

## Factors promoting daily usage of alcoholic substances in Ubungo District

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### Abstract

Topics concerning the usage of alcoholic substances have always caught the attention of different health science and social science professionals because of the tenacious growth in alcohol consumption and its effects. Due to such a fact, this study was conducted in Ubungo District in order to determine the factors that promote the daily usage of alcoholic substances. A cross-sectional research design and purposive sampling were employed to manifest data collection within a sample size of 240. The obtained data were gathered through semi-structured interviews and presented in tables, showing frequencies and percentages. The results show that alcoholic substances are daily consumed due to the availability of alcoholic centers, low/affordable price of alcoholic substances, the nature of works of people, bundles promotion and offers from friends/relatives, family history of the users, less purchasing restrictions, individual's perception on alcoholic beverages, advertisement of the substances on media, and alcohol dependency and addiction. Finally, rescuing the alcohol addicts, the concerned authorities should set and enforce rules and restrictions concerning the sales and consumption of the substances; and provide psycho-educational programs and seminars on abandoning alcohol abuse, dependency, and addiction, so as to minimize financial bankruptcy and other social or family conflicts brought about by daily consumption/usage of alcoholic substances.

**Keywords:** alcohol; alcohol consumption; alcoholic substances; substance users

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### Introduction

Alcoholic substances are referred to as manufactured products/beverages that contain a certain percentage of alcohol. Their chemical composition requires a mixture of water (H<sub>2</sub>O) together with other ingredients obtained from agricultural products or with certain percentages (%) of ethanol or methanol (Babor, Campbell, Room, & Saunders, 1994). When mixed with agricultural products like yeasts, bananas, millet, maize, or grapes, together with the addition of sugar, the fermentation process becomes inevitable (Centers for Disease Control and Prevention, 2010). The inevitability happens after the mixed ingredients are heated and then covered (absence of oxygen) in tanks or bottles within three days, so as to produce ethanol and maintain a temperature of 18-24 °C (Belitz, Grosch, & Schieberle, 2009).

Following such tips and other chemical processes, there are several alcoholic substances that are legally allowed to be consumed. Such substances are named depending on the companies' brand, or some are nicknamed due to several socio-cultural factors. In Tanzania, they are known by the names of beer, wine, and heavy-alcoholic drinks. The example of beer includes Safari lager, Serengeti lager, Serengeti lite, Kilimanjaro lager, Kilimanjaro lite, Heineken, Savanna, Castle lager, Castle lite, Flying Fish, Redd's, and other more. On the side of wine, there is Altar wine, Saint Anna wine, Saint Raphael, Dampo wine, Imagi wine, and other more. Also, on the side of



heavy-alcoholic drinks, there is K-Vant, Double Kick, Konyagi, Hennessy, Whisky, Smart Gin, Coffee spirit, Valeur, Zanzi, and other more (Tanzania Breweries Limited, 2011, 2021).

Most of these beverages are packed into either plastic or glass bottles of different volumes, sizes and shapes. For instance, beers like Safari Lager, Serengeti Lager, and Castle Lager are put in a bottle of either 330ml or 500ml while having 4% up to 5.5% of alcohol (Tanzania Breweries Limited, 2011, 2021). Other substances like heavy-alcoholic drinks (spirits) are put in a bottle of either 350ml or 750ml, having from 35% to 42% of alcohol; while substances like wine have 7% to 15% of alcohol (International Agency for Research on Cancer, 2010). Moreover, such beverages do have different tastes that distinguish them from each other. Due to their flavors and chemical compositions, some taste sour and acidic, bitter, burning/itching, the flavor of fruits, and some taste sweeter (Meilgaard, 1975).

The supply and delivery of alcoholic substances is done through different means of transportation within identified markets. Such markets of alcoholic substances include liquor stores, night pubs, groceries, bars, hotels and restaurants, and other places set as recreational centers. The supplies are often determined by the demand of consumption, macroeconomic shifts, socio-cultural influencers, legal/mandatory patterns and the availability of wholesale/retail premises. Also, because these substances make a greater contribution to the national economy, brewery authorities have often encouraged, catalyzed and controlled alcohol production processes so as to incline the national revenue as well (Bryceson, 2002; Obot, 2007). For example, in 2012/2013, Tanzania Revenue Authority (TRA) managed to collect 230 billion Shillings from alcoholic substances—it was estimated to be 5% of the domestic revenue (Mshana, 2014). So due to these tips, the supply and delivery of alcoholic substances have persistently overcrowded.

The consumption of alcoholic substances has never been constant across the world due to some reasons (World Health Organization, 2004). Globally in 2010, the trend of consuming alcoholic substances known as spirits (heavy-alcoholic drinks) was recorded and estimated to reach 50.1% among 38.3% of the users in the whole world. The consumption of alcoholic substances known as “beers” was recorded and estimated to reach 34.8%, while 8.0% was the consumption of wine. Moreover, in African Zone, the records indicated that 51.6% of alcoholic substances were consumed by 29.8% of the whole population in Africa (World Health Organization, 2014). Arguably, in 2003 the trend of alcohol consumption among adults in African countries was higher. For instance, in Nigeria, 14.1% of adults consumed 12.1% of beer and 87.9% of wine; in Gabon, 12.2% of adults consumed 64.1% of beer, 15.9% of wine and 19.9% was of spirits; in Burkina Faso, 7.9% of adults consumed 93.2% of beer, 0.7% of wine and 6.1% was of spirits; in Uganda, 18.6% of adults consumed 31.6% of beer, 67.3% of wine and 1.1% was of spirits; and in Tanzania (United Republic of), 7.5% of adults consumed 92.5% of beer, 5.5% of wine and 2.0% was of spirits (International Agency for Research on Cancer, 2010, pp. 50–54).

Contemporarily, the issue of consuming alcoholic substances is reported to increase with a projection of 80% (Muula, Kazembe, Rudatsikira, & Siziya, 2007). More studies indicate that adolescents and youths (15-29 years) are the most consumers of alcoholic substances (Awosusi & Adegboyega, 2013; Pinsky, Sanches, Zaleski, Laranjeira, & Caetano, 2010). Similarly, recent statistics indicate that there are about 15.3 million youths who often use alcoholic substances, and about 320,000 of them encounter death each year—this is estimated to be 9% of the mortality rate globally (World Health Organization, 2011). The reports indicating progressive consumption of alcoholic substances describe that in many countries like Uganda, Zambia, United Republic of Tanzania, there has been a daily usage of the substances (Adu-Mireku, 2003; Odejide, 2006). Arguably, in Zambia, the ratio of consumption of alcoholic substances among adolescents was marked to be: one adolescent out of three uses the substances (1:3) (World Health Organization, 2004). Also, in Tanzania, several studies conducted concerning alcohol consumption indicate that there has been a daily usage of alcoholic substances in some Districts of Kilimanjaro, Iringa, Njombe, Kagera and Mbeya regions (Massawe, Ruheza, & Msambila, 2022; Welwel et al., 2022).

All those trends concerning daily usage of alcoholic substances underlay certain factors/influences. That implies that several people within distinct settings or circumstances are

motivated to use alcohol products and become victims of alcoholism. For instance, in Rombo District—Kilimanjaro, Tanzania, people undergo a daily usage of alcoholic products due to socio-demographic influences like alcohol accessibility, affordability due to low selling price, family characteristics of making and using alcohol, and less age restriction concerning the usage (Massawe et al., 2022). In continuation, because alcoholic substances are regarded as commercial products, this has promoted the initiation of many alcoholic centers for the purpose of business, and many have become users of the substances. Also, due to cultural patterns of African communities regarding the usage of alcohol (as it was used in initiation ceremonies and social gatherings), Africans have continued to manifest this cultural pattern. Moreover, in university settings, many have engaged in daily usage of alcoholic substances due to motivation from peers, the desire to drink while failing to control oneself, and issues of dependence (Fernandez, Villa, Cepeda, Nina, & Flores, 2019).

In Dar es Salaam, there have been some studies done in order to determine the prevalence of alcohol consumption among different groups (Matowo, 2013). From the study conducted by Kitua, Kabalimu, & Muindi (2019), there is about 61.5% of alcohol consumption in a hazardous manner and 38.5% in a non-hazardous manner among social groups like motorcycle and taxi drivers. Factors like family history of using alcoholic substances and marriage complications/statuses have been associated with the such rate of alcohol consumption. Apart from these studies, there seem to be minimal studies concerning the usage of alcoholic substances, particularly in Ubungo District, despite having several alcoholic centers. For that case, this study was conducted in Ubungo District, having the main objective of determining factors promoting daily usage of alcoholic substances.

## Methods

This study was done as a cross-sectional study. Such a research design was used because it accommodated the collection of data/information within two distinct groups of the study population (the group of alcohol users and that of non-alcohol users) at a single point in time. Also, it was used because it is always employed when studying the prevalence of a certain phenomenon in a described society/community, so as to gather reliable data which may be helpful in constructing robust conclusions. Moreover, it was used because it is often applied when studying the attitudes and practices of the study group. Finally, it was used because it is applicable in mixed approaches that result in both qualitative and quantitative kinds of data/information (Zangirolami-Raimundo, Echeimberg, & Leone, 2018).

Ubungo District was the area that accommodated this study. That is one of the five administrative boundaries within the region called Dar es Salaam, Tanzania. It is estimated to have 1,043,549 people as residents. It is subdivided into 14 administrative wards and 91 streets, within a total surface area of 210 square kilometers (Mselle et al., 2022). Also, this is a center for diverse socio-economic activities taking place in shopping malls, hotels, restaurants, night pubs, bars, liquor stores, retail manners, barber shops and saloons, transport facilities, and others. Depending on several factors, these socio-economic activities become inevitable.

The population that participated in this study was obtained through purposive sampling. This kind of technique assisted the researchers in keenly selecting the respondents out of already set qualities and standards. Also, it was used because it allowed the researchers to make judgements when choosing the respondents as the key informants, who were adequately aware of alcoholism and eager to contribute to the study. Moreover, because the researchers planned to obtain data/information from alcohol and non-alcohol users, this technique supported them in keenly sorting out respondents from both categories. For those cases, the researchers managed to obtain 240 respondents as a sample size during data/information collection.

Moreover, the obtained data were gathered with the help of a semi-structured interview guide. The semi-structured interview guide had key questions that required answers from the informants. The kinds of questions in the semi-structured interview guide were both open-ended and closed-

ended: the open-ended questions provided respondents with a chance to narrate their views deeply, while closed-ended questions required respondents to either accept or deny what was asked by the researchers. Likewise, the interview guide led the researchers to collect data/information immediately after implementing interview sessions with those who participated in the study. Moreover, the obtained quantitative data/information were analyzed in a manner of describing their statistical inferences: frequencies & percentages of the obtained data/information, while the qualitative ones were conceptualized into ideas and comments.

Finally, the study was conducted on the basis of several ethical codes of conduct, which include ensuring informed consent and respecting respondents' autonomy and confidentiality, together with issues of safety and integrity. On the aspect of ensuring informed consent to the respondents, the researchers clearly/detailed explained what was to take place, and by their willingness (respondents) were asked to participate in the study. Similarly, their autonomy was respected in the sense that whoever wanted to drop out from participating in the study was allowed. Also, the researchers preserved the anonymity of whoever provided his/her opinion and information. Lastly, the researchers tried to be true and honest to all the respondents by avoiding conflict of interest, which could either humiliate or undermine both sides.

## **Results and Discussion**

This section instigates by presenting the demographic information of the respondents, describing their gender, age, and socio-economic statuses, as shown in Table 1. Then it continues with presenting the results as were obtained during the time of data/information collection, together with the possible discussion of each item as analyzed in Table 2.

**Table 1.**  
Demographic information of respondents

Item	Description	Frequency	Percentage (%)
Gender	Male	138	57.5
	Female	102	42.5
Age	15-25 years	36	15.0
	26-35 years	180	75.0
	36 years and above	24	10.0
Socio-economic Status	Employed	12	5.0
	Entrepreneur	120	50.0
	Servers/Waitresses	24	10.0
	Other	84	35.0
Total		240	100

As indicated in Table 1, the study involved 240 men and women as the direct respondents. The statistics indicate that 57.5% were men and 42.5% were women of different ages. The age description indicates that 15% were between the age of 15-25 years, 75% were between 26-35 years, and the rest 10% were between 36 years and above. Moreover, the respondents had their socio-economic statuses. There was a category of 5% who were employed in formal and informal offices, centers and premises. The other category of 50% consisted of entrepreneurs from small-scale and large-scale business firms like shopping malls, restaurants, hotels, liquor stores, bars, pubs, kiosks, etc. Also, there was a category of 10% that consisted of servers/waitresses from bars, night pubs, clubs and groceries found in Ubungo District. Finally, the category of 35% consisted of mixed socio-economic statuses like drivers, technicians, etc.

**Table 2.**  
Factors promoting daily usage of alcoholic substances

S/N	Proposed Factor	Frequency(N)	Percentage (%)
1.	The availability of alcoholic centers	108	45.0
2.	The price of purchasing the substances	60	25.0
3.	The nature of works and offers	24	10.0
4.	Family background and dependency	18	7.5
5.	The licit nature of the substances	12	5.0
6.	Individual's perception on alcoholic beverages	12	5.0
7.	Bundles promotion and advertisement on media	6	2.5
Total		240	100

Beginning with the first proposed factor (The availability of alcoholic centers), 108 respondents (45%) agree with it as a factor promoting daily usage of alcohol. Such available alcoholic centers include liquor stores, bars, night pubs, and local groceries that sell alcoholic substances. According to them, the existence of such kinds of centers influences people to easily access alcoholic substances all the time, thus making no costs or hardship in getting them due to the close distance to the centers. That is substantiated by the study conducted by Adu-Mireku (2003) and Massawe et al. (2022). According to these studies, it was noted that a lot of alcoholic substances are consumed every day because people do not incur costs/hardship to access the alcoholic centers, which are alcohol selling points. Likewise, because the walking distance from residence to these centers is not time-consuming, people (especially youths) are motivated to go and purchase, then use the substance(s). Also, because some of the centers are beside the main roads, people can easily access them and board a bus/get a ride back home to use them.

In continuation, the price of purchasing the substances was proposed by 60 respondents (25%) as one of the factors that contribute to the daily usage of alcoholic substances. Their arguments lay on the affordability of selling prices of different alcoholic substances like beers, wine and heavy-alcoholic drinks (spirits). Others argue that most of the substances which have much alcohol (35% to 43%) are cheaply sold, to the extent that even those who cannot afford the expensive ones (like wine) can purchase and use them. Arguably, they said that most of such heavy-alcoholic substances (spirits) do cost between 1000Tshs to 4000Tshs, per each bottle of 200ml or 350ml. Similarly, the price of beer is also ranging between 1500Tshs to 2500Tshs, per each bottle of 330ml or 500ml. Also, the price of wine like Imagi is somehow low, ranging between 3500Tshs to 4000Tshs per bottle. That is also substantiated by the studies conducted by Rehm et al. (2010) and Ezebuirio et al. (2012). Their findings indicate that the lower the price of alcoholic substances the higher the usage of them. Hence, it is possibly true that low and affordable price of alcoholic substance promotes daily usage of alcoholic substances.

The other proposed factor that is seen as contributive to promoting daily usage of alcoholic substances is "the nature of works and offers". That was stipulated by 24 respondents (10%) who participated in the study. According to them, there are kinds of works that influence people to daily drink alcohol substances. For example, those who work as servers/waitresses in bars, night pubs, clubs, and groceries and liquor stores have a higher chance of daily drinking alcoholic substances because of many reasons. It may be due to the provision of offers given by the customer(s) immediately after testifying their lovely services and good/pleasant customer care services. Similarly, those who are employed as managers of the alcoholic centers or patrons and matrons of the servers/waitresses have direct access to daily drinking due to the relationship/friendship they do establish with customers coming for drinking—this is often accompanied by making stories while given an offer of the bottle(s) of beer(s), wine or heavy-alcoholic drink (spirits). Moreover, those who illegally work as commercial-sexual workers (prostitutes) around night pubs and bars are always eligible for daily usage of alcoholic substances. That is because customers (alcohol users) who tend to drink alcohol while seeing them around tend to bribe them with offers of alcoholic substances, so they may accept to go for sexual activities. Hence, the more they daily become bribed with alcohol, the more they daily use alcoholic substances.

Also, due to family background and dependency on alcohol, most people encounter daily usage of alcoholic substances. This factor was supported and agreed upon by 18 respondents (7.5%) who participated in the study. According to them, there are individuals who can never abandon drinking alcohol because they have been using it since from young hood. Sometimes, the habit of using alcoholic substances is influenced by copying the parents' lifestyle of getting drunk, while sometimes, it may be because of parents' negligence towards their children. Similarly, because some have developed dependency and addiction due to long-time consumption of alcoholic substances, then it is impossible for them to miss using them. Thus, they will have to daily use the substances for the purpose of feeling better and more comfortable, especially when withdrawal symptoms arise after the content of alcohol gets low in the body (Castens, Luginga, Shayo, & Tolias, 2012; Nyandindi, 2008).

Moreover, 12 respondents (5%) said that "the licit nature of the substances" has been a factor promoting daily usage of alcoholic substances. Their arguments are based on three legal aspects: (1) authorization from the Tanzania Bureau of Standards (TBS), (2) consideration of being a commercial product, and (3) fewer purchasing/buying restrictions. According to them, the permit from TBS makes people feel safe, comfortable and confident when using the substances because they are concerned of approving all consumed products in the country. The issue of fewer purchasing/buying restrictions that do not consider inquiry of age/gender makes people have no sense of being unethical or miss customer services unless having financial constraints. Likewise, because these substances are considered commercial products, consumption has increased relatively due to the supply. Hence, due to all these aspects, the rate of daily usage of alcoholic substances has been regularly manifested.

Furthermore, 12 respondents (5%) said "Individual's perception on alcoholic beverages" promotes daily usage of alcoholic substances. According to them, there are individuals who perceive alcohol as sweet and good for them; others do perceive it as suitable in assisting digestion processes immediately after eating (especially wine); still, others do perceive it as the substance that gives them pleasure and make them feel comfortable; yet others do perceive substances like wine tend to increase wisdom to its users; and others do perceive it as a pacifying substance that keeps people together, binding/tying them as friends/relatives. These aspects were also noted by World Health Organization (2011). According to their analysis, it shows that many African societies continue to maintain a culture of using alcoholic substances due to individual and social purposes, as they were aired out by the respondents. Hence due to these perceptions, many have been motivated to have daily usage of alcoholic substances.

Finally, six respondents (2.5%) said "bundles promotion and advertisement on media" has also promoted daily usage of alcoholic substances. According to them, many people are often motivated to go for drinking because alcoholic substances are bought in bundles at a lower price. For example, due to a bundle promotion known as "bucket", having seven beers at the cost of 10,000Tshs, many people (friends with the desire to drink) contribute such amount and go for drinking. Likewise, due to several advertisements on radios, televisions, and social media accounts, many people have been motivated to go for drinking every evening after coming from work/job—This takes place from 5 PM in the evening to 12 AM midnight. Hence, the more they become motivated by media, the more they become prone to daily usage of alcoholic substances.

## **Conclusion**

This study has discovered that there is persistent daily usage of alcoholic substances in the study area (Ubungo District), as stipulated in the section of results and discussion. The usage of such substances is prompted by a list of factors: the availability of alcoholic centers, low/affordable price of alcoholic substances, the nature of works of people, bundles promotion and offers from friends/relatives, family history of the users, less purchasing/buying restrictions, alcohol dependency and addiction, individual's perception on alcoholic beverages, advertisement of the substances on media, together with licit nature of the substances. The most preferred alcoholic substances include heavy-alcoholic substances (spirits) that have 35% to 43% of alcohol content;

beers that have 4% to 5.5% of alcohol content; and the rest prefer sweet wines that have 7% to 15% of alcohol content. Also, the usage of these substances is mainly taking place from 5 PM to 12 AM because they are not working hours.

Reflecting on such identified issues, daily usage of alcoholic substances should not be taken for granted because alcohol consumption has often made people experience physical, healthy, social, family and economic problems/stifles/difficulties. That is proven by the labels of several alcoholic substances, which indicate precautions to the users of the substances for the betterment of their health. For such a truth, the users of alcoholic substances should not despise such precautions for the betterment of their health—this should be followed by controlling the quantity of alcohol consumption. Similarly, the users should not invest much of their energy, time and resources in drinking alcohol because they may end up in financial bankruptcy and other social or family conflicts. Also, because there have been commercial advertisements of the substances in media, there should be more psycho-educational programs and seminars that entail society how to abandon alcohol abuse, dependency and addiction through different means of communication. Moreover, the concerned authorities should set and enforce rules and restrictions concerning the sales and consumption of the substances so as to minimize future risks and losses. Finally, because the study did not unveil the effects/repercussions of alcoholic consumption among residents in the study area, there is a need to conduct more studies in order to identify if there are any.

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