

SOCIO-ECONOMIC IMPACT OF LOCAL ALCOHOL CONSUMPTION BY CONSUMERS IN HARAMAYA TOWN, EAST HARARGHE, ETHIOPIA

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ABSTRACT

The main aim of this research was to assess the socio-economic impact of local alcohol consumption among adult in Haramaya town, East Hararghe, Ethiopia. A community-based cross-sectional study was conducted from April to June 2018 using mixed methods of data collection. A total of 120 samples were included in the research. The most consuming local alcohols were Tell, Katikala, and Tej respectively in the research area. The research found the current prevalence of consuming local alcohol practices was among male sex, productive age groups, followers orthodox church, married respondents, illiterate respondents, and the respondents with low daily income (daily laborers). Besides that, it finds out that consuming local alcohol are leading to different socio-economic problems, such as social problems (discrimination, failure to role play, and low social interaction), economic problems (poverty and lack of saving resources), health problems (headache, vomiting, and loss of appetite), and problems of domestic violence (divorce and lack of proper socialization of their children). The government with stakeholders should develop a policy to control the production and disruption of local alcohol, as well as develop coping mechanisms for the consumers, producers, and sellers.

Keywords: socio-economic impact, local alcohol, alcohol consumption

INTRODUCTION

Alcohol is a psychoactive substance with dependence-producing properties that has been widely used in many cultures for centuries (WHO, 2018). There are different types of alcohol production in the world. However, for classification purpose scholars, it is grouped into two groups based on the legal status of the production process. These are recorded and unrecorded alcohols beverages. Unrecorded alcohol refers to alcohol that is not taxed and is outside the usual system of governmental control, because it is produced, distributed, and sold outside formal channels.

Unrecorded alcohol consumption in a country includes consumption of homemade or informally produced alcohol (legal or illegal), smuggled alcohol, alcohol intended for industrial or medical uses, alcohol obtained through cross-border shopping (which is recorded in a different jurisdiction), as well as consumption of alcohol by tourists. Homemade or informally produced alcoholic beverages are mostly fermented beverages made from sorghum, millet, maize, rice, wheat or fruits (WHO, 2011b). The recorded alcohol is produced by the fermentation of yeast, sugars, and starches mainly derived from cereal grains.

Both alcohols contain ethyl alcohol or ethanol which is an intoxicating ingredient. Drinking of alcohol often slows down the function of the central nervous system and can impair judgment and alter a person's emotions, abilities, and behaviors (Hall, 2017). Yet, the production and consumption of such kind of alcoholic beverages occur in most cultures around the world. According to Ashenafi et al. (Debebe, 2006), the following are traditional alcohol types in Africa: *Bouza* in Egypt; *Kazuki*, *Gongo*, *Tembo-Mnazi*, and *Gara* in Tanzanian; *Palm-wine* in Nigeria, *Murata* and *Uragela* in Kenya; and *Kaffir* beer in South Africa. It plays an important role in social events and interactions mainly because when consumed in small amounts, it can help a person feel relaxed and less anxious. However, if consumed in a larger amount, alcoholic beverages may have a negative impact on one's health as well as social and financial well-being (Bekele, 2008).

In Ethiopia, although alcoholic beverages are generally divided into three different types, i.e., imported alcohol (distilled spirits) like whiskey, vodka, gin; alcohol produced by local factories like beers; and non-commercial (traditional) drinks like *Tella*, *Korefeer*, *Shamita*, *Katikala* (Araki), and *Borde*. These are a prominent part of society life

(Teshome et al., 2017). Even if it is difficult to assess their accurate alcohol/ethanol contents or how much of these types of local drinks are being produced and consumed compared to legally sold alcohols because the ingredients to prepare the traditional alcohols to vary from one culture to another as well as the preparation time. In Ethiopia, this type of alcohol has more consumers than factories produced alcohol. Because, they are less expensive and accessible for the lower class of the community and 80% of the rural society (Addis Eats LLC, 2015).

This idea is also supported by the finding of Teshome et al. (2017). The effects of alcohol consumption by an individual are noticeable in all spheres (physical, psychological, social, and economical) of an individual's life. Alcohol consumption has health and social consequences via intoxication (drunkenness), alcohol dependence, and other biochemical effects of alcohol.

To analyze alcohol-related problems, WHO tries to put the real picture of alcohol consumption; however, the picture is shrouded in myths and assumptions. A statistical presentation and mapping of the level and patterns of global, regional, and country alcohol consumption by adults 15 years and older provides a sound basis for the analysis of problems related to alcohol (WHO, 2011b). Chweya and Auya (2014); Kiriru (2017) have stated that misuse of alcohol affects the socioeconomic and medical life of the individual, the society, and the country. According to them, misuse consumption of alcohol affects the physical ability of the individuals.

The misconsumption of alcohol also affects the family's life because it results in financial problems, tension, and arguments within the family and affects the sex-life of the partners. Bregu et al. (2016) have stated that alcohol has a wide range of negative consequences that do not only affect individuals who consume alcohol but also hurt other people.

Moreover, Gururaj, Girish, and Benegal (2006) have elucidated the effect of alcohol on day-to-day functioning school family, such as poor performance, frequent absence, suspension from school, and others. Concerning the impact of alcohol consumption generally explained by WHO (2004) as follow: social and economic effects on the individual drinker as well as the drinker's immediate environment and society. Indeed, individuals other than the drinker can be affected, for example, mental problems, loss of control, and traffic accidents or violence. It has an impact on society in terms of resources required for criminal justice, health care, and other social institutions (WHO, 2004).

Despite this impact of alcohol consumption on the life of individuals and community generally, there is research done in Ethiopia, and there has been no any previous research conducted in the current research area regarding the impact of local alcohol consumption, even if those problems are observed in the research area. Therefore, the main aim of current research is to show perceived economic and social impact of local alcohol consumption practices among adults in Haramaya town, East Hararghe.

The present research is undertaken with an overall objective to identify the socio-economic impact of local alcohol use – both direct and indirect, on the individual, families, and community. The specific objective is to explore the socio-economic impact of the use of local alcohol occupational impairment, disruption of social and family life on the individual, families, and community. This is done through a household survey.

To forwarded strategies to control the impact of local

alcohol on the community, this research will pave a way for the government and others stakeholders to know the extents local alcohol effect on the individuals and community and to develop controlling mechanisms of production and distribution as well ethanol content of these alcohols. This helps the government to save its community from damage. Based on the result, various research will be conducted, such as the impact of alcohol advertisements on child growth, the impact of drug abuse on student academic achievements, and the role of integrated functional adult education in transforming the life situation drug addicted groups. The research will give new sight for other researchers to conduct research/action research.

METHODS

This research is conducted in Haramaya town. A community-based cross-sectional study was conducted from April to June 2018 using both qualitative and quantitative methods of data collection. In qualitative methods, the researcher uses verbal explanation and describing what impact of the issue at hand. In quantitative, the researcher uses questionnaires to collect data and generate statistical or numerical figure (table of frequency) that explain the issue investigated. The research employs questionnaires, interview, and personal observation to gather detail information from the respondents. The researcher distributes 120 questionnaires and interviews seven individuals (*kebele* leader, religious leaders, *Ikub*, *Iddir*, micro finances coordinator, and town police station officer).

The research aims to examine various socio-economic impacts of local alcohol consumption. The collected data are analyzed using both quantitative and qualitative methods. Quantitative analysis involves percentage, frequency, and numbers; and for qualitative analysis, the collected data are transcribed, organized, coded, and made themes to communicate the results.

RESULTS AND DISCUSSIONS

Regarding age, sex, religion, and marital status characteristics of the research population are presented in Table 1. Table 1 shows that the dominant users are male. It is similar with the finding of Gururaj, Girish, and Benegal (2006); Teshome et al. (2017); Yawson et al. (2015); Jatrana et al. (2011); and Dumbili (2013) that come up with a male are the predominant consumer of alcohol. Moreover, the researches conducted by (Eze et al., 2017) and (WHO, 2011a) show that the habit of alcohol drinking is more common among males than females. This is supported by the finding of Birech et al. (2013). The age of the research population is 65% of the consumer in the age group of 26-35 years old, and 18,33% of the consumer are in the age group of 15-25 years old.

It indicates that these groups are in the productive age of one country. The situation will affect the economic situation of one country. From Table 1, it can be observed that 81,6% of the consumers are the follower of the Orthodox Church. This result is supported by the finding of Yawson et al. (2015). From this one, it can conclude that using local alcohol in Ethiopia is common especially if you are a follower of the Orthodox Church. Someone can drink at least a cup of tell in holidays because it is a culture. Most of the respondent said they learn drinking behavior from

their parent, neighbor, and their social environments. Thus, how they learn to drink and continue to drink is determined by the drinking they observe, the attitude about drinking they pick up, and the people they drink with.

Similarly, as MacAndrew and Edgerton (1969); and (Dumbili, 2013) have said that people learn about drunkenness according to what their society knows about drunkenness. They are accepting and acting upon the understanding imparted to them. They become the living confirmation of their society teachings.

It is the same as what Gururaj, Girish, and Benegal (2006) have said that all most half (47,5%) of the consumer are married and 31,3% are divorced. In every marital status category of respondent's male is greater than female. Similarly, as research by Birech et al. (2013) have said

that in each marital status category man consumed alcohol greater than women.

As shown in Table 2, quarters (71,6%) of the consumer are daily labor, and most of them are male. 11,6% the consumers are depending on petty trade and this group are female. As well the income level of the consumer is analyzed in Table 2, and greater proportions (79,1%) of the consumers are under the level of the poverty line. The majority of the respondents in the research area are populations with lower socioeconomic status. Similarly as WHO (2004) has said that homemade beverages are likely cheaper than factory made of branded beverages, thus ensuring their continuing popularity, especially among poorer population groups.

Table 1 Socio-Demographic Characteristics

Variables		Respondents	
		Frequency	Percent (%)
Sex	Male	94	78,33%
	Female	16	13,33%
Age groups	15 – 25	22	18,33%
	26 – 35	78	65%
	36 – 45	15	12,5 %
	Above 45	5	4,1%
Religion	Orthodox	98	81,6%
	Protestant	5	4,1%
	Muslim	-	-
	Wakeffata	7	5,8%
	Others	-	-
Marital status	Single	11	9,16%
	Married	57	47,5%
	Divorced	46	31,3%
	Widow	12	10%

Source: Researcher field data

Table 2 Income and Source of Income of Study Population

Variables		Respondents	
		Frequency	Percent (%)
Occupation	Farming activity	13	10,83%
	Daily labor	86	71,6%
	Petty trade	14	11,6%
	Civil servant	7	5,8%
Total		120	100%
Estimated income per month	<200	5	4,1%
	201 – 400	95	79,16%
	401 – 600	12	10%
	601 – 800	5	4,1%
	> 800	3	2,5%
Total		120	100%

Source: Researcher field data

Table 3 Educational Status of the Respondents

Educational status	Respondents	
	Frequency	Percent
Illiterate	69	57,5%
Primary	42	35%
Secondary Education (9 – 12)	6	5%
College	3	2,5%
Total	120	100%

Sources: Researcher own data

As indicated in Table 3, more than half (57,5%) of the consumer belongs to illiterate groups of the country and followed by 35% of whom who have primary education certifies. This implies that when the education level increases, the behavior of consumption of local alcohol is decreasing. This result is supported by the finding of Gururaj, Girish, and Benegal (2006). They have said that the alcohol-user population has an overall lower educational status in comparison to the non-user population. Yawson et al. (2015) have also revealed that educational and income levels are significant predictors of alcohol use among older Ghanaians. Besides that Tomar et al. (2016) have revealed that alcohol consumption is more prevalent among illiterate. Different from this, Wood and Bellis (2015) have said that educational attainment has low relations with alcohol consumptions.

Table 4 Pattern of Local Alcohol Use

Pattern of local alcohol use	Frequency	Percent
Duration		
Less than 6 months	4	3.3
6-12 months	10	8.3
1-2 years	46	38.3
More than 2 years	60	49.1
Frequency		
Every day	98	81
Once a week	12	10
Once a month	10	8.3
Type		
Katikala	42	35
Tella	46	38.3
Tuje	32	26.6

Sources: Researcher own data

Concerning consumption pattern of local alcohol, Table 4 shows that almost 80% of the consumers drink local alcohol for more than two years. This group of the consumer uses local alcohol in their every day life, and Tella (38,3%) take the first place, which is preferred by the consumers in this research and is followed by Katikala (35%) and Teje (26,6%) respectively. From this result, it can be concluded that consumption patterns local alcohol maximizes the risks of health, social, and economic problems of the consumers (WHO, 2011a).

Hall (2017) and Katikireddi et al. (2017) have concluded that drinking patterns have a positive relationship with health and socioeconomic status. From the findings,

drinkers of lower socioeconomic status engage in riskier drinking patterns than do those of higher socioeconomic status. However, the issues are not the same for all society (Walsh, 2016). This idea is supported by Wood and Bellis (2015) that have described that socio-economic differences and patterns of alcohol consumption within EU countries and the magnitude and direction of gradients often differ. Socio-economic differences in levels of heavy, harmful, hazardous, and binge drinking also vary across EU countries and often also by gender.

The consumption of local alcohol has numbers of social impact on the individual and family particularly discrimination, isolation, and insecurity or inconsistent of parental behaviors. These are much more common in the families of alcohol consumer than others. Social problems in the research area are explained by respondents in Table 5.

Table 5 The Social Impact of Local Alcohol on The Individual and Family (The Discrimination)

Question	Answer	Respondent	Percent (%)
Do you think that, drinking local alcohol leads people to discrimination in community?	Yes	112	93,3%
	No	8	6,6%
Total		120	100%

Source Researcher field

As shown in Table 5, 93,3% of the consumers give their response to the discriminator consequence of local alcohol from the community they live in. Therefore, consuming local alcohol leads the consumer to discrimination and stigmatization that lead the consumer to drink more than before because they are already labeled and discriminated by the community. Moreover, this negative consequence paves away for other impacts of alcohol.

Table 6 Social Interaction and Consuming Alcohol

Question	Respondents	
	Frequency	Percent
What is your social interaction looks like in your community?		
Very high	5	4,1%
High	5	4,1%
Low	64	53,3%
Very low	46	38,33%
Total	120	100%

Source: Researcher field data

As indicated in Table 6, 4,1% of respondents have very high interaction with their community, and 4,1% of respondents have good interaction with their communities. The rest majority (53.3%) of respondents has low interaction with their communities, and 38,33% of respondents have very low interaction with their communities. Table 6 shows that almost 90% of respondents who consume local alcohol have low interaction with their communities. Most of the

alcohol consumer spends their time on drinking alcohol because of this their community ties are weak or low.

As a researcher observed through personal observation, local alcohol consumers have low interaction in the community, but they have high interaction and intimacy among themselves. This interaction and intimacy include inviting one another and playing together. This justified by Center for Substance Abuse Treatment (2004) that people who abuse substances are likely to find themselves increasingly isolated from their families. Often, they prefer associating with others who abuse substances or participate in some other form of antisocial activity. These associates support and reinforce each other's behavior.

Consuming local alcohol is a major factor for failure of playing a role in the community. People who consume local alcohols are failing to role play in the community like in religion, *Iddir*, and *Ikub*. As the researcher gains information from key informants through the interview that those people who consume alcohol fail to play a role in the community mainly because of their drinking habit. Especially, in *Iddir*, they face problems because many people do not trust them. These people are viewed as the extravagant man who consumes people's money for their own benefit like enjoying by it for drinking alcohol. This idea supported by *kebele* leader, *Iddir*, and *Ikub* secretaries.

These failures happened because of their habit are validated by the response of religious leaders in the *kebele*. It has said that local alcohols have many impacts on the economy of individual drinkers, family, and community. This finding shows that poverty and selling off their resource for alcohol consumption as impacts of local alcohol. It can be seen in Table 7.

Table 7 The Impact of Local Alcohol (The Poverty)

Question	Respondents	
	Frequency	Percent
Do you think that, consuming local alcohol leads people to poverty?	Yes	108
	No	12
Total	120	100%

Source: researcher field data

As indicated in Table 7, predominate (90%) of respondents have said that consuming local alcohol leads them to poverty because the expenditure for drinking or money pays for drinking alcohol. The consequences of drinking like drunkenness or intoxication also lead to the loss of their money and other good material that is directly leading them to poverty. The other things that push them to poverty are unplanned payment. This result is supported by the finding of George et al. (2013). When they are intoxicated, they pay their money without a plan by over drinking, inviting other unknowingly, which lead to the finishing of their money that may use for other good (cloth, food, and other material) or money they will be used for the next day. So, these may lead the consumer's family to poverty.

WHO (2004) and Collins (2016) have reported that the money spent on alcohol have adverse economic effects. These include lowered wages because of missed work and decreased efficiency on the job, lost employment opportunities, increased medical expenses for illness and accidents, legal cost of drink-related offenses, and decreased

eligibility of loans. Spending more time on drinking and failure of participating in income generating activity leads them to poverty and other problems.

Researcher obtains information from alcohol owner through an interview who has stated that most of their customer comes on a regular basis. When they come, they pay 20–30 birrs daily. When compared to their income and expenditure, it is unbalanced and exposed them to unplanned payment without saving any of their income that is used for the future when they face the problem like healthy and other material goods.

Therefore, consuming or drinking on a regular basis, paying money unplanned without saving for the future can lead to poverty on individual and family. Similarly to what Birech et al. (2013) have said that the economic impact of alcohol abuse is as damaging to the nation as the health effects, affecting the family, community, persons of all age and affecting nation's ability to respond to the economic challenge in the future. Consuming local alcohol has impacts on saving habit of individual drinkers. Table 8 shows the impacts of local alcohol on resources of respondents.

Table 8 Impact of Local Alcohol on Property of Respondents

Question	Answer	Respondents	
		Frequency	Percent
Where do you get money for drinking local alcohol?	Sell of livestock	13	10,83%
	Earn money from daily labor	86	71,6%
	Sell of cash crops	14	11,6%
	Salary	7	5,8%
Total		120	100%

Source: researcher field data

Table 8 shows one-fourth of respondents (71,6%) drink alcohol by the money they earn from their labor, 10,83% respondents sell their livestock for drinking local alcohol, 11,6% of respondents sell their cash crops, and 5,8% of respondents drink by their salary. From Table 8, it can be understood that a quarter of respondents sell their labor and livestock for drinking local alcohol. As researcher gain information from key informants through the interview, it is stated that most of the people who consume local alcohol sell their livestock continuously and daily laborers are consumed alcohol by what they get from work in a day. They cannot save their income/livestock that they get from the job. As the micro finances coordinator has said that these groups, most of the time, expend their money for alcohol is not the way that comes to their association. Even if they are the association member, they will be the first to withdraw from the association.

Consequently, this leads them to economic problems and finally they may engage in the theft of other people property and other social problems like straight gangs. Besides that, drinking alcohol is one of the factors for domestic violence. Those who consume local alcohol are highly affected by the problem of violence with their families whether violence between two partners or with their children's.

Table 9 shows that 57,5% respondents strongly agree that consuming local alcohol lead them to divorce of partners; 35 % of respondents agree that consuming local

alcohol leads to the divorce of partners. The rest, 5% and 2.5% of respondents disagree and strongly disagree that consuming local alcohol do not lead to the divorce of partners respectively. Table 9 shows that the majority of respondents are said that consuming local alcohol has highly influence or highly leads to the divorce of partners. The researcher gets information from key informants of the research through the interview. Most of the local alcohol user highly face problems within their families. These problems include parent and family violence, divorces, disrupted parenting, and highly affect parent-child relationships.

Table 9 Divorce and Local Alcohol

Question	Answer	Respondents	
		Frequency	Percent
Do you agree that, consuming local alcohol leads to divorce of parents?	Strongly agree	69	57,5%
	Agree	42	35%
	Disagree	6	5%
	Strongly disagree	3	2,5%
Total		120	100%

Source: Researcher filed data

Generally, the researcher concludes that consuming local alcohol has a high impact on the life of alcohol consumers families like violence in family, divorce, and it undermines the socialization of their children's. As confirmed with the finding of Chweya and Auya (2014) and Yawson et al. (2015), alcoholism has made families break up and lead for domestic violence. Moreover, Nelson (2015) has said that domestic violence results in negative socio-economic consequences on the family. Moreover, alcohol and substance used are among the most common reasons given for divorce and seeking of marriage counseling as inducted in the Institute on Addictions (2014).

Consuming local alcohol leads to improper socialization of children (Dimelu & Igbokwe, 2011). Key informants have revealed that when local alcohol consumer is intoxicated and come to their home; they are shouting, biting, and kicking off their children and partners. They also cannot fulfill the needs of their children, like cloth, toys, and learning materials like an exercise book, pen, and pencil. Therefore, these children learn drinking behavior from their family and practice it when they grow up.

Generally, it shows that the parents who are consuming local alcohol lead to a lack of love, affection, and proper socialization for their children. Similarly, (Chweya and Auya (2014) have come up with mis-consumption of alcohol affect the children education and this lead for child labor exploitations. This is linked to violence between partners. Under the influence of alcohol, the parent may provoke to strike on irritating their children. Moreover, Naik and Lal (2013) have found that mis-consumption use of alcohol badly affects the family especially.

CONCLUSIONS

The traditional beverage preparation is predominantly a household phenomenon in Ethiopia, even if it is common for all Ethiopian. The alcohol is produced by women; those

who are leading low life in the community that most of them live in a suburban area. They are producing these traditional alcohols as sources of income for their family. While it carries many harmful substances and its consequences are diverse and widespread affect social, economy, and health of the individual. Consumption of local alcohol has an enormous effect on personal life and community. It also contributes to the overall burden of disease.

This research is designed to assess the socio-economic problem of local alcohol drink in Hararamaya town, East Hararghe. Similar to what Cheah (2015) has said that daily laborers who have low daily income are statistically significant in determining local alcohol consumption. It is also influenced by age, income, gender, education, and marital status. More specifically, adults with lower income, males, the less-educated, and being married are associated with a higher likelihood of participating in heavy alcohol drinking.

The most consume local alcohol are Tell, Katikal, and Tej respectively in the research area. The research finds out that consuming local alcohol are leading to different socio-economic problems, such as social problems (discrimination, failure to role play, and low social interaction), economic problems (poverty and lack of saving resources), health problems (headache, vomiting, and loss of appetite), and problems of domestic violence (divorce and lack of proper socialization of their children). Finding this research points out that in comparison with male and female, the male is more drinker than female (both in the case of the number of drinkers and volume of drinking).

Based on these findings, the researcher wants to recommend concerned. First is at the policy level, in Ethiopian, there is no written national policy (adopted/ revised) or national action plan in response to alcohol production and consumption. The government must develop strategies to control the production and consumption of local alcohol based on the available evidence and considers the context of the country. As well time and place restrictions for sales of alcohol, days of purchase, and density of outlets.

Second is educating the community about the socio-economic and health problems of harmful consumption of local alcohol through integrating the contents within the country curriculum of adult education. The third is developing and providing life skill training for citizens, especially those at risk as well for the community jointly with stakeholders. Fourth is developing a mechanism to change the life of women who live by producing and sealing of local alcohol. Fifth is providing coping mechanisms to help victims of local alcohol consumers. Moreover, sixth is minimizing the factors that contribute to or encourage consumption of local alcohol through engaging the consumers in productive activity.

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