

## Determinants of Alcohol Consumption of University Student-Athletes: The Case of University of Nairobi, Nairobi, Kenya

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**Abstract:** Alcohol consumption among university student athletes is a global health issue attracting attention from different stakeholders. The purpose of this study was to establish the determinants of alcohol consumption among university-student-athletes in Kenya. It was hypothesized that the reasons and consequences of alcohol consumption are sport-related and are mediated by selected demographic factors and Parental Social Economic status (SES). Data was collected through self-administered questionnaires from 146 subjects (102, 69.9%) males and (44, 30.1%) females. Resulting data was analyzed through chi-square and independent t-test. Findings indicated that student athletes consume alcohol due to relaxation (82.2%), overcoming of boredom (66.4%) student-athletes. The consequences of alcohol consumption reported were mainly behavior offending others (32.6%), damaged friendships (29.6%) and poor academic performance (26%). However both reasons and consequences of alcohol consumption could not be determined by the selected demographic factors and parental SES with the exception of the place of residence (neighborhood). It is recommended that trainers/coaches need to sensitize the student-athletes' on their vulnerability to risks associated with alcohol consumption. Intervention measures and procedures to address alcohol consumption should be multi-faceted and involve sport psychologists and counselors. Future studies should be conducted with high school and elite athletes.

**Keywords:** Alcohol consumption, student-athletes

### INTRODUCTION

Alcohol use in our society has become a major concern in today's social atmosphere (Bray *et al.*, 2000). However debate ensues on whether alcohol is a drug or food. Alcohol (ethyl alcohol, ethanol) is a drug but technically it can be classified as food because it provides energy of about 7 Kcal/g. One drink of alcohol is considered to be an amount typically found in 340 mL of beer, 14 mL of wine or 35 mL of 40% (80 proof) spirits. Alcohol affects all cells in the body but the most immediate physiological and psychological effects are in the brain.

Researchers have discovered that people can develop alcohol use disorder from dependence and long term use which essentially can be considered a serious illness. The above scenario is also evident in universities resulting in fatal and highly social disorders. The university environment makes the students very susceptible to alcohol use and abuse due to diverse reasons. For many students, the university experience is their first time away from their families and parents which in turn prevents use of rules or curfews (Archer, 1991). Consequently, students struggle to keep control of their lifestyle because there are no authority figures to watch over their decision making (Watson, 2002). This new found freedom and a sense of invulnerability and a strong desire for exploration can

lead to the development of alcohol use and abuse (Osgood *et al.*, 1996). Researchers have also found that university students are amongst the highest percentile for binge drinking due to the increases in stress level from school and academia (Presley and Mailman, 1994; Lorente *et al.*, 2003).

Despite the general perception that athletes are more health-conscious than their non-athlete counterparts, studies indicate that athletes also abuse alcohol (Nattiv *et al.*, 1997; Stainback, 1997; Leichliter *et al.*, 1998; Wechler and Austin, 1998). McDaniel *et al.* (2001) observed that there is inconsistency between alcohol consumption and the physical demands of sports participation. McGuifficke *et al.* (1991) found that consumption of alcohol is typically associated with sport among Australia teenagers and youth adults as an important component of post-game celebrations. The reasons which make student athletes consume alcohol include constant exposure and elevated status on campus, constant levels of stress and apprehension, difficulties of handling athletics and school, adapting to social change, attempting to gain the upper edge in athletics, coping with hardships on and off the field (Watson, 2002; Moulton and Schneider, 1993; Stainback, 1997; Martens *et al.*, 2006). Parkins (1992) reported that on campus men are consistently found to drink more frequently and in greater quantities than women and experience more alcohol related problems.

Alcohol consumption among athletes disinherits and can increase self-confidence, helping tackle and reduce performance anxiety; it also decreases pain sensitivity meaning that some injuries might be considered minor. The best known and most widely seen use of alcohol in sport is both in reducing anxiety and in reducing hard tremor. Brenner and Swanik (2007) reported the elevated alcohol consumption patterns of athletes over non-athletes. They found that NCAA I school reported more high risk or problematic drinking athletes (78%) as contrasted to NCAA II athletes (76%) and NCAA III athletes (67.5%) in a 12 month period.

The study is based on the adaptation theory which tries to explain the relationship between athletes and alcohol use and abuse. Advocates of these theories have analyzed how exceptions and beliefs about what alcohol will do for the user, influence the rewards and behaviors associated with its use. They recognize that any number of factors including internal and external causes as well as subjective environmental experiences will contribute to abuse and addictive potential. They support the views that alcohol abuse and addiction involves cognitive and emotional regulation to which past conditioning contributes. Investigators have noted that alcohol users rely on alcohol to adapt to internal needs and external pressures. Ego deficiencies and other psychological deficits have been implicated as the major reasons why athletes turn to alcohol. Such deficiencies are self-esteem, peer friendships, confidence, self-acceptance and respect by others (Watson, 2002; Ford, 2007).

## LITERATURE REVIEW

Watson (2002) indicates the significant issues faced by many college student athletes due to stress and pressure associated with maintaining balance behavior between athletics and academia. An overwhelming number of college students many of whom are below the minimum drinking age use alcohol and that the pattern of binge drinking causes numerous problems among college campuses. Binge drinking causes numerous problems for those around the drinker such as fighting and drunken driving which causes accidents. Wechler *et al.* (2002) reported that student-athletes were more likely to be occasional and frequent binge drinkers than non-athletes and that college student in general were more likely to be problematic drinkers than non-college students.

Literature suggest that alcohol use among adolescents athletes is fairly high but the problem is rather complex (Passer, 1983). Young athletes may be more likely to abuse alcohol than their non-athlete peers and more likely to suffer from behavioral and psychological problems as a result of drinking (Passer, 1983). Nattiv *et al.* (1997) found that NCAA I athletes involved in contact sports such as ice hockey and football consumed alcohol at greater frequency and

quantity than their non-contact sport counterparts. This pattern was consistent among both males and females.

The drug related deaths and arrest of several professional and college athletes have fueled a public interest for examining the role which alcohol plays in the lives of athletes (Schneider and Greenberg, 1992). Martens *et al.* (2006) speculated that the excessive time demands for college athletes may also lead to problematic alcohol problems. He also noted the possibility of social isolationism as athletes are often separated from their non-athlete peers. He noted possible psychological athletes feel as they experience demands to excel and to live up to coaches, fans and family expectations. Physically, they also speculated that when athletes are injured they may feel stressed about recovery and thus turn to alcohol.

Literature shows that alcohol abuse within college athletics have been recognized as a major problem plaguing universities and colleges across the world (Choi *et al.*, 2006). Recently researchers have also investigated the alcohol usage rate of college students, student athletes, their motives for use, perception of alcohol use by their peers and alcohol consumption based on selected demographic characteristics (Choi *et al.*, 2006). Lorente *et al.* (2003) investigated patterns of alcohol consumption and intoxications in French sport science students. 20.4% reported more than six episodes of intoxication during the previous year. Male students drank more frequently and were more frequently intoxicated than were female students. Sports students drank less frequently but had more episodes of intoxication.

Donato *et al.* (1994) studied the reasons why athletes turn to alcohol use. They found that student athletes feel more pressure to perform at a higher level than their peers both inside and outside the classroom. They also found that athletes encounter pressures on a daily basis such as isolated living quarters, long hours spent training and travelling. The study identified four behavioral tendencies which cause an athlete to use and abuse alcohol as opinions by the public eye and media, fear of intense failure, fear of aggression and peer pressure associated with athletes. Dumas *et al.* (2006) studied 249 college freshmen and found a disturbing prevalence of binge drinking among students and an even greater prevalence among athletes. They found that college athletes consumed an average of 5.07 drinks per weekend, former high school athletes 4.19 and non-athletes students 3.5 drinks Gill (2002). Reviewing 25 years of research in alcohol consumption and binge drinking within UK undergraduate students found that a significant number of male and female students drink more than recommended weekly limits (14 units for women and 20 for men). He observed that alcohol consumption has increased among women students and it resembles that in male students.

Adelekan (2000) using a sample of 988 university students in Ilorin-Nigeria found the rate of current users of alcohol to be 18.5% and the average age of self-initiated drinking was 13.2 years. Okoza *et al.* (2009)

found students in the university abuse hard drugs and that to feel good, availability, parents and siblings and other factors predispose university students to abuse drugs. They observed that people who drink alcohol consistently are known for antisocial acts such as fighting, lying and so on. In Pudo (1998) noted that children from homes where parents take drug tend to imitate the behavior of their parents by taking illegal drugs. Young people learn from what they see by imitating what parents and other people in the community do.

With the above studies it is apparent that none of them was conducted in Africa in general or Kenya in particular. Therefore it was apt to establish the alcohol consumption patterns of student-athletes in a Kenyan university. Secondly, the study was out to address the following research questions:

- What are the demographic details of the university student-athletes?
- Why do student athletes consume alcohol?
- What are the consequences of alcohol consumption experienced by the university athletes?
- Are the reasons and consequences of alcohol consumption influenced by demographic factors?

The findings of the study will possibly have both theoretical practical knowledge on how to come-up with intervention measures to reduce alcohol consumption among student athletes. Secondly, significant others who are associated with student athletes will possibly be informed on the student-athletes alcohol consumption patterns.

## MATERIALS AND METHODS

**Research design:** This study was conducted to examine the use and abuse of alcohol by student athletes from the University of Nairobi, Kenya. Therefore a cross-sectional survey research design was used as there were no variables to be manipulated. Secondly, the manifestations of alcohol use and abuse on student’s athletes had already taken place. Data was collected from October 2010 to February 2011. This represents a good in-season for the student athletes as they participate in the national leagues, university championships and inter-university play-offs in many sport codes.

**Sample:** The demographic details of the respondents are presented in Table 1. Table 1 shows that 69.9% of the subjects were males and 30.1% were females, a majority of 59.58% were in their fourth year of study, 65.75% were participants in ball games (soccer, volleyball, basketball etc.) and 67.12% of these participants were sponsored by the government to pursue university education. Their age indicates that majorities 76.71% were between 22-24 years and only

Table 1: Demographic details of the subjects

		N	(%)
Gender	Male	102	69.90
	Female	44	30.10
Age	18-21	25	17.21
	22-24	112	76.71
	Over 25	09	6.16
Year of study	1	11	7.50
	2	21	13.69
	3	28	19.17
	4	87	59.58
Sport involvement	Ball games	96	65.75
	Athletics	10	6.84
	Racket games	20	13.69
	Swimming	12	8.21
	Martial arts	8	5.47
Fees payment	Government	98	67.12
	Self	48	32.87

9% were over 25 years of age. Their age in terms of range and mean was 18-30, 23.07±4.03.

**Research instrument:** A self-administered questionnaire was utilized for data collection. It was constructed by the researcher after a robust review of literature. It consisted of 3 sections, where section A sought the student’s demographic information of gender, age, sport and section B gathered information on drinking patterns and motives for alcohol consumption while section c captured the consequences of alcohol consumption experienced by the student athletes. Items in section B and C were borrowed from the Daily Drinking Questionnaire; Drinking Motives Questionnaire and Athlete drinking scale (Ford, 2007) which examines sport related drinking motives. The resulting data was analyzed through SPSS and chi-square was used to test the hypothesis at 0.05 level of significance.

## RESULTS AND DISCUSSION

Table 2 shows that 76.7% of the subjects had both parents living with them, 47.94% came from families with 4 to 6 children, 73.97% were middle born and a majority of 61.0% came from rural settings. Their parental social economic status as measured by highest level of Parents education and occupation is shown in Table 3.

Table 3 shows that 39.72% of the respondents father’ had college education followed by 20.54% whose fathers’ had university education. Similarly, 36.30% of the mothers had college education. Most of the subjects had their fathers’ and mothers’ occupation as teaching 21.91 and 21.23%, respectively. The family members’ consumption of alcohol is shown in Table 4.

Table 4 shows that (77.0%) fathers of the subjects consumed alcohol, (10.4%) mothers consumed alcohol 63(75.90%), brothers consumed alcohol while 18(33.33%) sisters consumed alcohol. Asked the

Table 2: Nature of neighborhood and family size of the respondents

		N	(%)
Family where brought up	Single (mother absent)	22	15.10
	Single (father absent)	07	4.80
	Both parents present	112	76.70
Number of children	Orphans	5	3.40
	1-3	35	23.97
	4-6	70	47.94
	Over 7	41	28.08
Birth rank	1 <sup>st</sup> born	29	19.86
	Middle born	108	73.97
	Last born	09	6.16
Neighborhood where brought up	Urban	46	31.50
	Rural	89	61.00
	Urban/rural	11	7.50

Table 3: Parental SES of the respondents

Level of education	Father		Mother	
	N	(%)	N	(%)
No formal education	16	10.95	20	13.69
Primary education	10	6.84	16	10.95
Secondary education	32	21.91	36	24.65
College	58	39.72	53	36.30
University	30	20.54	21	14.38
Occupation				
Professional	14	9.58	13	8.90
Managerial	08	5.40	03	2.05
Skilled	12	8.20	09	6.16
Commercial/business	28	19.17	27	18.49
Unskilled	13	8.90	08	5.40
Teaching	32	21.91	31	21.23
Farmer	23	15.75	36	24.65
Housewife	-	-	12	8.20
Armed forces/police	10	6.84	-	-
Others	06	4.10	07	4.79

Table 5: Reasons for consumption of alcohol

Motives/reasons	Responses					
	Agree		Undecided		Disagree	
	N	(%)	N	(%)	N	(%)
1. Alcohol influences physical performance/coordination	27	18.5	17	11.64	102	69.9
2. Feel tough during competitions	39	26.7	24	16.43	83	56.8
3. Make one to relax	120	82.2	7	4.79	19	13.0
4. To play better	27	18.5	17	11.64	102	69.9
5. Overcome shyness, tension and anxiety	106	72.6	14	9.58	26	17.8
6. Think and act better	34	23.3	19	13.01	93	63.7
7. Manage boredom	97	66.4	21	14.38	28	19.2
8. Reduce body pains from sports	23	15.8	32	21.91	91	62.3
9. To conform to peer group pressures	84	57.5	20	13.69	42	28.8
10. Become alcoholic/can't do without	12	8.20	26	17.80	108	74.0

Table 6: Consequences of alcohol consumption experienced by athletes

Consequences	Responses					
	Never		Once		Many times	
	N	(%)	N	(%)	N	(%)
1 Damage to property	80	60.2	30	22.6	23	17.03
2 Failure to attend training sessions	59	43.7	46	34.1	30	22.20
3 Physical injury to others	79	59.4	34	25.6	20	15.00
4 Poor relations with the coach	74	57.4	28	21.7	27	20.90
5 Fighting with other players	74	57.4	35	26.5	23	17.40
6 Behavior offending others	47	36.4	40	31.0	42	32.60
7 Poor play during matches	70	53.0	31	23.5	31	23.50
8 Unintended sexual activities	67	49.6	43	31.9	25	18.50
9 Memory loss	71	48.6	40	30.1	22	16.50
10 Damaged friendship/relationships	45	33.3	50	37.0	40	29.60
11 Physical injury to oneself	55	42.0	44	33.6	32	24.40
12 Poor academic performance	70	53.4	27	20.6	34	26.00

Table 4: Family members' consumption of alcohol

Member	Yes		No		Total
	N	(%)	N	(%)	
Father	57	77.00	17	22.97	74
Mother	05	10.40	43	89.58	48
Brother	63	75.90	20	24.09	83
Sister	18	33.33	36	66.67	54

number of beers the subjects took in one sitting revealed that 50% of the athletes consumed 1-3 beers, 30.8% took 4-6 beers, 15(10.27%) consumed 7-9 beers while 13(8.9%) took over ten beers in one sitting. The mean age of when they started at the age of 23.07±4.03 years. The reasons/motives which make the student-athletes to consume beer are shown in Table 5.

Table 5 shows that the 5 major reasons which make the athletes consume alcohol are relaxation 82.2%, followed by overcome shyness and tension (72.6%), manage boredom (66.4%) and conform to peer pressure (57.5%). The reasons which least spur alcohol consumption are "have become alcoholic" (8.2%), reduce body pains (15.8%), play better (18.5%), improve physical performance 18.5% and think and act better. The consequences which the athletes may have experienced after alcohol consumption are shown in Table 6.

The five main consequences that the athletes have experienced many times are behavior offending others (32.6%), damaged friendships (29.6%), poor academic

Table 7: Chi-square results on neighborhood and consequences of alcohol consumption

Consequences	$\chi^2$	df	Sig.
Physical injury to others	6.422	2	0.040
Behaviors' offending others	19.881	2	0.000
Unintended sexual activities	11.832	2	0.003
Damaged friendship	17.196	2	0.000
Poor academic performance	6.768	2	0.034

performance (26%), poor play during matches (23.5%) and failure to attend training sessions (22.2%). The consequences which the student-athletes have never experienced were damage to property (60.2%), physical injury to others (57.4%), fighting with others (57.4%) and memory loss (48.6%).

The study was interested in finding out whether the reasons for alcohol consumption and the consequences experienced will differ based on age, gender, year of study, parental SES and neighborhood. T-test results showed that age did not elicit significant differences ( $t = 0.611$ ,  $df = 85$ ,  $p = 0.167$ ) on when they started drinking alcohol. Chi-square test of independent measures indicated that year of study caused differences ( $\chi^2 = 13.839$ ,  $df = 3$ ,  $p = 0.03$ ) on the reason of overcoming tension and anxiety. Significant differences were realized on fathers' occupation ( $\chi^2 = 21$ ,  $df = 12$ ,  $p = 0.49$ ) on behavior offending others and mothers' highest level of education caused significant differences in damage to property ( $\chi^2 = 17.234$ ,  $df = 8$ ,  $p = 0.028$ ). Chi-square results on neighborhood and consequences of alcohol consumption is shown in Table 7.

It is apparent that athletes whose neighborhood was rural experienced the above consequences more times than their urban counterparts.

## DISCUSSION

The purpose of this study was to mainly establish the reasons for alcohol consumption and the consequences which the student athletes may have suffered after consuming alcohol. Findings of the study indicate that more males took part in the study in comparison to the females. This is expected as participation in sports and alcohol consumption is male dominated in Africa. Previous studies have reported that male gender was strongly associated with weekly alcohol use among young adult athletes. Men were more likely to be intoxicated more 10 times a year and women were more likely to be intoxicated (Faulkner and Slattery, 1990; Aaron *et al.*, 1995; O'Malley and Johnston, 2002). Traditionally alcohol consumption and participation in sport was a male preserve but due to erosion of traditional cultures at the mercy of western civilization females are equally consuming alcohol and participating in sport. Most alcohol adverts target men and tend to portray a picture that alcohol drinking is masculine. Those who escape the allure of alcohol advertisements are captured by the fact that moderate

alcohol drinking is good for one's health. This is buttressed by the fact that university female athletes are operating away from parental control and peer influence is awash with daring into activities such as dancing which is a male preserve. In university contexts where traditional sex roles have been significantly challenged and deviant lifestyles are more likely tolerated, a raise in the level of women's alcohol abuse is expected (Parkins, 1992; Gill, 2002).

A good percentage of the respondents were actively involved in ball games of soccer, volleyball, basketball, netball, hockey, rugby and handball. These ball games are very popular not only in Kenyan universities but also in Kenyan secondary schools (Rintaugu, 2005). Indeed there is a lot of emphasis on these games and educational institutions have invested lots of sports infrastructure and human resources in these games. Most of the athletes were living with their parents and it is postulated that the parents needed to have taken a central role in ensuring that their siblings are not consuming alcohol. Their birth ranks showed that a majority (73.97%) was middle born and consequently they may have been influenced either into sport participation or alcohol consumption by their siblings. Indeed Udoh (1997) observed that younger siblings were over-represented in comparison with the first born. First born are less likely than last born to participate in sport (Rintaugu, 2005). Findings indicated that the athletes came from families where family members are involved in alcohol consumption. This clearly indicates that possibly alcohol consumption is not restricted a home. This is supported with social perspective of alcohol abuse that contends that parental influence, siblings influence; school influence and peer influence take high prominence in student overall motive to abuse alcohol (Okoza *et al.*, 2009).

Results showed that almost 50% of the athletes are involved in binge drinking (more than 5 beers/sitting). These findings are consonant with Rintaugu *et al.* (2011) findings that student athletes are not more health-conscious than non-athletes. Similarly, Watson (2002) found that college athletes consume more alcohol than non-athletes. Bracken and Wilfert (2010) reported in their study, 49% of student athletes drink 5 or more drinks in one sitting. The age at which the athletes started consuming alcohol is rather alarming. Indeed some of them start drinking as early as 11 years. These findings are in consonant with Wechler and Austin (1998) where the respondents began drinking between 16.5 and 18.4 years of age. Leichliter *et al.* (1998) found that male student-athletes drink on average 5 more drinks/week than other male students and female student-athletes drink on average one more drink per week than other female students. Studies have suggested that college athletes often report problems such as negative and unsatisfactory relationships with

teachers, coaches and fellow athletes (Humprey *et al.*, 2000; Ford, 2007).

The reasons which make student-athletes consume alcohol included relaxation, management of boredom, overcoming shyness and conforming to peer pressure. As much as these reasons have been reported elsewhere Ford (2007), Rintaugu *et al.* (2011) and Osgood *et al.* (1996) observed that participation in sports provides opportunities for young people to drink alcohol as well as to consume other drugs because it takes participants to venues where they are out with adult and parental control. These reasons have been reported elsewhere (Ford, 2007) where student athletes drink alcohol to please many people including coaches, teammates, teachers, school officials, classmates, fans and members of the media. Osgood *et al.* (1996) observed that participation in sports provides opportunities for young people to drink alcohol as well as to consume other drugs because it takes participants to venues where they are out with adult and parental control. Indeed, Presley and Meilman (1994) opinioned that athletes constant exposure and elevated status on campus, college-student athletes are typically placed in situations that cause stress and anxiety. Bracken and Wilfert (2010) observed that 86.1% of athletes that drink report to do so for reasons not related to sports. Nay, the least reasons which make athletes consume alcohol in this study were becoming alcoholic, reduction of body pains emanating from sports and sport specific reasons of playing better and improving performance. O'Brien and Lyons (2000) indicated that drinking can affect athletic performance by impairing psychomotor skills, decreased psychological levels of functioning and impairs body's temperature regulation system. They indicated that drinking leads to greater risk of injury and athletes who use alcohol at least once a week had an injury rate of 54.7% (O'Brien and Lyons, 2000). These results corroborate with Humprey *et al.* (2000) that almost half of the male athletes indicated that stress associated with sport participation such as pressure to win, excessive anxiety, frustration conflict, irritation and fear significantly affected their mental or emotional health.

Researchers have found that the level of alcohol abuse was quite high and correlated with a host of problems such as residence hall damage, sexual assaults, fights, drunk driving and impaired academic functioning (Presley and Meilman, 1994). Equally, heavy drinking is associated with multiple social and interpersonal problems such as arguing with friends, engaging in unplanned sexual activity, drinking and driving, getting into trouble with the law and academic difficulties (Wechler and Austin, 1998; Presley and Meilman, 1994). Athletes in this study mostly experienced consequences such as behavior offending others (negative reactions from others) damaged friendships and poor academic performance (missed

classes, exams or poor homework and poor laboratory performance). It is important that some of these consequences of alcohol consumption do not only affect the athletes' sport performance but also their academic performance. This scenario creates a situation where athletes may turn to drink alcohol due to stresses emanating from poor sports performance and academic standing. Wechler and Austin (1998) observed that the dual role as athlete and student may create an environment that increases the likelihood of athletes engaging in behavioral risks including sexual activity and alcohol use. Lorente *et al.* (2003) reported that male students drank more frequently and were more intoxicated than were female students. Presley and Meilman (1994) indicated that most students drink with an average of five drinks consumed per week and abuse correlated with a host of problems such as residence hall damage, sexual assault, fights, drunk driving and impaired academic functioning. Forty two percent of the respondents surveyed reported at least one episode of binge drinking.

The findings of the study indicated significant differences on reasons for alcohol consumption and year of study especially the reason bordering on overcoming shyness, tension and anxiety. Thus, it was evident that more first year students were consuming alcohol due to the above reason. This can be postulated to the fact that first year student-athletes may not have mastered the campus environment and especially when dealing with the opposite sex.

Parental social economic status index of fathers' occupation was significantly related to the athlete's alcohol consequences of behavior offending others while mothers' highest level of education correlated with the consequence of damage to property. Whereas it is difficult to explain this scenario, it is apparent that the victims of these circumstances were athletes whose parents had lower levels of education and occupation.

An important finding of this study was the effect of neighborhood and the consequences of alcohol consumption. Athletes whose neighborhood was rural returned higher frequencies on the consequences of physical injury to others, behavior offending others, poor play during matches, unintended sexual activities, damaged friendships and poor academic performance. In rural areas the student athletes are away from the law, don't drink frequently i.e., drink few times due to poverty and drink hot and cheap liquor but when they do it, they overindulge.

## **CONCLUSION AND RECOMMENDATIONS**

Findings of the study have shown that student-athletes are engaged in binge drinking, reasons for alcohol consumption and resulting consequences are not sport-related. The selected demographic factors of age, gender and parental SES does not significantly mitigate the reasons for consumption of alcohol and consequences with the exception of place of residence.

It is recommended that student-athletes need to be educated on the dangers of alcohol consumption. This has to be done by all the stakeholders including coaches sport psychologists and counselors. Alcohol consumption consequences spill over to the academic and possibly their participation in sports is detrimental to their academic performance. Athletes need to be sensitized in their lifestyles which make them vulnerable to alcohol consumption. Future studies should focus on alcohol consumption among high school and elite athletes. Intervention measures need to be put in place by educational institutions to combat alcohol consumption.

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