

Exploring Alcohol Consumption Behaviors in Bharatpur Metropolitan City

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Abstract

This research explores the patterns and factors influencing alcohol consumption in Nepal, with a focus on demographic, social, and cultural variables. A total of 384 respondents participated in the survey, providing insights into gender, age, education, ethnicity, religion, and marital status, as well as their alcohol consumption behaviors. The findings reveal that cultural practices, personal preferences, and social pressures in shaping alcohol consumption behaviors during festive occasions. The findings contribute that AB is the most influential predictor, while FF has the least impact among the four. Overall, the results confirm that AB (alcohol brand), DE (demand of liquor), CE (caste/ethnicity), and FF (family/friends influence) all are significantly contribute to CL (consumption of liquor). These findings contribute to a deeper understanding of alcohol-related behaviors in the context of Nepal and provide valuable insights for policymakers and public health initiatives.

Keywords: *alcohol consumption, festivals, Nepal, social influence, cultural practices, alcohol preferences*

Introduction

Alcohol is a psychoactive substance primarily found in beverages such as beer, wine, and spirits, containing ethanol as the active ingredient (World Health Organization, 2018). It plays a significant role in the festivals of Nepal, particularly in religious and cultural celebrations. In these practices, alcohol is belief that it enhances the ritualistic effectiveness of offerings, ensuring prosperity, health, and happiness for families and communities (Gurung, 2019). Alcohol acts as a symbol of hospitality and shared joy. It becomes a tool for enhancing community spirit and reinforcing social ties during important cultural events (Shrestha, 2020). Many people believe that alcohol provides relief from cold, pain, tension, and fatigue, while others view its presence as essential for the success of celebrations, festivals, and social gatherings (Sharma, 2004). Harmful alcohol use imposes a significant health, social, and economic burden on society (WHO, 2018). Alcohol is often marketed more aggressively, with special promotions and events designed to encourage consumption in larger quantities than usual (Smith & Foxcroft, 2009). The significance of alcohol in Nepali festivals can be traced to its historical and cultural roots. The practice of brewing and consuming alcohol has been passed down through generations, often linked with ancient agricultural and animistic traditions. Thus, the long-standing cultural history of alcohol in Nepalese society plays a significant role in its ongoing use (Bista, 2021). Factors influencing alcohol consumption, emphasizing social (Quinn & Brown, 2023), cultural (Martínez et al., 2022), and psychological dimensions (Jones et al., 2021).

In Nepal, alcohol consumption has existed for centuries, with high societal tolerance toward its use. Despite its widespread prevalence, alcohol consumption has not been addressed seriously by the government or social organizations. The production, sale, and use of alcohol continue to rise, making it a leading substance-related issue in the country (Dhital, 2000). Alcohol-related health issues represent just one aspect of the broader societal challenges, which also include family disruptions, crime, and productivity losses. Additionally, excessive alcohol use, along with smoking, negatively impacts millions of individuals worldwide (Rehm et al., 2009).

Alcohol consumption is influenced by a complex interplay of cultural, social, and economic factors. Culturally, various indigenous communities in Nepal, such as the Magar, Sherpa, and Newar, have traditions that integrate alcohol into their rituals and celebrations, viewing it as a

symbol of hospitality and reverence. Socially, festivals often serve as communal gatherings where alcohol consumption is normalized, fostering social cohesion but also potentially leading to misuse. Economically, the availability and affordability of locally produced alcoholic beverages contribute to their widespread use during festive occasions. However, excessive alcohol consumption poses significant public health challenges, including increased risk of chronic diseases and socio-economic burdens.

Even though alcohol is the most harmful drug for an individual as well as for society (Nutt, et. al. 2010; Bouwmeester, 2012.), alcohol is integrated in many cultures as an aspect of everyday life. This study is conducted to identify and analyze the factors associated with alcohol consumption among the peoples of Bharatpur Metropolitan City.

The findings of the study may be useful for the companies or the organizations that are selling alcohol product and consumption pattern during the time of festivals. This finding is crucial for policymakers and health professionals to develop targeted interventions that address potential risks associated with excessive alcohol consumption, particularly in the context of public health and safety during festival seasons.

Literature Review

Theoretical Review:

There are two key theoretical frameworks: the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB).

Theory of Reasoned Action (TRA)

Theory of Reasoned Action, developed by Fishbein and Ajzen in 1975, posits that beliefs shape attitudes and social norms, which together influence behavioral intentions. These intentions, in turn, dictate an individual's behavior (Fishbein & Ajzen, 1975). Intention is conceptualized as a cognitive state representing an individual's readiness to engage in a specific behavior and is considered the most immediate precursor to actual behavior. The TRA views behavioral intention as the immediate determinant of action, shaped by attitudes and social norms. An individual who believes that performing a behavior will lead to positive outcomes is more likely to develop a favorable attitude toward it. Conversely, belief in negative outcomes tends to result in a negative attitude. This concept involves the social pressure an individual perceives regarding whether to perform a specific behavior. It reflects how much a person values the opinions of others and whether they believe others approve or disapprove of their actions (Leach, Hennessy, & Fishbein, 2001). In many cases, individuals may seek advice or approval from others before making decisions.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) was developed as an extension of the Theory of Reasoned Action (TRA) to address its limitations. While TRA explains human behavior based on behavioral intention influenced by attitude and subjective norms, TPB expands on this by incorporating perceived behavioral control. This addition allows TPB to account for behaviors that are not entirely under an individual's volitional control, making it more effective in predicting and explaining human behavior across diverse contexts (Liao et. al., 2007). TPB, is considered the strength of an individual's willingness to engage in a specific behavior. This refers to the perceived social pressure to perform or refrain from performing a particular behavior (Ajzen, 1991). It is shaped by normative beliefs, or what an individual perceives others expect them to do. The inclusion of perceived behavioral control differentiates TPB from TRA, allowing it to account for situations where individuals may not have full control over their actions. Control beliefs, whether internal or external, directly affect perceived behavioral control, which in turn influences behavioral intention and the likelihood of performing the behavior. In summary, the strength of an individual's intention to engage in a behavior increases with more favorable attitudes, stronger subjective norms, and greater perceived behavioral control (Ajzen, 1991).

Prevalence of Alcohol Use Among Nepalese Drinking Population

Alcohol consumption has long been a part of Nepalese society, yet the proportion of the population that drinks remain insufficiently documented. Research has predominantly focused on the clinical and epidemiological aspects of alcohol use, with limited attention given to high-risk populations (Budhathoki et al., 2010; Shakya, 2013). Dhital et al. (2001) conducted a landmark study on drug and alcohol use across Nepalese society, involving 2,400 households in 16 districts, with 97.2% of households completing interviews. This study revealed that 57% of respondents had consumed alcohol at least once in their lifetime, 41% (48.3% men, 27.7% women) had consumed alcohol in the past year, and 37.6% (46.5% men, 21.35% women) had done so in the last 30 days. In another study, Thapa et al. (2016) investigated alcohol consumption in Kathmandu's squatter communities, reporting that 39.81% of participants aged 18–64 years had consumed alcohol in the previous year.

Prevalence of Adolescent Alcohol Use in Nepal

The accessibility of alcohol, combined with lax enforcement of minimum-age drinking laws, has created an environment where adolescents can easily purchase and consume alcohol. Dhital et al. (2001) examined youth alcohol use, reporting that 17.4% of adolescents aged 10–17 had consumed alcohol in the past year, with 9.2% drinking in the last 30 days. Similarly, Studies have also highlighted differences in drinking patterns among ethnic groups, with traditional alcohol user (TAU) groups reporting higher lifetime alcohol use (40.1%) compared to traditional alcohol non-user (TANU) groups (19.4%) (Parajuli et al., 2015). Other factors influencing adolescent alcohol consumption include family dynamics, peer influence, advertising, religion, and community norms. Parental attitudes, accessibility to alcohol, and peer behaviors are strongly associated with adolescent drinking. Media depictions of alcohol use also contribute to shaping positive attitudes toward drinking among youth (Anderson, 2009; Austin & Knaus, 2000).

Family, Peer Influence, and Alcohol Use

Family environments play a critical role in shaping alcohol-related behaviors. Studies indicate that liberal parental attitudes toward alcohol and substance use by parents or older siblings significantly increase the likelihood of adolescent drinking (Moghe et al., 2011). Conversely, stricter parental supervision has been associated with lower levels of alcohol use among adolescents (Yu, 2003). Peer influence also emerges as a strong predictor of alcohol consumption. Adolescents are more likely to drink when their peers do so or when they perceive alcohol use as normalized within their social group (Kelly et al., 2012).

Advertising, Religion, and Alcohol Use, Alcohol advertising reinforces cultural norms that promote drinking as a socially acceptable activity, influencing adolescents' perceptions and attitudes (Gerbner, 1995; Saffer & Dave, 2006). Research suggests a strong correlation between exposure to alcohol-related media and increased drinking expectancies among youth (Strasburger, 2002). Religious affiliation, on the other hand, is associated with reduced alcohol consumption. Students with religious ties report lower drinking frequencies compared to those without religious affiliations, suggesting that religiosity serves as a protective factor against alcohol use (Galen & Rogers, 2004). In summary, alcohol use in Nepal is shaped by a complex interplay of societal, familial, peer, and cultural factors. Existing research underscores significant gender and regional disparities in alcohol consumption, with a growing need to address adolescent drinking behaviors through targeted interventions and policy measures.

Review of Empirical Literature

Various factors contribute to the rising demand for liquor. Studies investigating these factors have identified elements such as age, the number of festivals, and the presence of drinkers as primary influences on this demand. Empirical evidence regarding the relationship between these factors and the demand for liquor is summarized in the table below. Yeh (2006) Yeh's research in Taiwan explored the risk factors associated with alcohol consumption among high school students. The study involved 12 senior high schools, both public and private, in Hualien and Taitung. A random sampling method selected 800 students from 16 tenth-grade classes, of

which 779 students (97.3%) received questionnaires, and 771 (98.9%) were adequately completed. The sample included 327 males (42.4%) and 444 females (57.6%). The frequency of drinking, the dependent variable, was measured on a 6-point scale ranging from 0 (never consumed alcohol) to 6 (daily drinking). Independent variables included parental drinking, peer drinking, family and peer relationships, gender, and tribal affiliation. Findings highlighted that parental and peer drinking, as well as relationships with family and peers, were significant risk factors. Adolescents with negative family relationships exhibited higher drinking behaviors, often influenced by negative family interactions and peer group drinking norms. Problematic drinking was notably higher among teenagers with fathers who drank frequently, increasing the likelihood of drinking issues by fourfold. Peer norms also played a critical role in promoting drinking behaviors. The study suggested that modifying peer norms and enhancing family support could be effective strategies to prevent problematic drinking and its consequences. Laure and Marie (2007) explored young people's alcohol consumption patterns in France through a survey by IRDES researchers involving 1,815 individuals aged 13–24. Initially, a longitudinal survey tracked a cohort of boys in 1985, 1990, and 1995. This transitioned into a cross-sectional survey including both boys and girls aged 13–20 in 1996 and 2001, and 13–24 in 2007. The survey utilized quota sampling to reflect the broader population's characteristics and excluded individuals living in institutions. Data collection involved face-to-face interviews and self-administered questionnaires. Niraula et al. (2013) Niraula and colleagues conducted a study in Sunsari district, eastern Nepal, focusing on females of reproductive age, who constituted 51.08% of the total female population in the district during the study period. Sunsari district comprises three municipalities and 49 Village Development Committees (VDCs) with varying population sizes. To ensure representation, cluster random sampling was employed, selecting females aged 15 and above from 2,000 households grouped into 100 compact clusters, each containing 20 households. Each VDC and municipality was allocated one cluster, totaling 52 clusters, with the remaining 48 clusters distributed proportionally to population size. The number of clusters per VDC or municipality ranged from 1 to 10. Household selection involved a two-step process: a random number between 11 and 49 determined the starting point, while the first digit indicated the direction (1-north, 2-east, 3-south, 4-west). Interviews continued in the designated direction until 20 households were surveyed per cluster.

Dudley (2014) presented an evolutionary perspective on alcohol-related problems in his book. He linked the sensory skills of arboreal primates, used to identify ripe and fermented fruits containing sugar and alcohol, to modern human patterns of alcohol consumption and abuse. Dudley proposed that understanding these evolutionary links can provide deeper insights into today's alcohol-related issues. Maharjan and Magar (2017) conducted a cross-sectional study among 250 youths aged 15–24 in Surya Binayak Municipality, Bhaktapur. Using systematic random sampling, respondents completed modified questionnaires. Findings revealed that 56% of youths were current drinkers, with males (37.6%) outnumbering females (18.4%). Peer influence was a key factor, with 61.9% introduced to alcohol by friends. The study emphasized the need for interventions addressing underage drinking at community and national levels. Adhikari et al. (2019) investigated alcohol consumption patterns and associated factors in Pokhara Municipality, Nepal, as part of the COBIN study. Among 2,815 participants, 35.6% reported lifetime alcohol use, with males (67.2%) consuming more than females (18.9%). Binge drinking was common, with males consuming an average of 8.8 drinks per occasion compared to 4.4 for females. Key risk factors included gender, age, education, and ethnicity, highlighting the need for targeted public health interventions. Moreover, Jones et al. (2021) pointed to the aggressive marketing of alcohol as a significant factor, with targeted advertising campaigns effectively increasing consumption by framing alcohol as an essential part of the celebration. Clark et al. (2022) reported that younger individuals and men are more likely to engage in excessive drinking, driven by a combination of social pressures and the desire for thrill-seeking. Harris and Patel (2022), who found that the duration and scale of a festival significantly impact drinking behaviors, with longer and larger festivals often associated with higher alcohol consumption due to prolonged exposure to drinking environments. Similarly, Martínez et al. (2022) found that cultural traditions deeply embedded in festival practices often compel individuals to drink as a way of participating fully in the festivities, reinforcing cultural norms

and expectations around alcohol use. Wilson and Baker (2022) examined the influence of family traditions on festival drinking, noting that family gatherings often include alcohol as a central component, thus perpetuating drinking behaviors across generations. Similarly, Johnson and Lee (2022) found that the social acceptance of alcohol consumption can diminish the perceived risks associated with drinking, leading to higher consumption levels, particularly among young adults.

Likewise, the work of Robinson et al. (2023) emphasized the role of accessibility, finding that the ease of obtaining alcohol, coupled with lenient regulations, significantly contributes to higher consumption rates among festival-goers. Additionally, Carter and Davis (2023) highlighted the impact of urban versus rural settings on festival-related drinking, with urban festivals often featuring more intensive marketing and higher availability of alcohol, leading to increased consumption. Recent research into alcohol consumption reveals a variety of contributing factors, with a focus on social, cultural, and psychological influences.

A study by Quinn and Brown (2023) highlights the role of peer pressure and social networks in encouraging alcohol consumption, noting that individuals are more likely to drink when surrounded by peers who normalize and encourage such behavior. Smith and Garcia (2023) explored the psychological motivations behind alcohol consumption, identifying stress relief and escapism as key drivers. Their research suggests that the festive environment, combined with the temporary escape from daily responsibilities, leads many individuals to consume alcohol as a means of relaxation.

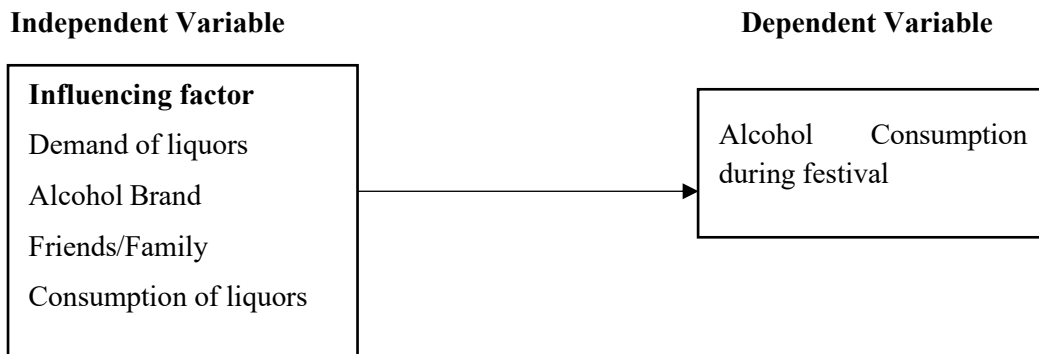
Smith and Garcia (2023) The impact of alcohol consumption extends beyond social enjoyment, as it can lead to both positive and negative outcomes. On one hand, moderate drinking can enhance the enjoyment of the festival experience, promote social interaction, and contribute to the overall celebratory mood. On the other hand, excessive alcohol consumption has been linked to negative health outcomes, risky behaviors, and social problems, such as violence and accidents. A study by highlights that the festive context often diminishes individuals' risk perception, leading to higher rates of binge drinking and its associated harms.

Based on the above literature this research framing on four primary independent variables: the demand for alcohol, alcohol branding, the influence of friends and family, and the overall alcohol consumption pattern. These factors are anticipated to influence the dependent variable, which is alcohol consumption.

The demand for alcohol pertains to the increased interest in alcoholic beverages, driven by cultural traditions and social gatherings (Martínez et.al. 2022). The demand tends to increase due to cultural expectations, social activities, and targeted marketing efforts (Martínez et. al. 2022). Alcohol branding plays a significant role, as consumer preferences are often shaped by brand loyalty and marketing efforts, with certain brands becoming closely associated with festival culture (Jones et.al. 2021). Brand choices may also be influenced by marketing tactics and peer pressure (Jones et.al. 2021).

The influence of friends and family is another critical factor, as social interactions within these groups can encourage or reinforce drinking behaviors (Quinn and Brown, 2023). This variable refers to the social pressures and encouragements to drink alcohol, either through direct suggestions or indirect influence, such as observing drinking behavior within one's social circle (Quinn and Brown, 2023). The overall alcohol consumption pattern includes both the frequency and quantity of alcohol intake, affected by factors such as availability and the festive atmosphere (Clark et. al. 2022). The level of consumption may be shaped by the availability of alcohol, the festive environment, and the social setting in which the individual is involved (Clark et. al. 2022). This refers to the amount and frequency of alcohol consumption. It is influenced by the independent variables and reflects the drinking patterns observed during such events (Smith and Garcia, 2023). This framework is essential for understanding the complex interplay of social, cultural, and psychological factors that drive drinking behavior (Smith and Garcia, 2023). By examining these variables, the study aims to provide insights into the dynamics of alcohol use, offering valuable guidance for developing interventions and formulating policies.

Figure1 Conceptual Framework



Source: Jones et.al. (2021)

While this study aims to identify factors associated with alcohol consumption, it does not address the broader consequences of these consumption patterns, such as the impact on public health, family dynamics, or community cohesion over time. Understanding these long-term effects could provide a more comprehensive view of the implications of alcohol use. While the study mentions factors like alcohol brand preference and social influences from friends and family, it does not explore how variables such as age, gender, income level, and educational background affect the likelihood and frequency of alcohol consumption. Further research could delve into how different demographic groups engage with alcohol and whether targeted interventions are needed for specific populations. Previous research on alcohol brands and consumer usage has been valuable to some extent. However, it has primarily focused on analyzing consumer responses to alcohol brands. To address this gap, the current study aims to examine the alcohol consumption patterns of individuals in Bharatpur, Chitwan, as well as gather insights from consumers about their personal experiences with alcohol use in this context.

Research Methodology

The descriptive cum causal research design has been applied. The population for this study comprises respondents that the residents of Bharatpur Metropolitan City, to capture a representative sample of individuals from different social and cultural backgrounds. Alcoholic people population is infinite so for infinite population total sample size is taken 384 respondents, selected using purposive sampling for adequate sample size. The purposive sampling technique is chosen to ensure that participants are likely to have experience with alcohol consumption, particularly within the context of family, friends, and social gatherings. The sample were surveyed across various locations from the city, ensuring a broad cross-section of perspectives from different socioeconomic backgrounds. This study is based on primary sources of data. Structured questionnaire method is used and develop a google form link and sent to the respondent. In addition, secondary data from different books, articles, journals, reports, and other relevant documents relating to the subject matter under study is also collected. The major statistical tools such as Mean, percentage, frequency distribution correlation and regression analysis has been used to analyze data through SPSS (Statistical Package for the Social Science) and Microsoft excels in order to obtain meaningful result from the data.

Results And Discussion

Table 1 Demographic profile of respondents

Variables/Categories	Frequency	Percentage
Gender		
Male	275	71.6
Female	109	28.4

Age Groups		
Below 20 years	20	5.21
20-30 years	222	57.81
30-40 years	90	23.44
Above 40 years	52	13.54
Education		
Below or SLC	11	2.9
+2/Intermediate	76	19.8
Bachelors	244	63.5
Masters or above	53	13.8
Ethnicity		
Brahmin/Chhetri	198	51.56
Janajati	126	32.81
Dalit	40	10.42
Others	20	5.21
Religion		
Hindu	240	62.5
Buddhist	115	29.95
Muslim	6	1.56
Christian	23	5.99
Marital Status		
Married	204	53.13
Unmarried	160	41.67
Divorced/Separated	20	5.21

Table 1 present the demographic profile of respondents includes information on their gender, educational background, age group, ethnicity, religion, and marital status. Among the total 384 respondents, 275 were male, accounting for 71.6% of the sample, while 109 were female, making up 28.4% of the respondents. This indicates a higher proportion of male participants in the survey. Likewise, the majority of participants, 222 individuals or 57.81%, were in the age group of 20-30 years, making it the largest group in the survey. The second-largest group consisted of respondents aged 30-40 years, comprising 23.44% of the sample, while 13.54% of respondents were above 40 years. Only 5.21% of the respondents were below 20 years of age. The findings indicate that the survey was primarily conducted among young adults, with the 20-30 years age group dominating the sample. Similarly, the largest group of participants, 244 individuals or 63.5%, had completed a bachelor's degree. This was followed by 76 respondents (19.8%) who had attained the +2/Intermediate level of education. A smaller proportion, 53 respondents (13.8%), had completed a master's degree or higher, while only 11 individuals (2.9%) had education below the SLC level. These findings indicate that the majority of the respondents were well-educated, with a significant portion holding a bachelor's degree. Furthermore, the largest ethnic group in the survey consisted of Brahmin/Chhetri individuals, who made up 51.56% of the total respondents, with 198 individuals in this category. Janajati respondents represented 32.81% of the sample, totaling 126 individuals. The Dalit group comprised 10.42% of the respondents, with 40 individuals, while 5.21% of the respondents identified as belonging to other ethnic categories, amounting to 20 individuals. These results show that the majority of the respondents were from the Brahmin/Chhetri and Janajati communities, which are prominent ethnic groups in Nepal. Moreover, a significant majority of the respondents, 62.5% (240 individuals), identified as Hindu, reflecting the predominant religion in Nepal. The second-largest religious group in the sample was Buddhist, comprising 29.95% (115 individuals) of the respondents. Smaller proportions of the sample identified as Muslim (1.56%, or 6 individuals) and Christian (5.99%, or 23 individuals). This distribution highlights the diverse religious background of the respondents, with Hinduism being the most

common faith. Finally, the majority of respondents, 53.13% (204 individuals), were married, indicating that over half of the sample was in a marital relationship. A substantial portion, 41.67% (160 individuals), were unmarried, suggesting a significant number of single respondents. The remaining 5.21% (20 individuals) identified as divorced or separated. This distribution highlights a diverse range of marital statuses among the respondents, with married individuals forming the largest group. The marital status of respondents could offer insights into personal life factors that may influence alcohol consumption.

Table 2 Descriptive statistics for all constructs

Constructs	N	Mean	Mode	Median	Std.	Variance
Demand of Liquor	384	3.628	4.0	3.798	.582	.339
Caste/Ethnicity	384	3.819	3.0	3.657	.837	.701
Alcohol Brand	384	3.718	4.0	3.869	.538	.290
Friend/Family influence	384	4.417	4.0	4.226	.533	.285
Consumption on Liquor	384	3.672	4.0	3.872	.508	.258

Source: Field Survey, 2024

Table 2 presents descriptive statistics for variables related to liquor consumption. The variable "Friend/Family influence" recorded the highest mean score of 4.417, with a mode of 4.0, a median of 4.226, and a standard deviation of 0.533, highlighting the significant role of social and familial factors in shaping liquor consumption. Similarly, "Caste/Ethnicity" exhibited a mean score of 3.819, indicating its considerable influence, with a standard deviation of 0.837 and the highest variance (0.701) among the variables. The "Demand of Liquor" and "Alcohol Brand" variables had mean scores of 3.628 and 3.718, respectively, suggesting a moderate influence on consumption patterns, with standard deviations of 0.582 and 0.538. Meanwhile, the "Consumption on Liquor" variable recorded a mean score of 3.672, reflecting heightened alcohol intake, with a mode of 4.0 and the lowest variance of 0.258. These findings collectively highlight the interplay of cultural, social, and individual factors in shaping alcohol consumption behaviors.

Table 3 Correlation Analysis

		DL	CE	AB	FF	CL
DL	Pearson Correlation	1	.664**	.706**	-.193**	.772**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
CE	Pearson Correlation	.664**	1	.569**	-.199**	.684**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
AB	Pearson Correlation	.706**	.569**	1	-.092	.786**
	Sig. (2-tailed)	.000	.000		.072	.000
	N	384	384	384	384	384
FF	Pearson Correlation	-.193**	-.199**	-.092	1	-.027
	Sig. (2-tailed)	.000	.000	.072		.592
	N	384	384	384	384	384
CL	Pearson Correlation	.772**	.684**	.786**	-.027	1
	Sig. (2-tailed)	.000	.000	.000	.592	
	N	384	384	384	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Table III highlights the relationship between key variables related to liquor consumption using Pearson correlation coefficients. The results show a strong positive correlation between "Demand of Liquor" (DL) and "Consumption on Liquor" (CL), with a correlation coefficient of 0.772, significant at the 0.01 level. Similarly, "Alcohol Brand" (AB) exhibits a robust

positive correlation with CL (0.786) and DL (0.706), indicating that demand and brand preferences significantly influence consumption patterns. "Caste/Ethnicity" (CE) also shows a strong positive relationship with DL (0.664) and CL (0.684), reflecting the cultural impact on liquor consumption. Conversely, "Friend/Family influence" (FF) demonstrates a weak negative correlation with other variables, such as DL (-0.193) and CE (-0.199), though the relationships are statistically significant. Notably, FF does not correlate significantly with AB (-0.092, $p = 0.072$) and CL (-0.027, $p = 0.592$), suggesting that while social pressures influence consumption decisions, they may operate independently of brand and quantity preferences. These findings underscore the multifaceted drivers of liquor consumption, including cultural, personal, and social factors.

Table 4 Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.039	.154		.255	.799
	DL	.291	.035	.334	8.236	.000
	CE	.151	.021	.248	7.115	.000
	AB	.396	.035	.420	11.438	.000
	FF	.119	.025	.126	4.802	.000
	R= 0.869		R ² =0.755	F= 291.598	Sig = 0.000	

- a. Dependent Variable: CL
b. Predictors: (Constant), FF, AB, CE, DL

Table 4 presents the regression analysis examining the relationship between the dependent variable and four independent variables: FF, AB, CE, and DL. The R-value of 0.869 indicates a strong positive correlation between the predictors and the dependent variable. The R Square value of 0.755 suggests that approximately 75.5% of the variance in the dependent variable is explained by the independent variables, demonstrating a high level of explanatory power. Additionally, the Adjusted R Square value of 0.752, which is slightly lower than R Square, accounts for the number of predictors in the model and suggests that the model remains robust even after adjustment. The F-statistic of 291.598 is significantly high, indicating that the overall regression model is a good fit for the data. The significance value (Sig.) is 0.000, which is well below the standard threshold of 0.05, confirming that the independent variables collectively have a statistically significant impact on CLA. Similarly, regression coefficients, showing the impact of each independent variable (DL, CE, AB, and FF) on the dependent variable (CL). The constant (intercept) has a B value of 0.039 with a standard error of 0.154, and a t-value of 0.255, which is not statistically significant (Sig. = 0.799). This suggests that when all independent variables are zero, the predicted value of CL is negligible. The unstandardized coefficients indicate the extent to which each predictor influences CL, with AB (B = 0.396) having the strongest impact, followed by DL (B = 0.291), CE (B = 0.151), and FF (B = 0.119). The standardized coefficients (Beta) reveal the relative importance of each predictor, where AB (0.420) has the highest contribution, followed by DL (0.334), CE (0.248), and FF (0.126). The t-values for all predictors are statistically significant ($p = 0.000$), indicating strong evidence that these variables influence CL. The findings suggest that AB is the most influential predictor, while FF has the least impact among the four. Overall, the results confirm that DL, CE, AB, and FF significantly contribute to variations in CL.

Discussion

The study identified demand for liquor, caste, alcohol brand preference, and influence of friends and family as significant factors affecting alcohol consumption. The findings indicate a positive and statistically significant relationship between the demand for liquor and its consumption, particularly in the Bharatpur area. Respondents who perceived an increased demand for liquor were more likely to consume it. These results align with the findings of Thapa and Shah (2014)

and Dhital (2000), which also observed a similar positive association. Historical context provided by Sharma (1971) highlights those cultural practices like Tantrism among Newars integrated alcohol into rituals, reflecting its entrenched role in festivals and ceremonies. Thus, the demand for liquor during such occasions strongly correlates with increased consumption. Caste was also found to have a significant and positive relationship with liquor consumption. Thapa and Shah (2014) highlighted cultural practices such as the customary use of alcohol in naming ceremonies, where wine is often given to newborns. This finding is supported by earlier studies, including Subba (1995), Sharma (1971), and Baidya (1997). Fishbein and Ajzen (1975) proposed that beliefs, attitudes, and social norms guide behavioral intentions, shaping individual actions. However, this result contrasts with Dhital (2000), who suggested a negative relationship between caste and alcohol consumption. The findings emphasize that while caste does influence traditional practices involving alcohol, consumption is not solely dictated by caste identity. Alcohol brand preference was another factor found to have a positive and significant relationship with festival liquor consumption. This aligns with Ajzen's (1991) theory of planned behavior, which posits that behavioral intentions, shaped by subjective norms and attitudes, guide actual behavior. Liao, Chen, and Yen (2007) further emphasized that personal preference plays a critical role in determining behavior. The availability of a wide range of alcohol brands allows individuals to align their consumption with their preferences, reinforcing the influence of branding on drinking behavior.

Finally, the influence of friends and family emerged as a significant factor in liquor consumption. The study is consistent with Porto and Barreto's (2011) findings, which showed that parental concern reduces the likelihood of involvement with substances like alcohol. Similarly, Laure and Marie (2007) noted that young people often consume alcohol excessively when they feel permitted or not discouraged by their parents. Social interactions and familial attitudes thus play a pivotal role in shaping drinking behavior, particularly during culturally significant events.

Conclusion

The study highlights key demographic, cultural, and behavioral factors influencing alcohol consumption patterns. A significant gender disparity was observed, with males forming the majority of the sample and reporting higher alcohol consumption compared to females. This variation suggests that cultural norms and societal expectations might play a role in shaping drinking habits. Furthermore, young adults dominated the sample and reported the highest levels of alcohol consumption, indicating a generational trend toward greater participation in drinking.

Educational background and ethnicity also emerged as influential factors. The majority of respondents had completed a bachelor's degree, reflecting a well-educated group that may bring unique perspectives on consumption behaviors. Ethnically, individuals from certain groups were more represented and exhibited similar dominance in alcohol consumption patterns. These findings suggest that cultural and social norms tied to ethnic backgrounds significantly influence drinking behaviors, highlighting the importance of considering such dynamics in public health interventions.

Religious and marital statuses further contextualize the findings. While some respondents felt religiously obligated to consume alcohol, the majority did not, underscoring diverse religious practices and beliefs regarding drinking. Married individuals formed the largest group among alcohol consumers, suggesting that family and social gatherings play a pivotal role in alcohol use. These insights demonstrate the complex interplay between personal, cultural, and social factors in shaping drinking behaviors.

The study also revealed significant behavioral trends and preferences in alcohol consumption. Beer emerged as the most popular drink, followed by wine and spirits, while a notable proportion of respondents reported abstaining altogether. Social and familial influences, brand preferences, and the festive atmosphere were identified as critical drivers of consumption, with strong connections between the demand for liquor and actual drinking patterns. These findings

emphasize the central role of social dynamics and consumer behavior in festival-related drinking practices, offering valuable insights for policy-making and awareness campaigns to address excessive alcohol consumption during such events.

Implications

Based on the findings of this research, several implications can be made for future researchers and policymakers, as well as for government and social organizations. For future researchers, it is essential to explore the underlying psychological and cultural motivations behind alcohol consumption. While this study identified socio-demographic and behavioral patterns, qualitative research could uncover deeper insights into the societal and personal drivers of these behaviors. Additionally, longitudinal studies examining trends over time and the long-term impacts of alcohol consumption would contribute to a more comprehensive understanding. Expanding the study to include a broader geographic scope and diverse cultural settings would also offer comparative insights and enhance the generalizability of findings. For the government and social organizations, targeted awareness programs should be implemented to educate the public about the health and social risks of excessive alcohol consumption. Campaigns tailored to specific demographic groups, such as young adults and married individuals, could be effective in addressing the identified high-risk populations. Community-based interventions involving local leaders, religious institutions, and social organizations can help mitigate the cultural pressures and social norms that encourage drinking. Furthermore, policies regulating the sale and advertisement of alcohol should be strengthened. Encouraging responsible drinking through policy measures, such as limiting the availability of alcohol or increasing its cost, could reduce consumption. Collaboration with educational institutions and workplaces to promote awareness about responsible drinking and its impact on health and family dynamics would also be valuable.

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