

**PERCEIVED IMPACT OF PACKAGING ON ALCOHOL
CONSUMPTION: A CASE OF THE UNIVERSITY OF NAIROBI
STUDENTS**

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**A MANAGEMENT RESEARCH PROJECT IN PARTIAL
FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF
MASTERS OF BUSINESS ADMINISTRATION, (MBA) DEGREE,
SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI.**

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DECLARATION

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

Signed



Date

12/11/2009

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This management project has been submitted for examination with my approval as the University supervisor.

Signed



Date

12/11/09

Dr. Musyoka

School of Business, University of Nairobi.

DEDICATION

I dedicate this project to my parents for instilling the values of education in me, early on in life and for supporting me throughout, in all ways possible to date.

I also dedicate it to my wife for the price she paid in many ways, for me to go through the project and finally to my children, so that they may take the challenge and achieve higher academic levels than I have achieved.

ACKNOWLEDGEMENT

I thank the almighty God for having given me the wisdom, thoughts, energy and patience to accomplish this project and the MBA course as a whole. This would not have been achieved without his grace and mercy.

I also thank my lecturers at the University of Namibi and give special gratitude to my project supervisor, Dr. Musyoka, for his patience, guidance and wise counsel throughout the project.

I thank all who, in one way or another, played a role in facilitating the accomplishment of this project, including my employer, for the time availed to me. I thank my colleagues at work and college for the teamwork, and also my friends for their understanding and patience all along the journey.

Last but not least, my special thanks go to all who assisted in typing, field work and compilation, and those that in one way or another, gave me moral support and encouragement.

“Asante” and God bless you all abundantly

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ABSTRACT

This study sought to find out what, if any, impact packaging has on consumption of alcohol amongst university students.

The study used survey research design. Questionnaires were distributed to all the fourteen faculties of the University of Nairobi, and sought to gain insights from an equal number of females and males. The questionnaire was divided into four sections, namely demographics, consumption of alcohol, effects of alcohol consumption and packaging preferences. These responses were the foundation for drawing the following conclusions.

A large number of students were prone to buying and consuming sachets of alcohol before they were banned by the government. This was due to the affordability and portability attributed to sachets and other small packages in general. This led to an increase in alcohol consumption amongst the students as they could easily purchase, hide the sachets and drink them either in class or in many other unexpected places at any time.

The report recommended continued fight against the consumption of alcohol amongst students. The banning of the small sachets has been successful, but peer pressure amongst the first and second year students are a cause for concern.

The study was limited in that it had a lot of respondents being first and second year students. It would have been great to get more responses from third, fourth and fifth year students who are more mature and are already used to campus life.

The study recommends for future research, the impact of packaging on alcohol consumption amongst the mature working class population.

1.0 INTRODUCTION.

1.1 Background.

Alcohol is a product that has provided a variety of functions for people throughout all history. From the earliest times to the present, alcohol has played an important role in religion and worship. Historically, alcoholic beverages have served as sources of needed nutrients and have been widely used for their medicinal, antiseptic, and analgesic properties. The role of such beverages as thirst quenchers is obvious and they play an important role in enhancing the enjoyment and quality of life. They can be a social lubricant, can facilitate relaxation, can provide pharmacological pleasure, and can increase the pleasure of eating. Thus, while alcohol has always been misused by a minority of drinkers, it has proved to be beneficial to most. (Hanson, 1995)

While no one knows when beverage alcohol was first used, it was presumably the result of a fortuitous accident that occurred at least tens of thousands of years ago. However, the discovery of late Stone Age beer jugs has established the fact that intentionally fermented beverages existed at least as early as the Neolithic period i.e. cir. 10,000 B.C. (Patrick, 1952).

It has been suggested that beer may have preceded bread as a staple ; wine clearly appeared as a finished product in Egyptian pictographs around 4,000 B.C.

The earliest alcoholic beverages may have been made from berries or honey and winemaking may have originated in the wild grape regions of the Middle East. Oral tradition recorded in the Old Testament (Genesis 9:20) asserts that Noah planted a vineyard on Mt. Ararat in what is now eastern Turkey. In Sumer, beer and wine were used for medicinal purposes as early as 2,000 B.C. (Hanson, 1995) In Kenya alcohol has been made from grain, banana, sugarcane, palm sap, honey etc. for a very long time. In most communities alcohol was supposed to be the preserve for older men. Processing of distilled spirits is a 20th century innovation

in Kenya and so is the use of rotten pineapples and the singularly cheap and cheerful liquor made from sugar, baker's yeast and tea leaves! With new production techniques, came also new places and ways of drinking both legal and illegal. During the 20th century drinking alcohol became almost fully commercialized. In 1922 Kenya Breweries was founded by two white settlers and by 1990's most of East Africa's beer was made by Kenya Breweries Limited. (Willis, 2002). In the 90's other players including South African Breweries and Guinness international also entered the Kenyan market alongside many other small licensed and unlicensed liquor producers. Since then you can't get away from beer advertisements in East Africa on Billboards, on T.V; on Radio; on buses; on buildings; and many other promotional gift items. However in Kenya the production and consumption of bottled beer has actually fallen by 25% since 1992 despite all the advertising fanfare. Government policies have seemingly encouraged the more dangerous trade in distillates and pushed the alcohol trade into situations where quality is not easily supervised. Tax increases in Kenya pushed up the price of beer just as economic woes pushed people's spending power down so they buy less beer now than they did, although they have more varieties from which to choose. Most people have resulted to consume cheaper forms of liquor. (Willis, 2002)

From local media reports, one Derrick (23yrs) asserts that the cheaper liquor in sachets has democratized drinking and saved many people from drinking 'chang'aa' (Mochama, 2004). He further says that the brands such as Johnnie Walker that come in big bottles and in posh bars are out of reach for the ordinary drinker. However he mentions that from some time in the late 1990s, there have been all sorts of cane and gin brands in the market and with 10 shillings one can buy a drink and get drunk with only 50 - 100 shillings. A number of companies started making cheap liquor, packing it in cheap plastic bottles and sachets and selling it mainly in slums and rural areas initially and eventually selling their products in urban bars, shops, stalls, supermarkets and all sorts of retail outlets.

Kotler (2002) defines packaging as the activity of designing and producing the container or wrapper of a product. The package may include the product's primary container and / or a secondary container that wraps the primary one. The availability of cheap and conveniently packaged alcohol opened a new market segment to the alcohol marketers i.e. the school and college going age with little or no income at all. This market segment had all the time been barred from enjoying alcohol by the Law in conjunction with societal mores. Section 30 (2) of the Liquor Licensing Act, Cap 121 Laws of Kenya, makes it an offence for any person to knowingly sell or deliver liquor or permit it to be sold or delivered to a person under the age of 18. Once one commits this offence they are liable to a fine of one thousand Kenyan shillings. These sachets are so cheap that even young people of limited resources afford them and a kiosk man further admits that he often sells sachets to secondary school children on their way to school, because the packaging is so convenient that truants and naughty boys (and a few girls) can carry them in their pockets unnoticed and quickly consume them behind their lecturers, teachers, parents or even guardians backs! (Mochama, 2004).

According to Prof Ongeri (March,2001) the alcohol beverage industry contributes 12 billion Kenyan shillings (about 153 million dollars) to the economy, most of which is spent to treat people with alcohol abuse related ailments. He further notes that alcohol consumption by the underage has contributed immensely to the high prevalence of HIV/AIDS in Kenya. (Ongeri Prof, 2001)

In a local daily, a government Minister, Mrs Kilimo says the Government has plans to outlaw packaging of cheap alcoholic drinks in sachets because alcohol sachets are finding their way into schools due to their cheap retail price and availability. She further notes that according to a recent survey alcohol consumption is the highest form of drug abuse among the youth. At primary and secondary school level, abuse stands at 22.7% and 48.8% respectively (Nation Correspondent, 2004)

Soon after the Minister's speech the Managing Director of a leading distillery i.e. United Distillers and Vintners announced that the firm has stopped packaging its brands in sachets costing less than 25 shillings. He further asserts that this is in line with responsible marketing and selling practices, which is a priority to them. The firm acknowledged that underage drinking was a growing problem and pledged to make alcohol harder to get for teenagers (Nation Reporter, 2004). In a rejoinder Malindi District Commissioner threatened to close down all supermarkets that sell alcohol in sachets and urged his colleagues country wide to act similarly. He further states that drug abuse kills 3 youths in Malindi district weekly and summarizes by warning that any bar owner in the district allowing children into the bar will have his license withdrawn. On the same note teachers in the district supported the war against alcohol sold in sachets. The same daily reports that students of a Meru Secondary School were on June 3rd 2004 suspended after being found in possession of such alcohol and consequently parents and teachers now want the government to take decisive action and ensure that manufacturers stop packaging alcohol in sachets (Nation Correspondent, 2004).

This all culminated in the Finance Minister banning packaging of alcohol in less than 200ml packages during his budget day speech June 2004. To crown it all the Chairman of Kenya Secondary Schools Head teachers association welcomed the ban saying that many students had taken to drinking alcohol packaged in sachets and that was constituting to indiscipline in learning institutions (Nation Correspondent, 2004).

1.2 Statement of the problem

In light of the foregoing it is evident that packing of alcohol in small cheap sachets has played a big role in increased alcohol consumption amongst the youth and the public in general. According to National co-ordinator of the National

Agency for the Campaign against Drug Abuse (NACADA) . Mr Kaguthi Kenya's largest drug problem is cigarette smoking, alcohol, miraa and bhang (Namwaya, 2003). More than one fifth (22.7%) of primary school children in Kenya have taken alcohol, a figure that rises to more than three quarters (68%) for University students. The rampant drug use in learning institutions is confirmed by an unpublished study (The National Baseline survey on drug and substance abuse among the youth in Kenya) commissioned by NACADA. The study found out that the prevalence to drug abuse increased from primary to tertiary institutions, and alcohol was the most abused (Siringi,2003). The study attributes the increased cases of unrest in schools, including the 2001 fire tragedy in Kyanguli to drug abuse in schools especially alcohol. A study done by Namwonja (1993) concluded that more than a quarter of Kenyan Secondary Schools and University students are addicted to drugs like bhang, alcohol and cigarettes. Another research by the Ministry of Education revealed that fifty percent of all boys in Secondary Schools in Central Province start abusing drugs like alcohol before getting to form four (Thuku,1999)

There is increased availability of cheap conveniently packed alcohol in small packages making it accessible to students through unscrupulous traders who sell it to under age (under 18 years) contrary to the law. The small packages make it easy for the students to sneak the alcohol to school or even home. In their drunken stupor students have consequently resulted in incurring high costs to treat injury to themselves and others and to repair damage caused to property especially burning of schools as reported by local news media. Parents, government and the community at large are crying for corrective measures to be implemented to stop alcohol consumption by underage youth and bring to an end this alcohol abuse related crime.

Therefore this study's seeks to answer the question:-

- 1) Does the type of packaging of alcohol influence the amount of alcohol consumed by students?
- 2) Does the type of packaging of alcohol influence choice of packaging of alcohol purchased by students?

1.3 Objectives of the study.

1. To determine if availability of cheap small packaged forms of alcohol influences the amount of alcohol consumed by students.

1.4 Importance of the study.

Policy makers.

It will help the government in formulating policies as regards to manufacture, sale and consumption of alcohol in Kenya.

It will rationalize restriction policies that have already been implemented with respect to the packaging and sale of alcohol in Kenya.

The Public

It will help authorities, institutions, parents and the society at large in developing disciplinary and moral standards in Kenya.

It will help in bringing sanity and order amongst the youth and more so in colleges.

Researchers & Academic fraternity

It can be used as a basis for further research on issues related to alcohol consumption, marketing, packaging etc.

2.0 LITERATURE REVIEW.

2.1 Perception.

This is the process by which people select, organize and interpret information to form a meaningful picture of the world (Kotler, 2002). Schiffman (1996) defines perception very similarly as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Two individuals may be subjected to the same stimuli under apparently the same conditions, but how they recognize them, select them, organize them and interpret them is a highly individual process based on each persons own needs, values and expectations. A motivated person is ready to act and how he/she acts is influenced by her / his perception of the situation (Kotler, 1999).

Sensation is a basic concept that underlies the perceptual process and it refers to the immediate and direct response of the sensory organs to simple stimuli such as advertisement, a package, a brand name etc. stimulus is any unit of input to any of the senses e.g. advertisements (Schiffman, 1996). He further states that the lowest level at which an individual can experience a sensation is called the absolute threshold. When the stimuli are numerous one gets used to them and starts accommodating them to a certain level. That is referred to as adaptation and calls for regular change of advertising campaigns so as to be noticed.

The minimal difference that can be detected between two similar stimuli is called the differential threshold or the just notable difference (J.n.d) and as Weber's law states, the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different. Schiffman (1996) identifies the applications of Weber's law especially where marketers want to make negative charges such as reduction in product size, an increment in price, they should ensure that the change is not readily discernible by keeping it below the

J.n.d. and incases of product improvement they should keep the charges at or just above the J.n.d, so as to be apparent without being wasteful or extravagant.

At times stimuli maybe too weak or brief to be consciously noticed but nevertheless strong enough to be perceived and in such a case people are stimulated below their level of conscious awareness. This process is called subliminal perception whereas perception of stimuli that are above the level of conscious awareness technically is called supraliminal perception but usually referred to simply as perception (Schiffman, 1996).

People are subjected to lots of stimuli but the ones that get selected depend on their nature, consumer's previous experience as it affects their expectations and finally their motives at each particular time i.e. their needs, desires etc. people tend to perceive the things they need or want; the stronger they need, the greater the tendency to ignore unrelated stimuli in the environment (Solomon, 1996)

2.1.1 Perceived Risk.

Consumers must constantly make decisions regarding what products to buy and where to buy them because the outcomes of these decisions are often uncertain, the consumer faces perceived risk which can be defined as the uncertainty that consumers face when they cannot fore see the consequences of their purchase decisions. The degree of risk that consumers perceive and their own tolerance for risk taking are factors that influence their purchase strategies. Consumers reduce perceived risk by searching for information about the products, remaining brand loyal, buying what they know well, buying from outlets they know well, buying the next expensive brand (model) and seeking reassurance.

Risk that is not perceived, no matter how real or how dangerous will not influence consumer behavior, further more the amount of money involved in the purchase is not directly related to the amount of risk involved (Schiffman, 1996).

The major types of risks include, functional risk, which is the risk that the product will not perform as expected. Physical risk is the risk to self and others that the

product may pose. Financial risk is the risk that the product will not be worth its cost. Social risk is the risk that a poor product choice may result in social embarrassment. Psychological risk is the risk that a poor product choice will bruise the consumer's ego. Time risk is the risk that the time spend in product search may be wasted if the product does not perform as expected. Consumer perception of risk varies, depending on the person, the product, the situation and the culture. An individual's perception of risk varies with product categories (Schiffman, 1996).

2.2 Packaging.

Kotler (2002) defines packaging as the activities of designing and producing the container or wrapper of a product. The package may include the product's primary container and/or a secondary container that wraps the primary one. Kotler further notes that traditionally the primary function of the package was to contain and protect the product. However in recent times numerous factors have made packaging an important marketing tool. Increased competition and clutter on retail store shelves means packaging must attract attention and describe the product. Innovative packaging can give a company advantage over competitors. Cravens (1996) identifies three levels of physical packaging. The first is primary package i.e. the material that develops the product and holds it e.g. a coke can. The secondary package is the one that holds the primary package for transportation or display e.g. wooden soda case. The tertiary packaging is the bulk packaging e.g. a pallet that holds secondary packages for shipments. At times the primary, secondary and tertiary packages are combined and usually at least two levels of packaging are used. He further adds that, management must first decide what strategic and support roles its packaging should occupy. What functions should be performed and to what degree by the three types of packages. Packaging can provide access to distribution channels e.g. vending machines, packaging can also support pricing strategy by offering different sizes and designs. Packaging can

also serve as part of promotion, through design and wording and lastly packaging provides protection and containment.

Developing a good package for a product requires making many decisions. First the company must establish the packaging concept which states what the package should be or do as Kotler (2002) further asserts. Should it mainly offer product protection, introduce a new dispensing method, suggest certain qualities about the product or something else? Decisions must be made on specific elements of the package, such as size, shape, material, colour, text and brandmark. These elements must work together to support the products position and marketing strategy. The package must be consistent with the product's advertising, packing and distribution. Safety and growing environmental concerns are also to be considered. (Kotler, 2002)

Research indicates that the target group for a product usually has very little interest in the product and so one must utilize stimulus characteristics such as full page advertisements, bright colours etc or tie the message to a topic the target market is interested in e.g celebrities, sex appeal (models), price etc.

(Hawkins, 1998) Packaging can also be used to alter existing products. A firm can also package its product in a way that increases profit and sales volume. A package that is easy to handle, or minimizes damage losses will cut marketing costs, thus boosting profit. On the sales side, packaged goods typically are more attractive and therefore better than items sold in bulk (Stanton, 1991). Packaging also touches on the marketing mix. A marketing mix is the mix of controlled marketing variables that a firm uses to pursue the desired level of sales in the target market (Churchill 1995). The marketing mix consists of four elements: product, pricing, channels of distribution (placement) and communication (promotion) all called the "4 P'S". Product refers to the actual good or service that a marketer offers a target market; also the many ways in which the good or service is enhanced to satisfy the customer. Promotion refers to the element of the

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marketing mix that involves informing target markets about the organization and its products. It is product and promotion elements of the marketing mix wherein packaging plays a great role by determining the appeal of the product to the target market and the communication thereof consequently impacting on sales volumes. Packaging also touches on price because it has cost implications that impact on the final price of a product.

2.3 Consumption habits.

In times of economic recession an interesting pattern is often observed: Both discounted goods and luxury items tend to sell well. The reason is that during a recession the affluent tend to be insulated from lay offs. Since they have cash on hand they don't have to worry about paying high interest rates and so they can stock pile luxury items and take on debt. In contrast average consumers are worried about the state of the economy and their job prospects and so they buy frugally and do lots of comparison shopping. Lower priced items sell more in such cases (Solomon 1996). During such times marketers also adapt to changing times and implement most affordable prices to the average consumer. Products that resonate with the priorities of a culture at any given time have a much better chance of being accepted by consumers as Solomon (1996) further adds.

Consumer decision can be described as a continuum which is anchored on one end by habitual decision making and on the other extreme by extended problem solving. Many decisions fall somewhere in the middle and are characterized by limited problem solving. Extended problem solving process is usually initiated by a motive that is fairly central to the self concept and the eventual decision is perceived to carry a fair degree of risk. In this case the consumer gathers as much information as possible and based on importance of the decision, each product alternative is carefully evaluated. In limited problem solving consumers are not motivated to search lots of information and evaluate alternatives but rather use simple decision rules to choose among alternatives. Habitual decision making

involves making decisions with little to no conscious effort but more of habit (Solomon 1996)

The cumulative impact of customers' purchase decisions is the major determinant of the state of a given country's economy and consumer decisions determine the general social welfare of a society (Hawkins 1998). He further adds that consumer decisions result from perceived problems and opportunities. Berkowitz (1994) adds that purchase decisions are also determined by factors such as store atmosphere, sales person persuasiveness and financial circumstances. An emerging value of consume what you need is evident in consumers' recent preference of smaller items and in some cases fewer possessions. At times, this shift in values has been forced on consumers by economic factors (Davidson, 1983) Schiffman (1996) points out that there are several interrelated consumption and possession traits ranging from consumer materialism, to fixated consumption behavior, and to consumer compulsive behaviour. Consumer materialism refers to individuals who regard possessions as particularly essential to their identities and lives. Fixated consumption behaviour is seen in individuals who have great involvement in product category and the acquiring process and openly display and discuss their possessions with others with similar interests. Compulsive consumption behaviour exhibits addiction and lack of control such as seen in alcoholism even if their actions may have damaging consequences.

1.4 Alcohol Industry.

Alcohol in this study shall refer to a liquid that has no colour and is in drinks that make the consumer drunk, or drinks such as wine and beer that can make one drunk (Cambridge, 2003). Alcohol is at times classified as a drug. The Oxford Advanced Learners Dictionary defines a drug both as an illegal substance that some people take to give them pleasant or exciting feelings and also as a substance used as a medicine or in a medicine. On the other hand the same dictionary defines abuse as the use of something in a way that is wrong or harmful

(Oxford, 2000). From the foregoing it can then be concluded that drug abuse is the use of a drug in a way that is wrong or harmful to the user.

Alcoholic beverages date back over ten thousand years. With agricultural development came regular and larger supplies of the raw materials required for fermentation and distilling. The Sumerian was the first civilization (around 4000 B.C.) to form around a fixed agricultural lifestyle, and we know that the Sumerians produced alcohol because of many archaeological findings and cuneiform tablets that show images of people drinking alcohol. About 800 B.C. distilled spirits originated in China and India, but the distillation process did not make its way to Europe until the eleventh century. Alcohol consumption continued to grow, and by the middle Ages many monasteries made beer to nourish their monks and to sell to the people. Later, the emphasis shifted from family tradition to organized production, and home breweries were called inns, taverns, and public houses. Beer remained at the heart of almost every culture and subculture, although people occasionally blamed distilling or brewing failures on "brew witches" or even the devil. By the end of the middle Ages, most of Europe and in fact most of the world, had begun to master the art of brewing and distilling. It was not until the Renaissance that distilling and brewing became an art. Brewers were one of the first groups to form guilds, and continuity was ensured with brew masters teaching their apprentices proper techniques. As technology advanced, it became possible to distill spirits and produce much purer and stronger alcohol.

One hundred years ago, most of the alcohol made in Kenya was not for sale, people drank in rituals and in particular social settings, but in the 20th century, drinking has become commercialized. In twentieth century as money spread though East Africa, men usually had more access to money than had women, men have had the waged work and have controlled the cash crops and live stock and they indulge in much drinking. So women found out that they could get money by

selling alcohol to men so too did those men who had no land or cash crops or cattle and gradually alcohol has now become fully commercialized both legally and illegally (Willis, 2002).

Kenya Breweries was founded in 1922 and has grown in leaps and bounds. In 1998 South African Breweries opened a brewery in Kenya but also shut down a few years later. In the recent past many small companies have opened in Kenya manufacturing spirits (liquor) and packaging them in various sizes including small 30ml nylon mini-packs also referred to as sachets. However, since June 2004, the government outlawed packing of alcohol in packages of less than 250ml in volume.

2.5 Alcohol Consumption.

The consequences of college drinking are larger and more destructive than commonly realized, according to a new study supported by the National Institute on Alcohol Abuse and Alcoholism (NIAAA). Commissioned by the NIAAA Task Force on College Drinking, the study reveals that drinking by college students age eighteen to twenty four contributes to an estimated One Thousand Four Hundred student deaths, Five Hundred Thousand injuries and Seventy Thousand cases of sexual assault or date rape each year. It also estimates that more than one-fourth of college students that age have driven in the past year while under the influence of alcohol. "The harm that college students do to themselves and others as a result of excessive drinking exceeds what many would have expected," says lead author Ralph W. Hingson, professor of Social Behavioral Sciences and Associate Dean for Research at Boston University School of Public Health. "Our data clearly point to the need for better interventions against high-risk drinking in this population" (Hingson, 2002).

More than 26.7 percent of primary school children and 68 percent of University students in Kenya have consumed alcohol. (Siringi, 2003) A study by NACADA named National Baseline survey on drug and substance Abuse among the Youth

in Kenya reports that National Polytechnics recorded the highest rate of alcohol abuse (60.7 percent), followed by secondary schools (22 percent) according to the draft. Muslim youths had the least use proportion of alcohol use among the religious groups. The worst groups were those with no religion. Youths staying with parents were at the lowest risk of abusing drugs followed by those who stayed with relatives. Those who stayed with friends were most at risk followed by those staying with either a sister or a brother. Those staying in towns had a two-fold risk of having tested alcohol compared to those in rural areas.

This is an indication that exposure of the youth in the urban areas in terms of their lifestyles predisposes them to drugs as compared to those in rural areas. Children of more learned parents are at a greater risk of abusing drugs due to modernism where the affluent parents expose their children to alcohol and drugs. Some youths engage in drugs because they imitate adults and because of peer pressure. However the youth at the learning institutions are the worst hit with a greater influence coming from teachers.

The study reports that youth from rich families abuse drugs more than those from poor ones whereas those from poor families cannot continue with education for lack of fees and are more likely to consume local brews. Unemployment and consequently idleness drives youth to indulge in drug abuse and also involvement in selling drugs to students to earn a living. The report also notes that there are no special facilities in existence for treatment and rehabilitation of drug abusers, and the country has few specific demand reduction programmes. Existing government departments and Non Governmental Organization attempting to deal with the drug problem need greater financial resources more trained manpower and better knowledge of the problem of drug abuse. Another problem noted is that both government departments and Non Governmental Organizations have failed to collaborate in dealing with the drug problem, leading to duplication of efforts and dilution of resources; existing organizations have great potential for undertaking demand reduction programmes especially Non Governmental Organizations.

One main recommendation of the study is that the Government of Kenya should urgently set up specific demand reduction programmes to enlighten the public on the problem of drug abuse. The goal should be achieved through preventive drug education, drug abuse counseling services and continuous data collection and dissemination of information. Current policy on detoxification facilities should be reassessed, drug abusers should be treated more humanely; the setting up of non-stigmatizing treatment and rehabilitation centers should be considered. Imprisonment should not be viewed as an acceptable treatment procedure for drug abusers; the crucial role of treatment and rehabilitation facilities in re-integrating drug abusers into society should be recognized, and interdisciplinary collaboration between different departments and Non Governmental Organizations should be forged (Siringi, 2003)

In another study, Nyabonyi (1999) reports that drug abuse permeates the school environment causing illegal activities like destruction of property and peer pressure on students who do not abuse drugs. In another related study on alcohol, Githuthu (2004) concludes that drug abuse and particularly alcohol which is the most widely abused drug, has something to do with the spread of the HIV virus, it is a factor causing young women to indulge in casual sex while intoxicated. Mwenesi (1998) reports that alcohol related problems include increased rates of crime and violence, susceptibility to HIV/AIDS and Hepatitis, demand for treatment and emergency room visits and a breakdown in social behaviour. He further points out that in precolonial days the traditional rules and values of most African cultures strictly prescribed the circumstances under which drugs and intoxicants could be obtained and consumed. Restrictions were placed on the youth. Alcohol was not readily available before the coming of foreigners and there was social stigma attached to drunkenness except on special occasions such as weddings, festivals etc. drug abuse as a social problem did not exist, strong social cohesion acted as a mitigation mechanism. The close knit social communities were torn apart however by the economic policies of colonialism, which

emphasized individualism rather than the well being of the communities. Colonialism thus eroded the powers of censure and control of the family and weakened traditional family solidarity. The process of urbanization also led to social atomization as the values of individuals took root and spread. Attempts have been made to highlight the consequences of drug abuse, especially accidents but not much else has been done to reduce demand. Brewers and distillers are as many as the brands they make. Furthermore bars are not the only selling points. Alcohol is literally being hawked to anyone and anytime with much abandon. In Nairobi alone there are over Ten Thousand unlicensed liquor joints some of which are temporary structures on road reserves according to NACADA co-ordinator (Namwaya, 2003). Alcohol nowadays is very conveniently packed for students to sneak it into schools and both parents and teachers also consume alcohol openly in front of students influencing them to indulge in alcohol consumption and consequently crime in schools has shot up. High profile indiscipline cases that have been blamed on drug abuse include the 1999 Nyeri High School arson in which four prefects were burnt to death by their colleagues. In November 2003, Kinyui Boys High School in Machakos was burnt down by rioting students etc. (Gitonga,2004). Speaking during the launch of the Geneva partnership on alcohol towards a Global charter in Nairobi in March 2001 Professor Sam Ongeri said that alcohol has become an important public health problem in Kenya arising from over consumption, intoxication and dangerous behavior upon consumption of alcohol (Ongeri, 2001) Prof. Ongeri's statement is well supported by incidents such as manufacture of the Chiromo champagne by university students using laboratory and mortuary chemicals and also by the Mukuru kwa Njenga slums incidents of the late 1990s where people drank jet fuel and fell blind.

A kiosk man interviewed reported that most adults in the community drink these sachets in moderation, but teenagers and youth in their early 20's lack discipline or control over their drinking habits. He adds that the prohibitive price of beer in the days before made it difficult for the youth to drink as much as they do today

with the availability of cheap liquor in sachets (Mochama, 2004). Cases of crime by drunken youth are on the increase, such as the horrifying case in central Province where Paul Ngure, aged 22 and allegedly drunk, was sentenced to life for raping a 4 year old girl. In Mwea division, the area District Officer is reported admitting that children as young as ten are staggering drunk into class and to worsen matters they are being recruited as liquor peddlers, by those unscrupulous sachet dealers. On March 18, 2004 at the Pangani shopping centre, middle aged Martin Nderitu died after consuming an entire litre of dry whisky. The cost of extreme alcohol consumption is monetary, social and also medical.

(Mochama, 2004). Families have not been spared by alcohol as a woman is reported complaining that her husband is bed ridden suffering from what the doctor calls alcohol related ailments. Her husband is not alone as she adds that in the same ward with six beds all the occupants are suffering from similar problems! She laments that her alcoholic husband has made her life miserable. In the face of all these alcohol related problems the government placed a ban in June 2004 on the sale of alcohol in sachets recommending it be sold in rigid containers of not less than 250mls. However as many Kenyans celebrate the ban, industry players feel that it is not a solution to alcohol abuse. The manufacturers soon after the ban on sachets rolled out a 5 litre pack of alcohol at a modest price of Nine Hundred Kenya Shillings and branded it the family pack (Muganda, 2004). They argue that since drinking is a social habit, the family pack will encourage people to drink at home and be with their families and keep any remaining alcohol away from the reach of children. However industry players feel that what Kenya needs is an alcohol policy and not populist regulations that can be reversed any time.

3.0 RESEARCH METHODOLOGY

3.1 Research Design.

The survey research design was used as it was less time consuming and captured a lot of data by use of a representative sample to study a large population.

It was appropriate to use survey design because the number of college students in Kenya is very large and therefore there was need to take a representative sample for the study.

3.2 The population.

The population of study was all the current regular undergraduate students of the University of Nairobi, in session.

3.3 The sample.

The sample comprised of 280 students picked from all the constituent faculties of the University of Nairobi. (See Appendix C: University of Nairobi faculties).

3.4 Data collection Techniques.

This study used primary data collected using a questionnaire. The respondents were regular undergraduate students of all the faculties of the University of Nairobi. The researcher randomly picked 10 female and 10 male students from each of the 14 faculties of University of Nairobi. The respondents were randomly picked from the library of each faculty at the undergraduate reading sections of the library. The questionnaire was administered on a 'drop and pick' basis and had both open and closed-ended questions.

The questionnaire has four sections, Section One: Aims at establishing the respondent's biodata and life style; Section Two: Aims at establishing the effects of alcohol consumption amongst students; Section Three: Aims at establishing what influences the choice of alcoholic brand that the respondent chooses; Section

Four has questions aimed at eliciting more information on choice of alcohol packaging amongst students.

3.5 Data analysis.

Descriptive statistics were used to get percentages, frequencies, mean and standard deviation. These make the findings more easily understandable by improving on clarity and preciseness. The SPSS package (statistical package for social sciences) was also used for analysis to summarize the data further.

4.0 DATA ANALYSIS

4.1 Introduction

In this chapter, the collected data has been put together in table form to enable analysis and interpretation. The data has also been tabulated as percentages of whole numbers which will assist in interpreting the students' opinions.

4.2 Response rate

This research was carried out in all the colleges of the Nairobi University. The research polled 280 people, and managed to get responses from all 280 people polled.

4.2.1 Response rate table

Response	Frequency	%
Response	280	100
Non-response	0	0
Total	280	100

Source: Research data

4.3 Demographics

In this section all the demographic data has been tabulated in both numbers and their percentages and analysis done

4.3.1 Year of study

The research relied heavily on first and second year students, who together accounted for 51% (141) of the research population. Third and fourth year students were almost equally represented at 19% (53) and 18% (51) respectively.

4.3.2 Year of study table

Year of study	Frequency	%
1	75	27
2	66	24
3	53	19
4	51	18
5	3	1
No response	32	11

Source: Research data

4.3.3 Faculties

The research sought to get responses from a cross section of students from the University of Nairobi by polling different faculties, which the below table represents. Of the 280 students polled, 4 of them did not indicate their faculties on the questionnaire.

4.3.4 Faculties table

Faculties	Frequency	Faculties	Frequency
Eng.	14	Commerce	23
Education	40	Art	27
Dental Science	15	Medicine	27
Law	30	Soc. Sciences	19
Agriculture	18	Architecture	29
Veterinary	10	No response	4
Pharmacy	24		
		Total	280

Source: Research data

4.3.5 Gender

Of all the students polled, 147 (53%) were male. 131(47%) were female and there were 2 students who did not indicate their gender.

4.3.6 Gender table

Gender	Frequency	%
Male	147	53
Female	131	47
No response	2	1
Total	280	100

Source: Research data

4.3.7 Residence

Most of the students 42% (118) stay with their parents or some form of family members (brother/sister, aunt/uncle), while 33% (93) of the students stay alone or with friends. The breakdowns are 21% (60) and 12% (33) respectively. 23 % (65) of the students polled did not respond to this question.

4.3.8 Residence table

Residence	Frequency	%
Parents/family	118	42
Alone	60	21
Friends	33	12
Other	4	1
No response	65	23
Total	280	100

Source: Research data

4.3.9 Age

Most of the students polled were in their early twenties 61% (172) , 26% (74) of total students polled were below 20 years old. There were 21 (8%) students who fell between 25-30 years old and 1 person above 35 years of age. 10 students did not answer the question and left it blank.

4.3.10 Age table

Age bracket	Frequency	%
15-20	74	26
20-25	172	61
25-30	21	8
30-35	2	1
35-40	1	0
No response	10	4
Total	280	100

Source: Research data

4.3.11 Religion

A commanding majority 85% (238) of the students considered themselves Christians, followed by Muslims at 4%, (11), atheist at 3% (9) and 6% representing 16 respondents, who did not indicate their religious beliefs.

4.3.12 Religion table

Religion	Frequency	%
Christian	238	85
Muslim	11	4
Atheist	9	3
Hindu	3	1
Budha	2	1
Jewish	1	0
No response	16	6
Total	280	100

Source: Research data

4.4 Consumption

In this section data regarding consumption of alcohol has been tabulated as absolute numbers and their percentages. Analysis and interpretation has also been done.

4.4.1 Alcohol consumption

There was a large population who partake alcohol, at 75 % representing 210 students, with the rest not taking it. All students polled answered this question.

4.4.2 Alcohol consumption table

Do you take alcohol	Frequency	%
Yes	210	75
No	70	25
No response	0	0
Total	280	100

Source: Research data

4.4.3 Duration of consumption

This table uses the number of students who take alcohol (210) as a population. The research found out that of those who took alcohol, just a little less than half of them 43% (90) had been taking alcohol for over 3 years. This percentage matched for those that had been taking alcohol between 1 year and 3 years. A small minority at 14% (29) had been taking alcohol for a period not exceeding 1 year.

4.4.4 Duration of consumption table

Period of taking alcohol	Frequency	%
1mth-1yr	29	14
1yr-2yrs	51	24
2yrs-3yrs	40	19
Over 3 years	90	43
Total	210	100

Source: Research data

4.4.5 Frequency of consumption

Of the 210 students who take alcohol, 62% (130) take it at least once a week. 25%

(52) of them take it at least three times a week. There was a small population at 6% (13) who partake of alcohol on a daily basis

4.4.6 Frequency of consumption table

Frequency of taking alcohol per week	Frequency	%
Once	130	62
3 times	52	25
5 times	3	1
Daily	13	6
Other	4	2
No response	8	4
Total	210	100

Source: Research data

4.4.7 Alcohol hindrances

The research found that money or the lack of it, constitutes a bigger portion of hindrances at 34% (95), compared to the other reasons put forth like family at 16% (45), school, including work load and tests at 14% (39) with religion coming fourth at 13% (35). Interestingly enough, 9 % (26) of the students said they had no hindrances to taking of alcohol, and 14% (40) opted not to reply to this particular question.

4.4.8 Alcohol hindrances table

Hindrances from taking alcohol	Frequency	%
Finances	95	34
School	39	14
Family	45	16
Religion	35	13
Nothing	26	9
No response	40	14
Total	280	100

Source: Research data

4.4.9 Determinants of frequency.

The total frequency of these determinants is higher than the general population because the students had more than one answer to the question.

Price and peer pressure were the dominant factors that influenced how often the students partook of alcohol, with an equal number of students choosing the two. This is as compared to other factors like availability of alcohol 21% (76) and the portability of alcohol 9% (34). Advertisements were not that effective in convincing students to take alcohol, and were rated at 3% (12). The numbers are more than the students polled due to the fact that some students chose more than one answer to the question.

4.4.10 Determinants of frequency table

Determinants of frequency of alcohol consumption	Frequency	%
Price	114	31
Peer Pressure	113	31
Availability	76	21
Advertisement	12	3
Portability	34	9
Packaging	19	5
Total	368	100

Source: Research data

4.5 Effects of Alcohol Consumption

In this section data on effects of alcohol consumption also referred to as end results of consumption has been tabulated as whole numbers and their percentages facilitating Analysis and interpretation.

4.5.1 End results of consumption

The table reflects the views of only those students who take alcohol. The polled number is 210.

The effects of alcohol consumption were numerous. Students were asked if the below effects were true or false. A majority of students agreed that alcohol makes them happy as well as be talkative. They, however, disagreed on a majority of effects including the fact that alcohol makes them be wiser, rebellious, seek attention, feel important, feel romantic, skip classes, and be moody, tougher, influential as well as intolerant to non-sense. They further continued to disagree that consuming alcohol makes them push more for self-interest, be argumentative, want to settle old scores, be violent, fight any aggressors, need public attention,

perform tasks better, indulge in chaos/strikes or want to teach people a lesson. The students were almost split down the middle on creativity, bravery, and overcoming stress.

4.5.2 End results of consumption table

Factor	TRUTH	%	FALSE	%	No response	%	Total
Be Happy	170	81	40	19	0	0	210
Be Wiser	61	29	149	71	0	0	210
Be Creative	101	48	109	52	0	0	210
Be Brave	109	52	101	48	0	0	210
Be Reluctant	40	19	169	80	1	0	210
Get attention	44	21	161	77	5	2	210
Feel important	54	26	154	73	2	1	210
Feel Romantic	84	40	121	58	3	1	210
Skip Classes	40	19	168	80	2	1	210
Be Moody	30	14	178	85	2	1	210
Be Tougher	51	24	154	73	5	2	210
Be Inflexible	75	36	132	63	3	1	210
No tolerance to non conformity	69	33	138	66	3	1	210
Push more for self- interest	76	36	130	62	4	2	210
Argumentative	88	42	118	57	3	1	210
Send scorn	41	20	167	80	2	1	210
Overcome stress	98	47	112	53	0	0	210
No effect	11	5	199	95	0	4	210
Be Violent	15	7	192	91	1	1	210
Be Talkative	135	64	71	34	4	2	210
Fight aggression	32	15	176	84	2	1	210
Need attention	31	15	176	84	3	1	210
Perform tasks better	37	18	171	81	2	1	210
Indulge in chaos strikes	11	5	197	94	2	1	210
Want to teach people a lesson	12	6	194	92	4	2	210

Source: Research data

4.6 Packaging Preferences

In this section data regarding packaging and its preferences has been tabulated as absolute numbers and their percentages. Analysis and interpretation has also been done.

4.6.1 Determinants of packaging

This section takes into account the opinions of those students that take alcohol from the general population.

In this section, the research found that 67% (141) of the students agreed that the amount of alcohol they drink is determined by the pocket money available. The students were almost split down the middle on the question of how much price determines the brand of alcohol they would choose at any given time. 47% (98) disagreed while 43% (89) agreed on the role that price played on choosing their brand. A large majority at 79% (166) disagreed that they always prefer the cheapest brand of alcohol available. This data matched as 68% (143) of the respondents agreed that they always stick to their brand of alcohol immaterial of costs.

Regarding the question of the mode and size of alcohol packaging having no effect on how much the students drank, a majority represented by 52% (108) of the students polled agreed with it, 16% (33) neither agreed nor disagreed while 30% (63) disagreed with the same question. This means that for a majority of the students the mode and size of alcohol packaging may have no effect on how much they drank but at least for 30% (63) it does have an effect and this 30% is quite a significant portion of the population whose choice is determined by packaging. These questions were only applicable to the students who drank alcohol.

Of the entire population, 59% (166) was of the opinion that packaging of alcohol in sachets should be banned by the government. Only 23% (64) disagreed with

this view point. The university students felt that most student strikes are not fueled by alcohol consumption. 54% (150) of the students disagreed with this statement with 22% (61) agreeing that alcohol plays a role in student strikes. 22% (61) neither agreed nor disagreed. Indulgence in alcohol drinking does contribute to violence and property damage amongst students. 44% (123) agreed with this sentiment, 33% (94) disagreed with 20% (56) in the middle, neither agreeing nor disagreeing. Students were almost equally split on the question of banning of alcohol packaged in less than 250ml containers being a factor in the reduction of consumption amongst students. 42% (119) disagreed and 39% (111) agreed on the effectiveness of this particular move by the government. A majority felt that strikes, violence and property damage would reduce with the reduction of alcohol consumption by students. 50% (139) of the students agreed with 25% (71) disagreeing that alcohol consumption was a large factor in strikes, violence and property damage.

4.6.2 Determinants of packaging table

	Strongly disagree		Disagree		Neither agree nor disagree		Agree		Strongly agree		No response	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
The amount of alcohol is determined by the pocket money available	20	10	24	11	23	11	77	37	64	31	2	1
Prices determine what brand I choose at any time	56	27	42	20	21	10	50	24	10	19	2	1
I prefer the cheapest brand of alcohol available	120	57	46	22	22	10	12	5.7	7	3	3	1.4
I stick to my brand of alcohol regardless of its cost	18	9	24	11	22	10	72	34	71	34	3	1.4
Alcohol packaging has no effect on how much I drink	28	13	35	17	33	14	68	32	41	20	3	2.4
Alcohol in schools should be banned	44	16	20	7	46	16	53	19	113	40	4	1.4
Most student strikes are fuelled by alcohol consumption	41	33	40	21	61	22	33	12	28	10	8	2.9
Indulgence in alcohol drinking contributes to violence	17	13	57	20	36	20	67	24	56	20	7	2.5
Banning of on-site packaged alcohol will reduce consumption	51	18	68	24	44	16	71	25	40	14	6	2.1
Low alcohol consumption by students will reduce violence	42	15	29	10	65	23	73	26	66	24	5	1.8

Source: Research data

4.7 Alcohol Packaging

In this section data regarding packaging of alcohol has been tabulated as absolute numbers and their percentages. Analysis and interpretation has also been done.

4.7.1 Choice of packaging

This table considers the opinions of the students who take alcohol at 210.

Glass bottles were the overwhelming favorites for the students who take alcohol 92% (194). Only 5% (10) preferred plastic bottles.

4.7.2 Choice of packaging table

Alcohol packaging preference	Frequency	%
Glass Bottle	194	92
Plastic Bottle	10	5
Other	3	1
No response	3	1
Total	210	100

Source: Research data

4.7.3 Reasons for choice of packaging

Students listed safety as the overriding concern when deciding on the alcohol packaging preferences. 35% (73) listed appearance, with convenience of the package following third at 11% (23). Price was the least of an issue on package preference with only 7% (15) listing this as the reason they selected their answer.

4.7.4 Reasons for choice of packaging table

Reasons for choice to table above	Frequency	%
Safety	91	43
Appearance	73	35
Price	15	7
Convenience	23	11
Environment	8	4
Total	210	100

Source: Research data

4.7.5 Package size preference

The population for this table is 210, and these are the ones who take alcohol.

Most of the students preferred large alcohol packages. They did not agree on preferring small portable packages that are not easily noticeable by guardians and/or the authorities. Nevertheless 25% (52) agreed with this statement signifying their preference for small portable packages that are not easily noticeable by guardians and/or the authorities. This question applied to just the people who took alcohol and not the entire population.

4.7.6 Package size preference table

Packaging Size Preference	Frequency	%
Small	52	25
Large	149	71
No response	9	4
Total	210	100

Source: Research data

4.7.7 Price versus size affordability

Students polled said that small packages with alcohol are more affordable than larger packages. A majority at 66% (186) noted that smaller sized packages were cheaper than larger ones while 26% (74) disagreed on the price versus size affordability. 7% of all the students polled had no response.

4.7.8 Price versus size affordability table

Packaging Price vs Size affordability	Frequency	%
Small Cheaper	186	66
Large more expensive	74	26
No response	20	7
Total	280	100

4.7.9 Government action

Students felt that the government was right in banning alcohol packaged in small sizes with 60% (167) of the student population agreeing with the government decision. 34% (95) said that the government should not have taken that decision with 6% (18) not responding to the question.

Government action table

Banning of alcohol in small packaging by Gov't preference	Frequency	%
Yes	167	60
No	95	34
No response	18	6
Total	280	100

Source: Research data

4.7.10 Reasons to support banning

The following table breaks down the reasons put forth by those students who support the government action. They total 167.

There were numerous reasons put forth by those who supported the government decision to ban small alcohol packages. Key amongst the reasons advanced was the need to protect the youth. 48% (80) of the students said that the youth do need this kind of government protection. 29% (49) felt that the ban would help to control or eliminate the sale and availability of these small packages at or near schools. 15% (25) of the students felt that the ban would serve to regulate consumption of alcohol.

4.7.11 Reasons to support banning table

Reason to support banning	Frequency	%
Protect the Youth	80	48
Control/eliminate sale of alcohol near schools	49	29
Regulate consumption	25	15
other	13	8
Total	167	100

Source: Research data

4.7.12 Reasons not to support banning

This table breaks down the reasons put forth by students who do not support the government action. The population is 95

Of the students who did not agree with the government's decision, over half of them wanted the choice of whether to buy or not, left to the students or consuming public. 43% (41) said that the ban would in effect increase the cost of alcohol and make it more expensive.

4.7.13 Reasons not to support banning table

Reason NOT to support banning	Frequency	%
Increases Cost	41	43
Leave choice	49	52
Other	5	5
Total	95	100

5.0 Summary, conclusion and recommendations

5.1 Introduction

This chapter summarizes the prior data, draws conclusions and makes recommendations based on the conclusions. It also states the limitations that were encountered and makes recommendations for future research.

5.2 Summary

There is a large population of students who are below the age of 25 years, who stay with their parents and rely on them for their pocket money. These monies have to be tended well to last the period that they are supposed to last and as a result, students tend to be very cost conscious of things they purchase. They will look for cheaper options to maintain their lifestyles, influenced strongly by their friends. Students are at a critical stage where the acceptance of and by their friends plays a large role in their journey through university. These two factors i.e money & friends are largely responsible for the choices that the students make during their time at the university thus making Peer pressure one of the key factors determining the preference of alcohol packaging, with students citing appearance and safety as key reasons for their preference of glass bottles. If there was the option of getting alcohol at a lower price, the students would definitely consider it, however, Small portable packages were definitely not popular with the students though they did agree that it was certainly cheaper than larger packages.

. While this may not be a popular option, it increases the consumption of alcohol due to its cost effectiveness and availability. This is also despite the students' preference for bottled alcoholic products. Most of the smaller alcoholic packages are plastic or nylon and are easy to hide. They can also be taken rather quickly before anyone notices. As the drinking students take it up to three times a week,

finances start to play a larger than life role in their choices. This is compared to family influence, school issues and religion which are also other hindrances listed. For instance, 85% of the entire population are christians reflecting the country at large which is largely christian. With only 4% saying they were muslims, a comparison between religion and drinking would be hard to make based on the current data, however it is worth noting that only 35 (13%) of the 280 students interviewed accepted that religion was their reason for not consuming alcohol. This shows that religion does determine whether one consumes or does not consume alcohol even though amongst a small percentage of the students' population unlike other factors such as finances which appear to play a major role. An almost equal split between males and females, also indicates that alcohol consumption is not restricted to any one gender, and that both male and female student indulge in this pastime. A surprisingly large number of students have been drinking over the last 3 years, indicating that some first and second year students have been taking alcohol even prior to joining the university. A small minority started drinking on joining campus, indicated by the 14% of respondents who have only been taking alcohol for a period not exceeding one year.

An overwhelming number of students take alcohol often in the week up to three times a week with a small minority of students taking it daily. This raises the question of money and the role that it plays in supporting this activity. Students did say that this is the primary reason that would hinder them from taking alcohol as and when they wish. With a large number of students staying with their parents and/or alone, the availability of money would determine a lot of things that they can or cannot do. Family influence also plays a role in hindering the consumption of alcohol. This follows money as the second reason listed, though far below the importance or availability of money. Students were not overly concerned with school or religion as hinderances to their activities, with only a small minority listing these as the reasons that they do not take alcohol. Students did say that finances and friends greatly influence how often they would go out to drink

alcohol on any given week. Students are at a critical age where the perceptions of their friends play a big role in the choices that they make. The choice of friends at this growth stage becomes even more important, as they start to build foundations of their lives after they move out of their parents houses and control. Availability of alcohol is also key in how often the students drink. If alcohol is easily available at or near the school, they are prone to drink more than if they have to go to some trouble to access the product. Surprisingly as well, is the fact that portability of alcohol and advertisements do not factor heavily on their determination of drinking alcohol during the week.

Students were aware that alcohol does have some effect on their lives but lay to rest numerous myths on the effects of alcohol consumption. They did however say that it does make them feel happier and more talkative than normal. Some of the myths that they laid to rest include being wiser, rebellious as well as the need to get attention. Alcohol does not make them feel important, skip classes, feel tougher or to feel influential. They denied that alcohol makes them be violent, seek public attention, indulge in chaos/strikes or want to teach people a lesson. However the jury is still out on alcohol making them feel creative, brave or helping them overcome stress. They were almost split between those who thought alcohol helps and those who thought that it does not help in the last instance of effects. A majority of students do realize that alcohol has some effect on them.

In the section of packaging preferences, a majority of students continued on their theme of finances by saying that money is a huge determinant to their activities including the amount of alcohol they would consume. This was based on the amount of pocket money available to them. This reflects back to students who are staying with their parents and rely on them for spending money. The previous statement was further validated with an equal number of students saying that price did determine the brand that they chose to partake. This suggests that cheaper alternatives would be preferred by the students and this is where the banning of small packaged alcohol does become critical. Despite the previous

findings, students did state that they do not necessarily prefer the cheapest brand of alcohol available, and would rather stick to something that they know or have tried before.

Students agreed that the mode and size of the package would have an affect on how much they would drink on any given day. This coupled with the importance of money would suggest that they would consume more easily the smaller packaged alcoholic drinks if they were made easily available to them. A little over half of the students did think that these small packages should be banned though they were not responsible for the student strikes that have occurred in the past. They felt that the strikes were fueled by other reasons, and not necessarily the consumption of alcohol. Most respondents felt that alcohol is not the reason for the damages caused as well as the violence witnessed in schools. That would have to be researched differently and is beyond the scope of this project. It is not clear what effect the banning of small packaged alcohol will have. Students were almost equally split on if this would reduce consumption. However if these packages are no longer available, the students would reduce their consumption due to the demands on their finances, and the trouble they would have to undergo to purchase and drink the alcohol. Glass alcohol packagings are popular with students due to health:safety issues. Following the footsteps of peer pressure, appearance is also a key factor when one is drinking, and a glass bottle certainly has more appeal than a plastic one. Price at this point stops being such an issue, though it would certainly curtail the amount of alcohol that they would be consuming. The students would adjust the amount of money available at that time but pay the price of the bottled alcohol. The small packaged alcohol is not that popular with the students, but it becomes a necessary evil when it is availed easily to them. This is largely due to the fact that small packages would translate into less costly options for alcohol consumption and lead to more consumption.

Students do agree with the government that these small packages should be removed from circulation by banning them though a minority does not agree with

the government. The reasons cited for supporting the ban included the need to protect the youth. Students felt that the government should take the lead in ensuring that students were not adversely influenced by controlling and eliminating sale of these products at or near learning institutions. This would also have the added effect of regulating consumption of alcohol by students.

Those who disagreed with the government's decision, said that people should be left to make their own choices. Those who want to consume alcohol should be left to their own devices. The ban would also make alcohol more costly and they would not be able to afford it on their limited finances.

Though not overwhelming, there was support for the action of the government in banning small packaged alcohol. The key reason as mentioned herein above being the need to protect the youth from exploitation, eliminating the availability and regulating the consumption of alcohol amongst the students.

5.3 Conclusion

The study did conclude that price plays a big role in the choices that students make. This coupled with the fact that most of them stay with their parents would mean that they have limited resources to avail to the pursuit of drinking alcohol. Small plastic packaged alcoholic drinks are certainly cheaper than the larger glass ones and due to limited financial resources many students choose to purchase them because they are cheaper and thus more affordable enabling them to consume more alcohol for less money than if they were to purchase larger glass packaged alcoholic drinks.

Peer pressure and safety issues however lead quite a number of the students to prefer glass packages which invariably are more expensive than the smaller plastic packages and consequently they afford and consume less. The government received support for banning of the small packages of less than 250ml, which

would effectively reduce the consumption of alcohol amongst the students as they are no longer available. Students still drink, though the biggest impact on the consumption is price. The ban of the small packages has had the effect of removing the availability and reducing purchasing power amongst the students because now they have to go for the larger packages only as much as they can afford hence consuming less since most of them are financially constrained. The small package ban also means that they are not able to carry sachets into class or most other places in disguise because bigger packages are harder to hide. This further means that they would need to plan ahead when they decide to go drinking, to take into account their budget, and also the views of their friends.

From the foregoing this study draws the conclusion that packaging has an impact on alcohol consumption amongst university students because despite the fact that they would wish to consume from glass bottles for safety and image, a large number still ends up purchasing alcohol packaged in plastic containers which is cheaper so that they can afford to consume more of it. Absence of this cheaper plastic packaged alcohol would definitely lead to reduced affordability and thus less alcohol consumption by the students.

5.4 Recommendations

Companies packaging alcoholic beverages need to practice more responsible marketing. Packaging is a marketing tool and can be used to target or avoid a certain market segment. In this case packaging can be used to ensure alcohol is less accessible to students by ensuring reduced portability as in the case of serving it in caig glasses strictly within the bar. Packaging it in glass bottles makes it less affordable to students and other publics with constrained financial resources. It is important for companies trading in alcohol to strike a balance between big profits and social responsibility so as to safe guard our youth and the public at large.

The Society at large needs to continue their fight against the use of alcohol in schools and universities. The battle is won, but the war still goes on Society

needs to come up with programs targeting the youth, to enable them fight peer pressure. The students need to be empowered to be able to make their own decisions, and not act as a group. They should not be under the influence of their friends. I realize that this is easier said than done. Students are at a critical point in their lives where they are constantly seeking for approval and also have a need to fit in. They have these needs met by their friends, and hence the need to conform lest they lose their friends.

Churches and NGO's should play a leading role in this, and should also involve personalities who the youth look up to as models. These personalities would most probably be local celebrities who would promote the ideals of not being influenced by your peers, but encourage the youth to make their own decisions based on their own virtues. Another area that churches would play a role in would be promoting programs against alcohol for the youth, lobbying the government to come up with laws prohibiting bars within a certain distance from schools. This could mainly be limited to primary and secondary schools. It would be a hard sell, to try and convince the government to ban bars from the proximity of universities, as these students are over 18 and therefore free to start making hard choices in their lives.

Price control would be hard to change or introduce as the government is encouraging a free enterprise economy. Even as the sachets were being discontinued, the manufactures have decided to come up with smaller glass packaged alcoholic drinks at lower prices. We also cannot govern how much money the students receive from their sources. To those who have access to money on a regular basis, they will certainly continue to partake of the lower priced, glass packaged alcoholic beverages.

Limitations

The research was fortunate to garner 100% response rate for the questionnaires handed out. There were however some students who opted not to answer some questions, which may have had some impact on the results, especially those that were almost equally split between positive and negative responses. The study also relied heavily on first and second year students, who are the students most at risk of peer pressure, plus are enjoying their new found freedom. It would have been good to sample a higher percentage of third, fourth and fifth year students, who have gotten used to the freedom and are more mature in their thought processes, and therefore less likely to be influenced by peer pressure but somehow our random sample got less of them. These students would also know better how to manage their finances and would be concentrating on finishing their studies.

Suggestions for future research

It would be interesting to study the impact of packaging on alcohol consumption amongst the working population with less financial constraints as compared to students who are more financially constrained.

It would also be interesting to find out the effects of peer pressure on third, fourth and fifth year students on the decisions that they make in life. There could possibly be a comparison with post graduate students, to see the impact that friends play on major life decisions. These two groups could then be compared to first and second year students to determine the roles played by friends over a period of time, and be able to determine at what point people actually reduce or stop the influence that friends play in their lives.

This suggested research would enable us see the effects of the choices we make in the early stages of university life, and if we would make the same choices as we progress through university and into post graduate studies.

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Appendix B

Questionnaire

Section I

1. Name :(Optional).....
2. Year of study.....
3. Where do you reside.....
4. With whom do you reside.....
5. Age.....
6. Gender.....
7. Religion (if any).....
8. (a) Do you take alcohol? Yes () No ()
(b) If yes, since when? (Tick appropriately) 1 month - 1 year (),
1 year - 2 years (), 2 - 3 years (), Over 3 years ()
9. How often do you take alcohol in a week? Once (), 3 times (), 5 times (), daily ()
10. What hinders you from taking alcohol.....
11. What determines how often you take alcohol.....
 - (a) The price of alcohol
 - (b) The company I keep
 - (c) The availability of the alcohol
 - (d) The advertisement of the beverage
 - (e) The portability of the beverage
 - (f) The packaging of the alcohol

Section II (Indicate T (True) or F (False) to each option as appropriate.

12. Alcohol causes me to: -

- | | | |
|------------------------------|---|--|
| 1. <u>Be Happy</u> () | 8. <u>Be Moody</u> () | 15. <u>No Effect</u> () |
| 2. <u>Be Wiser</u> () | 9. <u>Be Tougher</u> () | 16. <u>Be Violent</u> () |
| 3. <u>Be Creative</u> () | 10. <u>Be Influential</u> () | 17. <u>Be Talkative</u> () |
| 4. <u>Be Brave</u> () | 11. <u>Tolerate no non-sense</u> () | 18. <u>Fight any aggressors</u> () |
| 5. <u>Be Rebellious</u> () | 12. <u>Push more for my interests</u> () | 19. <u>Need Public Attention</u> () |
| 6. <u>Get Attention</u> () | 13. <u>Be Argumentative</u> () | 20. <u>Perform tasks better</u> () |
| 7. <u>Feel Important</u> () | 14. <u>Want to settle old scores</u> () | 21. <u>Indulge in chaos and strikes</u> () |
| 22. <u>Feel Romantic</u> () | 23. <u>Overcome stress</u> () | 24. <u>Want to teach people a lesson</u> () |
| 25. <u>skip classes</u> () | | |

Any other specify _____

Section III (Tick the appropriate box)

12. Please tick the appropriate box: -

Packaging preferences

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(a)	The amount of alcohol I drink is determined by my pocket money available					
(b)	Prices determine what brand I choose at any time					
(c)	I always prefer the cheapest brand of alcohol available					
(d)	I always stick to my brand of alcohol immaterial of its cost					
(e)	The mode and size of alcohol packages has no effect on how much I drink					
(f)	Packaging of alcohol in sachets should be banned					
(g)	Most students strikes are fueled by alcohol consumption					
(h)	Indulgence in alcohol drinking contributes to violence and property damage amongst students					
(i)	Banning of alcohol packaged in less than 250ml containers will reduce consumption amongst students					
(j)	Reduced alcohol consumption amongst students will reduce strikes, violence and property damage.					

Appendix C: Faculties of the University of Nairobi

- 1. Faculty of Agriculture**
- 2. Faculty of Veterinary Medicine**
- 3. Faculty of Architecture Design and Development**
- 4. Faculty of Engineering**
- 5. Faculty of Science**
- 6. Faculty of Education**
- 7. Faculty of Social Sciences**
- 8. Faculty of Dental Sciences**
- 9. Faculty of Pharmacy**
- 10. Faculty of Arts**
- 11. Faculty of Commerce**
- 12. Faculty of Law**
- 13. Faculty of External Studies**
- 14. Faculty of Medicine**

