



Research Paper

Consumption of Alcohol and Tobacco Products in Karnataka State: An Empirical Study

Dr. Umesh H. Arahunasi¹

ABSTRACT

The state of Karnataka has a distinct cultural and community background population which in turn affects the diverse nature of alcohol and tobacco consumption. Two major surveys like National Family Health Survey-2 (NFHS) and National Sample Survey (NSS) have been conducted in the state to find out the prevalence of the consumption and the per capita expenditure made on the consumption of alcohol and tobacco products. The present -research study has the main objective of examining the nature of alcohol and tobacco consumption in different forms in the Karnataka State. In order to meet out the objectives, the researcher has selected the sample of 500 respondents based on the Stratified Random Sampling Method. The primary data was collected through the schedules whereas the secondary data was collected from the library sources. The information so collected were analysed through the simple statistical methods and presented in the form of tables and figures. The reveals that majority of the respondents (37.4 per cent) consume both alcohol and tobacco products whereas 34.2 per cent and 28.4 per cent of respondents consume only the alcohol and tobacco respectively. The average age of the respondents at first time consumption of alcohol and tobacco is almost same (Alcohol – 22.55 years and Tobacco – 21.8 years). Majority of the people started consumption of alcohol (70.67 per cent) and tobacco (61.09 per cent) when they were in the age group of 18-27 years. Majority of the tobacco consumers (26.75 per cent) started consumption on experimental basis whereas it is only 23 per cent in alcohol category.

Keywords: Alcohol, Tobacco, Consumption

I. INTRODUCTION:

In today's world, the consumption of the substances like alcohol and tobacco is socially accepted and legally allowed with some restrictions. The menace of consumption of both alcohol and tobacco has existed in every segment of the society. People consume these products in one or the other forms to enjoy their pre-conceived psychological benefits. The nature, extent and pattern of consumption of these products depend on various characteristics such as geographical location, sex, age, education, occupation and income level.

The state of Karnataka has a distinct cultural and community background population which in turn affects the diverse nature of alcohol and tobacco consumption. Two major surveys like National Family Health Survey-2 (NFHS) and National Sample Survey (NSS) have been conducted in the state to find out the prevalence of the consumption and the per capita expenditure made on the consumption of alcohol and tobacco products.

In Karnataka state, 16 per cent of men aged 15 years and above drink alcohol but only negligible proportion of women drinks alcohol. The proportion of men who drink alcohol rises with age upto 40-49 years where it reaches a high of 27 per cent. More than one-fifth of men aged 30 years and above drink alcohol. The proportion of men who drink is slightly higher in rural areas (18 per cent) than in urban areas (14 per cent). Alcohol consumption is much higher among illiterate men than among literate men. Men in household with a low standard of living are three times as likely drink alcohol as men in households with high standard of living. In so far as tobacco consumption is concerned, 26 per cent of men aged 15 years and above currently smoke. This proportion rises from just 2 per cent at the age 15-19 years to 4.5 per cent at the age of 50-59 years and then falls to 40 per cent at the age of 60 years and above. Smoking among men is much more common in rural areas (30 per cent) than urban (19 per cent). Smoking is more than three times high among illiterate men than

¹ Associate Professor, Department of Commerce, Shri K. H. Patil Govt. First Grade College, Hulkoti (Karnataka State) Ph: 9448942963, E-Mail: uh.arahunasi@gmail.com

men who have completed at least high school and among men with a low standard of living than men with a high standard of living. Similarly, 14 per cent of persons aged 15 years and above are reported to chew pan masala or tobacco. This proportion rises steadily with the age from 4 per cent and 1 per cent for both men and women at age of 15-19 years to 21 and 33 per cent respectively at the age of 60 years and above. Chewing pan masala or tobacco is more common in rural areas than in urban for both men and women. The prevalence is inversely related to both education and standard of living².

The percentage distribution of total consumption expenditure per person per 30 days for intoxicants and tobacco is 0.94 and 1.19 (schedule type-1) and 1.39 and 1.59 (schedule type-2) for rural people and 0.47 and 0.83 (schedule type-1) and 0.67 and 0.64 (schedule type-2) for urban people. The average per capita monthly expenditure on intoxicant and tobacco consumption is Rs. 4.69 and Rs. 5.99 (schedule type-1) and Rs. 8.15 and Rs. 9.02 (schedule type-2) for rural people and Rs. 4.36 and Rs. 7.76 (schedule type-1) and Rs. 7.13 and Rs. 6.87 (schedule type-2) for urban people³.

II. OBJECTIVES AND RESEARCH METHODOLOGY:

The present -research study has the main objective of examining the nature of alcohol and tobacco consumption in different forms in the Karnataka State. In order to meet out the objectives, the researcher has selected the sample of 500 respondents based on the Stratified Random Sampling Method. The primary data was collected through the schedules whereas the secondary data was collected from the library sources. The information so collected were analysed through the simple statistical methods and presented in the form of tables and figures.

III. ANALYSIS AND INTERPRETATION:

In the present study, an attempt has been made to know the nature of alcohol and tobacco consumption. For this purpose, information has been collected from 500 sample respondents who consumed either of these two products at least once in the past two months. The 'experimenters' and 'susceptible never consumers' are excluded from the study.

3.1 Consumption of the Products: Basically, the respondents are divided into three groups based on the products they consume. Table-1 provides the basic information on consumption of alcohol and tobacco products in the state by various characteristics of the respondents. The character-wise information provided in the following table describes that the consumption of alcohol is relatively high in urban (39.78 per cent) samples than in rural samples (27.43 per cent) where tobacco consumption is high among rural (31.42 per cent) and female (49 per cent) samples. Alcohol consumption is three times more common among people with high SES than people with low SES. However, tobacco consumption inversely related to the SES of the respondents.

² **National Family Health Survey-2, Karnataka**, International Institute for Population Science, October 2001, Pp. 30-36.

³ Household consumer expenditure in India, **National Sample Survey**, 60th round, NSSO, Ministry of Statistics and Programme Implementation, Government of India, November, 2005, Pp. 38,47,55,64 (retrieved from <http://mospi.nic.in> on 24th October 2006).

Characteristics		Alcohol Only	Tobacco Only	Both	Total
Locality	Rural	62 (27.43)	71 (31.42)	93 (41.15)	226 (100.00)
	Urban	109 (39.78)	71 (25.91)	94 (34.31)	274 (100.00)
Sex	Male	140 (35.00)	93 (23.25)	167 (41.75)	400 (100.00)
	Female	31 (31.00)	49 (49.00)	20 (20.00)	100 (100.00)
Age	20-29	77 (35.98)	56 (26.17)	81 (37.85)	214 (100.00)
	30-39	37 (31.90)	31 (26.72)	48 (41.38)	116 (100.00)
	40-49	40 (37.04)	31 (28.70)	37 (34.26)	108 (100.00)
	50+	17 (27.42)	24 (38.71)	21 (33.87)	62 (100.00)
	SES	Low	15 (15.46)	42 (43.30)	40 (41.24)
	Medium	80 (33.33)	72 (30.00)	88 (36.67)	240 (100.00)
	High	76 (46.63)	28 (17.18)	59 (36.20)	163 (100.00)
Total		171 (34.20)	142 (28.40)	187 (37.40)	500 (100.00)

Table - 1: Consumption of alcohol and tobacco by various characteristics

Source: Field Survey

Note: Figures in parentheses represent percentage

In the further analysis of alcohol and tobacco consumption the respondents who consume both alcohol and tobacco, 187 representing 37.4 per cent, are combined with both alcohol and tobacco category separately. Accordingly, the number of respondents who consume alcohol came to 358 (171 + 187) and tobacco 329 (142 + 187).

3.2 Age at the First Time Consumption: Age of the respondents, when they started consumption for the first time in their life, is considered as one of the important elements in the study. The researcher found difficulty in identifying the age at first time consumption as respondents were unable to tell their age correctly. This problem was more among the people aged above 40 years, especially among rural and illiterate people. Therefore, the researcher could do nothing except using his own judgement by guessing through the order of events told by the people. Based on the age at first time consumption, respondents are grouped into four categories. By keeping the legal age of consumption of these products (i.e. 18 years) in mind, the age groups are formed like Below 18 years, 18-27 years, 28-37 years and 38 years and above.

Table - 2: Age at starting consumption by various characteristics

Characteristics	Below 18 years		18-27 years		28-37 years		38 years and above		Total		
	A	T	A	T	A	T	A	T	A	T	
Locality	Rural	16 (10.32)	37 (22.56)	97 (62.58)	81 (49.39)	41 (26.45)	37 (22.56)	1 (0.65)	9 (5.49)	155 (100)	164 (100)
	Urban	24 (11.82)	28 (16.97)	156 (76.85)	120 (72.73)	20 (9.85)	17 (10.30)	3 (1.48)	0 (0.00)	203 (100)	165 (100)
Sex	Male	35 (11.40)	53 (20.38)	220 (71.66)	176 (67.69)	49 (15.96)	27 (10.38)	3 (0.98)	4 (1.54)	307 (100)	260 (100)
	Female	5 (9.80)	12 (17.39)	33 (64.71)	25 (36.23)	12 (23.53)	27 (39.13)	1 (1.96)	5 (7.25)	51 (100)	69 (100)

Age											
20-29		23	33	134	99	1	5	0	0	158	137
		(14.56)	(24.09)	(84.81)	(72.26)	(0.63)	(3.65)	(0.00)	(0.00)	(100)	(100)
	30-39	7	11	56	52	22	16	0	0	85	79
		(8.24)	(13.92)	(65.88)	(65.82)	(25.88)	(20.25)	(0.00)	(0.00)	(100)	(100)
40-49		8	16	44	30	25	19	0	3	77	68
		(10.39)	(23.53)	(57.14)	(44.12)	(32.47)	(27.94)	(0.00)	(4.41)	(100)	(100)
50+		2	5	19	20	13	14	4	6	38	45
		(5.26)	(11.11)	(50.00)	(44.44)	(34.21)	(31.11)	(10.53)	(13.33)	(100)	(100)
SES											
Low		7	18	27	39	20	20	1	5	55	82
		(12.73)	(21.95)	(49.09)	(47.56)	(36.36)	(24.39)	(1.82)	(6.10)	(100)	(100)
Medium		22	33	130	108	15	16	1	3	168	160
		(13.10)	(20.63)	(77.38)	(67.50)	(8.93)	(10.00)	(0.60)	(1.88)	(100)	(100)
High		11	14	96	54	26	18	2	1	135	87
		(8.15)	(16.09)	(71.11)	(62.07)	(19.26)	(20.69)	(1.48)	(1.15)	(100)	(100)
Total		40	65	253	201	61	54	4	9	358	329
		(11.17)	(19.76)	(70.67)	(61.09)	(17.04)	(16.41)	(1.12)	(2.74)	(100)	(100)

Source: Field Survey

Note: Figures in parentheses represent percentage, A = Alcohol and T = Tobacco

Table - 2 reveals that urban people (76.85 and 72.73 per cent), males (71.66 and 67.69 per cent), people in the age group of 20-29 years (84.81 and 72.26 per cent) and people with medium SES (77.38 and 67.5 per cent) are high in starting alcohol and tobacco consumption when they were in the age group of 18 – 27 years. 11.82 per cent of urban people, 11.40 per cent of males and 13.10 per cent of people with medium SES, in alcohol category, and 22.56 per cent of rural people, 20.38 per cent of males and 21.95 per cent of people with low SES, in tobacco category, are more receptive to start consumption when they were below 18 years of age.

3.3 Periodicity of the Consumption: The periodicity of consumption is also considered as an important element in the analysing process. It is observed from the Table - 3 that 58.38 per cent of alcohol and 86.02 per cent of tobacco consumers consume the products regularly and the rest consume occasionally. Among the regular consumers, Bangalore has the highest number of respondents in case of both alcohol and tobacco products.

Table - 3: Periodicity of consumption by various characteristics

Characteristics		Regular		Occasional		Total	
		A	T	A	T	A	T
Locality	Rural	90	139	65	25	155	164
		(58.06)	(84.76)	(41.94)	(15.24)	(100)	(100)
Urban		119	144	84	21	203	165
		(58.62)	(87.27)	(41.38)	(12.73)	(100)	(100)
Sex	Male	172	217	135	43	307	260
		(56.03)	(83.46)	(43.97)	(16.54)	(100)	(100)
Female		37	66	14	3	51	69
		(72.55)	(95.65)	(27.45)	(4.35)	(100)	(100)
Age	20-29	87	117	71	20	158	137
		(55.06)	(85.40)	(44.94)	(14.60)	(100)	(100)
	30-39	44	69	41	10	85	79
		(51.76)	(87.34)	(48.24)	(12.66)	(100)	(100)
	40-49	49	60	28	8	77	68
	(63.64)	(88.24)	(36.36)	(11.76)	(100)	(100)	
50+	29	37	9	8	38	45	
	(76.32)	(82.22)	(23.68)	(17.78)	(100)	(100)	
SES	Low	44	75	11	7	55	82
		(80.00)	(91.46)	(20.00)	(8.54)	(100)	(100)
	Medium	99	135	69	25	168	160
		(58.93)	(84.38)	(41.07)	(15.63)	(100)	(100)
High	66	73	69	14	135	87	
	(48.89)	(83.91)	(51.11)	(16.09)	(100)	(100)	
Total		209	283	149	46	358	329
		(58.38)	(86.02)	(41.62)	(13.98)	(100)	(100)

Source: Field Survey

Note: Figures in parentheses represent percentage, A = Alcohol and T = Tobacco

It is evident from the Table – 3 that the regular consumption of alcohol (80 per cent) and tobacco (91.46 per cent) is common among the respondents with low SES. The regularity of the consumption of both the products is inversely related to the SES. No wide variation can be found between rural and urban samples about the regularity of consumption.

3.4 Type of Alcohol Product Consumed: The legally available alcohol products are grouped into three categories like beer (both mild and strong), liquor (wine, whisky, rum, vodka, gin and brandy) and arrack (government supplied country liquor). Accordingly, respondents are grouped into these three categories based on the product they consume most often. In addition to these three categories, the fourth category is also kept for the respondents who consume illegally available alcoholic beverages and who are unable to identify the products they consume most often. The researcher found that people were hesitating to disclose the product they usually consume. This problem was high among the people who were consuming arrack and illicit liquor. However, this problem has been solved by the researcher by probing several indirect questions. The distribution of the respondents based on the alcohol products they consume most often is given in the Table - 4.

Table - 4: Types of alcohol products consumed by various characteristics

Characteristics	Beer	Liquor	Arrack	Others	Total	
Locality	Rural				155 (100)	
	Urban	45 (29.03)	58 (37.42)	34 (21.94)	18 (11.61)	203 (100)
Sex	Male	152 (49.51)	100 (32.57)	29 (9.45)	26 (8.47)	307 (100)
	Female	24 (47.06)	12 (23.53)	13 (25.49)	2 (3.92)	51 (100)
Age	20-29	115 (72.78)	34 (21.52)	4 (2.53)	5 (3.16)	158 (100)
	30-39	31 (36.47)	31 (36.47)	16 (18.82)	7 (8.24)	85 (100)
	40-49	22 (28.57)	32 (41.56)	9 (11.69)	14 (18.18)	77 (100)
	50+	8 (21.05)	15 (39.47)	13 (34.21)	2 (5.26)	38 (100)
	SES	Low	10 (18.18)	13 (23.64)	26 (47.27)	6 (10.91)
	Medium	90 (53.57)	53 (31.55)	14 (8.33)	11 (6.55)	168 (100)
	High	76 (56.30)	46 (34.07)	2 (1.48)	11 (8.15)	135 (100)
Total	176 (49.16)	112 (31.28)	42 (11.73)	28 (7.82)	358 (100)	

Source: Field Survey

Note: Figures in parentheses represent percentage

The above table depicts that the consumption of beer is high among urban people (64.53 per cent) and people in the age group of 20-29 years (72.78 per cent). In contrast, the consumption of arrack is more among rural people and people in the age group of 50 years and above. The consumption of beer is positively related to and the consumption of arrack is negatively related to SES of the people. No significant difference can be found in consumption of liquor among all the segments.

3.5: Type of Tobacco Product Consumed: Tobacco can be consumed in three different forms like smoking, chewing and applying. The smoking of tobacco includes cigarette, beedi, hookah, chilumi, chutta and pipe. The chewing of tobacco includes pan masala, gutka, khaini, raw-tobacco and other slaked lime and tobacco preparations with or without areca nut. The details are shown in the Table – 5.

Table – 5: Forms of tobacco consumption by various characteristics

Characteristics	Smoking	Chewing	Applying	Multiple	Total	
Locality	Rural	44 (26.83)	89 (54.27)	17 (10.37)	14 (8.54)	164 (100.00)
	Urban	101 (61.21)	45 (27.27)	2 (1.21)	17 (10.30)	165 (100.00)
Sex	Male	139 (53.46)	96 (36.92)	3 (1.15)	22 (8.46)	260 (100.00)
	Female	6 (8.70)	38 (55.07)	16 (23.19)	9 (13.04)	69 (100.00)
Age	20-29	79 (57.66)	44 (32.12)	4 (2.92)	10 (7.30)	137 (100.00)
	30-39	33 (41.770)	38 (48.10)	3 (3.80)	5 (6.33)	79 (100.00)
	40-49	19 (27.94)	36 (52.94)	4 (5.88)	9 (13.24)	68 (100.00)
	50+	14 (31.11)	16 (35.56)	8 (17.78)	7 (15.56)	45 (100.00)
SES	Low	14 (17.07)	46 (56.10)	15 (18.29)	7 (8.54)	82 (100.00)
	Medium	85 (53.13)	57 (35.63)	4 (2.50)	14 (8.75)	160 (100.00)
	High	46 (52.87)	31 (35.63)	0 (0.00)	10 (11.49)	87 (100.00)
Total	145 (44.07)	134 (40.73)	19 (5.78)	31 (9.42)	329 (100.00)	

Source: Field Survey

Note: Figures in parentheses represent percentage

Table - 5 depicts that majority of the respondents (40.50 per cent) consume tobacco in smoking form which is followed by chewing (37.43 per cent) and multiple form (8.66 per cent). Only 5.31 per cent of respondents use tobacco in applying form. Bangalore, Belgaum and Mysore divisions are high in using tobacco in the form of smoking, chewing and applying respectively. Smoking is high among males (53.46 per cent), urban people (61.21 per cent) and the people with medium SES (53.13 per cent). However, the use of tobacco by chewing and applying forms is more among rural based people (54.27 and 10.37 per cent), females (55.07 and 23.19 per cent) and people with low SES (56.10 and 18.29 per cent). Respondents in the age group of 20 – 29 years, 40 – 49 years and 50 years and above are found high in using tobacco in the forms of smoking, chewing and applying respectively.

3.6 Reason for Starting Consumption: People find several reasons to start alcohol and tobacco consumption. Some people start consumption to get relief from physical or psychological strain where some other start using these products just to undergo the experience and by imitating others. Hence, in the study, an attempt has been made to categorise the respondents into four groups of reasons like *solution to problem*, *experimentation*, *imitation* and *others*. The last category is meant for those who started consumption just to mix-up with friends / family members either voluntarily or forcibly. The respondents who were unable to trace out the reason are also considered in the last category. The distribution of the respondents based on the reason for starting consumption of alcohol and tobacco products is presented in the following table.

Table - 6: Reasons for starting consumption by various characteristics

Characteristics	Problem Solution		Experiment		Imitation		Any Other		Total		
	A	T	A	T	A	T	A	T	A	T	
Locality	Rural	47 (30.32)	53 (32.32)	24 (15.48)	47 (28.66)	26 (16.77)	44 (26.83)	58 (37.42)	20 (12.20)	155 (100)	164 (100)
	Urban	29 (14.29)	33 (20.00)	59 (29.06)	41 (24.85)	26 (12.81)	38 (23.03)	89 (43.84)	53 (32.12)	203 (100)	165 (100)
Sex	Male	59 (19.22)	56 (21.54)	72 (23.45)	81 (31.15)	43 (14.01)	53 (20.38)	133 (43.32)	70 (26.92)	307 (100)	260 (100)
	Female	17 (33.33)	30 (43.48)	11 (21.57)	7 (10.14)	9 (17.65)	29 (42.03)	14 (27.45)	3 (4.35)	51 (100)	69 (100)
Age	20-29								47 (34.31)	158 (100)	137 (100)
	30-39							12 (15.1)	85 (100)	79 (100)	
	40-49	16 (10.13)	18 (13.14)	55 (34.81)	45 (32.85)	13 (8.23)	27 (19.71)	74 (46.84)	9 (77)	68 (100)	
	50+	24 (28.24)	23 (29.11)	13 (15.29)	26 (32.91)	21 (24.71)	18 (22.78)	27 (31.76)	7 (10.2)	100 (100)	100 (100)
		26 (33.77)	24 (35.29)	7 (9.09)	13 (19.12)	9 (11.69)	24 (35.29)	35 (45.45)	9 (7)	100 (100)	100 (100)
SES	Low								9 (10.9)	55 (100)	82 (100)
	Medium								8 (100)	168 (100)	160 (100)
		32 (58.18)	29 (35.37)	4 (7.27)	11 (13.41)	3 (5.45)	33 (40.24)	16 (29.09)	46 (28.7)	135 (100)	87 (100)
	High	18 (10.71)	33 (20.63)	48 (28.57)	47 (29.38)	30 (17.86)	34 (21.25)	72 (42.86)	5 (18)	100 (100)	100 (100)
		26 (19.26)	24 (27.59)	31 (22.96)	30 (34.48)	19 (14.07)	15 (17.24)	59 (43.70)	9 (9)	100 (100)	100 (100)
Total	76 (21.23)	86 (26.14)	83 (23.18)	88 (26.75)	52 (14.53)	82 (24.92)	147 (41.06)	73 (22.19)	358 (100)	329 (100)	

Source: Field Survey

Note: Figures in parentheses represent percentage, A = Alcohol and T = Tobacco

It is observed from the Table – 6 that majority of people (41.06 per cent) started alcohol consumption for the reasons other than problems solution, experimentation and imitation where majority started tobacco consumption by experimentation (26.75 per cent). 14.53 per cent and 24.92 per cent of alcohol and tobacco consuming people started consumption by imitation. Of the people who started consumption by imitation, majority represents Bangalore (32.69 per cent) and Gulbarga (34.15 per cent) divisions in alcohol and tobacco categories respectively. It is also observed from the above table that the consumption of alcohol and tobacco products for problems solution is common among rural people (30.32 and 32.32 per cent), females (33.33 and 43.48 per cent) and people with low SES (58.18 and 35.37 per cent). 29.06 per cent of urban people started alcohol consumption by experimentation. More number of males started alcohol and tobacco consumption (23.45 and 31.15 per cent) by experimentation whereas females are more likely to start consumption by imitation (17.65 and 42.03 per cent).

3.7 Awareness of Ill-Effects of the Consumption: As every consumer expects, the consumption of alcohol and tobacco bring some immediate pre-conceived benefits in terms of relief from stress, pain and tension. However, in the long-term, the consumption of these products adversely affects the health, social and the economical conditions of the consumers. With this background, in the present study, an attempt has been made to analyse the awareness of people about ill effects of consumption of these products.

Table 7: Awareness of ill-effects of consumption by various characteristics

Characteristics		Aware		Unaware		Total	
		A	T	A	T	A	T
Locality	Rural	136 (87.74)	127 (77.44)	19 (12.26)	37 (22.56)	155 (100)	164 (100)
	Urban	197 (97.04)	156 (94.55)	6 (2.96)	9 (5.45)	203 (100)	165 (100)
Sex	Male	287 (93.49)	248 (95.38)	20 (6.51)	12 (4.62)	307 (100)	260 (100)
	Female	46 (90.20)	35 (50.72)	5 (9.80)	34 (49.28)	51 (100)	69 (100)
Age	20-29	147 (93.04)	131 (95.62)	11 (6.96)	6 (4.38)	158 (100)	137 (100)
	30-39	79 (92.94)	64 (81.01)	6 (7.06)	15 (18.99)	85 (100)	79 (100)
	40-49	72 (93.51)	58 (85.29)	5 (6.49)	10 (14.71)	77 (100)	68 (100)
	50+	35 (92.11)	30 (66.67)	3 (7.89)	15 (33.33)	38 (100)	45 (100)
SES	Low	46 (83.64)	44 (53.66)	9 (16.36)	38 (46.34)	55 (100)	82 (100)
	Medium	155 (92.26)	153 (95.63)	13 (7.74)	7 (4.38)	168 (100)	160 (100)
	High	132 (97.78)	86 (98.85)	3 (2.22)	1 (1.15)	135 (100)	87 (100)
Total		333 (93.02)	283 (86.02)	25 (6.98)	46 (13.98)	358 (100)	329 (100)

Source: Field Survey

Note: Figures in parentheses represent percentage, A = Alcohol and T = Tobacco

Table – 7 exhibits that majority of the people, in all segments, are well aware of the ill effects of consumption of both the products. However, the ‘unawareness’ is considerably high among rural people, females, people in the age group of 50 years and above and people with low SES. The same trend is also noticed in alcohol category.

3.8 Attempt to Quit the Consumption: Every consumer of alcohol and tobacco products feels guilty and thinks of stopping the consumption at one or the other point of time with respect to any physical, psychological, social and economical reasons. Therefore, in the study, an attempt has been made to know the respondents who actually attempted to give-up their habits. Accordingly, the respondents, who attempted at least once in the life to give-up the habit irrespective of the reason and time to restart the consumption, are grouped in the first category. The respondents, who felt like giving-up the habit but never tried, are considered in ‘not attempted’ category.

Table - 8: Attempt to quit the consumption by various characteristics

Characteristics	Attempted		Not attempted		Total		
	A	T	A	T	A	T	
Locality	Rural	66 (42.58)	78 (47.56)	89 (57.42)	86 (52.44)	155 (100)	164 (100)
	Urban	95 (46.80)	99 (60.00)	108 (53.20)	66 (40.00)	203 (100)	165 (100)
Sex	Male	131 (42.67)	162 (62.31)	176 (57.33)	98 (37.69)	307 (100)	260 (100)
	Female	30 (58.82)	15 (21.74)	21 (41.18)	54 (78.26)	51 (100)	69 (100)
Age	20-29	70 (44.30)	83 (60.58)	88 (55.70)	54 (39.42)	158 (100)	137 (100)
	30-39	36 (42.35)	42 (53.16)	49 (57.65)	37 (46.84)	85 (100)	79 (100)
	40-49	35 (45.45)	36 (52.94)	42 (54.55)	32 (47.06)	77 (100)	68 (100)
	50+	20 (52.63)	16 (35.56)	18 (47.37)	29 (64.44)	38 (100)	45 (100)
SES	Low	26 (47.27)	25 (30.49)	29 (52.73)	57 (69.51)	55 (100)	82 (100)
	Medium	69 (41.07)	92 (57.50)	99 (58.93)	68 (42.50)	168 (100)	160 (100)
	High	66 (48.89)	60 (68.97)	69 (51.11)	27 (31.03)	135 (100)	87 (100)
Total	161 (44.97)	177 (53.80)	197 (55.03)	152 (46.20)	358 (100)	329 (100)	

Source: Field Survey

Note: Figures in parentheses represent percentage, A = Alcohol and T = Tobacco

It is observed from the Table – 8 that 44.97 per cent of alcohol and 53.80 per cent of tobacco consuming respondents have made attempts to give-up the habit. Of the total respondents who have not attempted to quit alcohol and tobacco consumption, the majority represents Bangalore (34.52 per cent) and Belgaum (26.97 per cent) division respectively. It is also noticed from the Table that the practice of attempting to quit the habit of alcohol and tobacco consumption is less among rural people. Similarly, majority of the males and females have attempted to quit tobacco and alcohol consumption respectively. People in the age group 20-29 years are high in quitting tobacco consumption where people aged 50 plus years are high in alcohol category. People with high SES are shown high in attempting to quit both alcohol and tobacco consumption.

IV. FINDINGS AND CONCLUSION:

The present empirical study has arrived at some major findings which are summarised below.

❖ Majority of the respondents (37.4 per cent) consume both alcohol and tobacco products whereas 34.2 per cent and 28.4 per cent of respondents consume only the alcohol and tobacco respectively. The consumption of alcohol is high among urban people, males, people in the age group of 40-49 years and people with high SES whereas tobacco consumption is high among rural people, females, people in the age group of 50 plus years and people with low SES.

❖ The average age of the respondents at first time consumption of alcohol and tobacco is almost same (Alcohol – 22.55 years and Tobacco – 21.8 years). The minimum age of the respondents at the first time consumption of alcohol is recorded as 10 years and tobacco as 8 years. The maximum age at first time consumption is recorded as 40 and 49 years in case of alcohol and tobacco respectively. The alcohol consumers have 11.88 years of association with consumption whereas it is 13.56 years in case of tobacco consumers.

❖ Majority of the people started consumption of alcohol (70.67 per cent) and tobacco (61.09 per cent) when they were in the age group of 18-27 years. Urban people, males and people with medium SES are high in starting alcohol consumption when they were below 18 years of age whereas rural people, females and people with low SES are so in tobacco consumption. People in the age group of 20-29 years are high in starting both alcohol and tobacco consumption when they were below 18 years of age.

❖ Majority of the respondents consume alcohol (58.38 per cent) and tobacco (86.02 per cent) regularly and the rest are occasional consumers. As the SES of people increases from low to high, the percentage of regularity of alcohol and tobacco consumption decreases.

❖ Majority of the people consume beer (49.16 per cent) which is followed by liquor (31.28 per cent) and arrack (11.73 per cent). Beer consumption is high among urban people, males, people aged 20-29 years and people with high SES whereas consumption of arrack is high among rural, females, people aged 50 plus and people with low SES.

❖ Majority of the respondents consume tobacco in the form of smoking (44.07 per cent) which is followed by chewing (40.73 per cent) and applying (5.78 per cent). Smoking is high in the segments of urban, males, 30-39 years and medium SES. In contrast, the chewing and applying form of tobacco use is common in rural, females, above 39 years and low SES segments.

❖ Majority of the tobacco consumers (26.75 per cent) started consumption on experimental basis whereas it is only 23 per cent in alcohol category. The use of alcohol and tobacco as a measure to get rid of the physical or psychological strains is high among rural people, females and people with low SES.

To conclude, alcohol and tobacco use are highly correlated behaviors. People who drink are very likely to smoke and vice-versa. Furthermore, people who are dependent on alcohol are also frequently dependent on some form of nicotine. Several potential mechanisms promote the combined use of alcohol and nicotine. Although researchers have made substantial progress in delineating factors that may underlie alcohol and tobacco comorbidity, several research gaps remain. Investigators and researchers still need to fully elucidate and consider the roles of various genetic, neurobiological, conditioning, and psychosocial factors, in developing a more thorough understanding of this dual addiction. Future research should be considered with regard to the social, personal, economic, environmental, biological, and physiological influences on alcohol and tobacco addiction. This information gathered will be useful in the identification of high-risk groups and in the design of interventions.

References

- [1]. Aitken P.P., Eadie D.R., Leathair D.S., McNeill R.E.J. and Scott A.C. (1988) "Television advertisements for alcoholic drinks: Do reinforce under-age drinking", *British Journal of Addiction*, 83 (12), December 1988, Pp 1399-1419
- [2]. Fleming Kenneth, Thorson Esther and Atkin Charles (2004) "Alcohol Advertising Exposure and Perceptions: Links with alcohol expectancies and intentions to drink or drinking in Underage youth and young adults", *Journal of Health Communication*, Vol. 9, Issue 1, January 2004, Pp 3-29.
- [3]. Gary M. Connolly, Sally Casswell, Jia-Fang Zhang and Phil A. Silva (1994) "Alcohol in mass media and drinking by adolescents: A longitudinal study", *Addiction*, 89(10), October, 1994, Pp 1255-1263
- [4]. Karnataka at a glance for 1997-98 to 2010-11, Directorate of Economic and Statistics, Government of Karnataka, Bangalore
- [5]. Saffer Henry and Dave Dhaval (2002) "Alcohol consumption and alcohol advertising bans", *Applied Economics*, Vol. 34, Issue 11, 2002, Pp 1325-1334
- [6]. Seema Gupta (2003) "Indian Alcoholic Beverages Industry: A Strategic Analysis", *Paradigm*, Vol. VII, No. 1, Jan – June, 2003, P 47