

**FACTORS INFLUENCING ALCOHOL INTAKE AMONG STUDENTS: A CASE
STUDY OF STUDENTS RESIDING WITHIN THE MT. KENYA UNIVERSITY MAIN
CAMPUS.**

BY

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ABSTRACT

Alcohol abuse is one of the major problems affecting college students. This problem impacts negatively on the academic, social psychological and physical development among the abusers. The objective of this study was to establish the factors influencing alcohol consumption among the university students.

A literature review was conducted of findings and methods highlighting conceptual and methodological issues that need to be addressed. Most studies address clinical, developmental and psychological variables and are conducted at single points in time on single campuses. Factors affecting college drinking are discussed.

Alcohol abuse is a major global problem. The study area chosen was Mount Kenya University and the students included in the study were resident students residing within the campus hostels and between 18 years and 26 years of age. Convenience non- probability sampling was used to determine the sample size. Data will be collected from different localities at Mount Kenya University. A questionnaire was used to get information from the student respondents. The questionnaire was self administered to ensure confidentiality.

The data obtained was analyzed using descriptive and inferential statistics. The representation was done through frequencies and percentages. The findings of the study revealed that the effects of alcohol on the student's behaviour were detrimental to their academic progress and their interpersonal relationships as well as the perception that students hold about alcohol determines to a very large extent whether they will take alcohol or not.

Also, the perception of the students on alcoholism contributed considerably to their behaviour towards alcohol abuse. This perception was formed through their immediate environment that is peers, parents, Media and neighbours. The study recommends the university administration to put more emphasis on behavior change communication (BCC), more awareness among the students about alcoholism by the schools and media amongst others.