Drinking behaviour, alcohol motives and outcome expectancies of South African University Students: A Social Marketing Perspective

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Overview

• Rationale and objectives
• Literature overview
• Methodology
• Results
• Conclusions
Rationale and objectives

• Alcohol problem and scant information
• High risk: young adults
• University students: "normal behaviour"

1. Drinking behaviour: motives & outcome expectancies
2. Persuasive communication: education and prevention campaigns
A partial theoretical model of the antecedents of drinking behaviour

- Media consumption patterns
- Alcohol knowledge
- Attitudes towards alcohol
- Alcohol outcome expectancies
- Drinking motives
- Socio-demographic characteristics
- Culture

Reference groups + Social norms

Drinking behaviour
Alcohol outcome expectancies

- Beliefs about the effects of alcohol
- Expectancy theory: viable explanation
- Positive and negative
- Challenge expectancies in intervention programs
Drinking motives

• Reasons for drinking
• Final cognitive pathway to alcohol use
• Mediates more distal influences
• 4 primary motives: Valence & Source
  • Enhancement
  • Social
  • Coping
  • Conformity
Empirical model

Alcohol outcome expectancies

- Negative expectancies
- Alcohol outcome expectancies
- Positive expectancies

Drinking motives

- Increased sexual interest
- Enhancement motives (positive, internal)
- Social motives (positive, external)
- Coping motives (negative, internal)
- Conformity motives (negative, external)

Drinking behaviour

- Cognitive enhancement
- Tension reduction
- Increased social confidence
Methodology

• Sample: n=474; SU students; current drinkers
• The alcohol use disorder identification test (AUDIT); 10 items; Likert type scale
• Drinking expectancies questionnaire revised (DEQ-R); 37 items; Likert type scale
  • Increased social confidence
  • Increased sexual interest
  • Cognitive enhancement
  • Tension reduction
  • Negative consequences
• Drinking motives questionnaire revised (DMQ-R); 20 items; Likert type scale
  • Social; Coping; Conformity; Enhancement
• Demographic items
• PLS
Results

• Socio-demographic profile:
  • Age: **18-22 (86%)**; 23-24 (11%); >24 (3%)
  • Gender: **58% female**; 42% male
  • Race: **90% white**; 7% coloured; 2% black; 1% other
  • Year of study: 13% 1\textsuperscript{st} year; 20% 2\textsuperscript{nd} year; 49% 3\textsuperscript{rd} year; 17% 4\textsuperscript{th} year; 1% Masters
  • Religion: **91% religious** (mostly Christian)
Results: Drinking behaviour

• AUDIT:
  • Hazardous >7: 71% males; 54% females
  • Harmful >15: 13%
  • Alcohol dependent > 19: 6.75%
  • Binge: >60g alcohol at least 1/week (6 drinks): 19%
  • Behaviour: 89% consume with friends; bars (34%); house (28%); clubs (25%); Friday & Saturdays; 18:00 – 24:00; wine most preferred; clubs mostly spirits
PLS Measurement model

- Reliability:
  - Composite reliability: \(0.73 - 0.93\) \([0.7 > \text{Bagozzi} \& \text{Yi, 1988}]\)
  - Cronbach alpha: \(0.75 - 0.911\)
- Convergent validity (AVE) \([0.5 > \text{Chin, 2010}; \text{Fornell} \& \text{Larcker, 1981}]\)
  - Drinking behaviour: \(0.44\)
  - Negative consequences: \(0.33\)
PLS Structural model

• Complete model: 49% of variance in drinking behaviour ($R^2$)
  • 27% in social motives
  • 25% in coping motives
  • 30% in enhancement motives
  • 9% in conformity motives
Increased social confidence

Tension reduction

Increased sexual interest

Cognitive enhancement

Negative consequences

Enhancement motives

Social motives

Coping motives

Conformity motives

Drinking behaviour

PLS Structural model
Outcome expectancies and Drinking behaviour

- Significant:
  - increased sexual interest,
  - tension reduction,
  - negative consequences

- Non-significant:
  - cognitive enhancement;
  - increased social confidence
Mediational role of drinking motives between outcome expectancies and drinking behaviour

- Increased social confidence on DB – fully mediated by enhancement and social motives
- Sexual interest and tension reduction on DB – partially mediated by enhancement and social motives
Conclusions and recommendations

• Limitations

• Higher Education & Public Health
  • Prevention and education

• Social marketing: stress social and enhancement motives

• Moderate consumption vs. socially unacceptable excessive consumption
Thank you

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