

FACTORS INFLUENCING ALCOHOL ABUSE AMONG YOUTHS IN MUTARAKWA DIVISION BOMET COUNTY, KENYA

Degree Programme: [MASTER OF ARTS IN PROJECT PLANNING AND MANAGEMENT](#) [1]

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This study set to investigate the factors influencing alcohol abuse among youths in Mutarakwa division in Bomet County. Alcohol abuse during adolescence and young adulthood remains a prominent problem in the world. Alcohol abuse among youths is associated with a broad risk which include drop out from school, perform poorly in school sexual risk even suicide (Wechsler 2000). This research study was guided by the following objectives; to establish the extent to which peer pressure influence alcohol abuse among youths in Mutarakwa division in Bomet County. To determine how economic background of the youth influence alcohol accessibility influence alcohol abuse among youths in Mutarakwa division in Bomet County. To investigate the extent to which alcohol accessibility influence alcohol among youths in Mutarakwa division in Bomet County. To assess the extent to which cultural beliefs influence alcohol abuse among youths in Mutarakwa division, Bomet County and to determine the extent to which advertisement of alcohol influence alcohol abuse among youths in Mutarakwa division Bomet County. In literature review, introduction and concept of alcohol abuse was given, globally consumption of alcohol among adults as well as among adolescents is increasing and it is a serious risk factor for chronic diseases and injuries worldwide. Alcohol causes 1.8 million or 3.2% of all deaths and accounts for 40% of the disease burden (WHO 2004). The influence of these factors on alcohol abuse was summarized by conceptual framework. Survey research method was used to collect the data from a target population of 2, 500 youths in the division, 250 youths was randomly selected to make the sample. Piloting was done in Sotik Division which is not part of the area to be studied. Validity and reliability of the instrument was ensured by test – test technique. The collected data was analyzed and presented with the help of SPSS (Statistical Packages for Social Science). Based on the findings of the study the researcher

concluded that peer pressure influences alcohol abuse among youths. Economic background also influences alcohol abuse among the youth. Alcohol accessibility also influence alcohol abuse among youths. Cultural beliefs is also an influencing factor in alcohol abuse and advertisement of alcohol also influence alcohol abuse among youths. The researcher made the following recommendations; parents, relatives and friends should be good role models to the youths since their behaviour affects the behaviour of the youths; youths should be supported financially in order to start and run their business; the youths from poor families to be assisted financially in order to pursue their education; government to come up with ways of curbing alcohol advertisement. The researcher also suggested for further research to be carried out on ways to be undertaken to curb alcohol abuse among youths.

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