special dish is easier to get at the bar, as there may suggest which dish is better suited to alcohol.

4 Discussions

It is important to note the socio-demographic impact of the culture of modern urban students' alcohol consumption. It should be noted that the characteristics of the city within the targeted group to assess alcohol consumption practices are important. The climate in Russia combines cold winters and warm summers, which indicates the practices of the Northern and southern types. In addition, the city in which the study was conducted is known for its brewery. If we talk about how propaganda affects consumption, the city itself is this propaganda, as it is known for its beer. Every resident and student including at least once tasted beer and this drink is considered a cultural asset in the modern world, which increases its popularity. In addition, the attitude to alcohol is also changing, as beer is not considered as harmful as other alcoholic beverages.

One of the leisure activities is a walk to places of interest, rest on the waterfront of the city, but this is accompanied by alcohol consumption. The law prohibits the use of alcoholic beverages in public places and is punishable by a fine and not only. However, students find ways to circumvent these laws. For example, disguise the consumption of alcohol, with the help of closed containers, glasses without a brand of drink or an alcohol package. Alcohol sellers themselves import these attributes to increase sales within the framework of a fierce policy.

It turns out that the socio-demographic component is both negative and positive for consumption. First, alcohol bans do not become a problem and increase the amount of drink consumed. Secondly, the development of drinking establishments helps to combat the risk of alcoholism, as students consume in public places, not alone and monitor their behavior, and therefore control the amount of drunk.

Within the framework of this article, a study was conducted that identified different groups of alcohol consumption behavior of young people:

- 1) *Beer* model of behavior – young people prefer beer;
- 2) *Cocktail* model – prefer cocktails in tins;
- 3) The *vodka* model – choose strong alcoholic beverages;
- 4) *Wine* model - prefer wine and champagne;
- 5) The model of *abstinence* - not drinking students.

As you can see, the taste preferences of students are diverse. At the same time, it indicates a certain experience of alcohol consumption - the choice is based on acquaintance. Popular in the first place is *cocktail model*, then *wine*, and *beer* and a *model of abstinence*, in the last place *vodka*.

5 Conclusion

Alcohol consumption is a mass phenomenon associated with such social categories as traditions and customs, on the one hand, and public opinion and fashion, on the other. In addition, alcohol consumption is associated with a psychological feature of the person, the attitude to alcohol as a *medicine*, warming drink, etc.

It is obvious that alcohol is an inseparable part of communication at all times. The tradition of consumption goes back to the past. In ancient times, there were various practices, for example, clink a mug of wine with the enemy to check the presence or absence of poison. Because of how alcohol affects a person, it is banned in some social groups. At the same time, alcohol is a symbol of unity in Russian society. Rare holiday passes without alcoholic beverages. Alcohol can even be a gesture of respect, obedience, friendship, etc.

Many people use alcohol to do something. On a date, young people drink alcohol to liberate themselves and get rid of embarrassment. It is important to observe the amount of alcohol taken, so as not to go beyond the boundaries of decent behavior. At a corporate event, alcohol helps to acquire connections. Many informants note that this factor is very important as a cause of alcohol consumption. Some students drink not because they like it, but because they want to get new connections through sharing alcohol.

As for emotional release, alcohol for many people is the easiest and most affordable way to relax. Coming home after a hard day's work, it is easier for a person to drink a mug of beer than to enroll in the sports section and go to let off steam.

Thus, there is a huge amount of factors affecting alcohol consumption, and under the influence of a particular drink absolutely everyone can be a drunker, especially students who have already entered adulthood, but did not appreciate the fullness of the corresponding responsibility.

Knowledge

The author confirms that the data do not contain any conflict of interest.

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