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Re|search

Perception, consumption and preferences of alcoholic drinks among Romanian university students

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INTRODUCTION

Heavy alcohol consumption (AC) in the university students population is associated with numerous negative consequences. Alcohol use remains the number one substance abuse problem throughout university life. Identifying the types of alcoholic beverages that youth consume would contribute toward a better understanding of the motivating factors underlying underage drinking behavior.

TOP 3 SUBSTANCES USED BY COLLEGE STUDENTS IN 2016

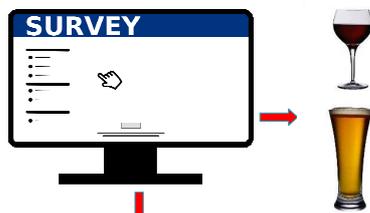| 78.9%	39.3%	9.9%
ALCOHOL	MARIJUANA	ADDERALL

AIME AND OBJECTIVES

Alcohol use is reported in university students with discrepancy between countries. This paper aims to analyze and compare the beverage alcohol choice among Romanian university students.

MATERIALS AND METHODS

The final sample (n=1057) consisted of 475 males and 581 females. The students received an online questionnaire with demographic questions, health risks and an assessment of drinking behaviour. A 30-item omnibus-type questionnaire was used to collect sociodemographic data, relevant information about participants' families, and items related to health lifestyle/ risks and alcohol consumption. The types of questions that were chosen: closed and open questions, filter questions, multiple choice (single answer), selection list questions and free text questions.

RESULTS AND DISCUSSIONS

SURVEY

"The influence of alcohol consumption on university students aged 18 to 24"
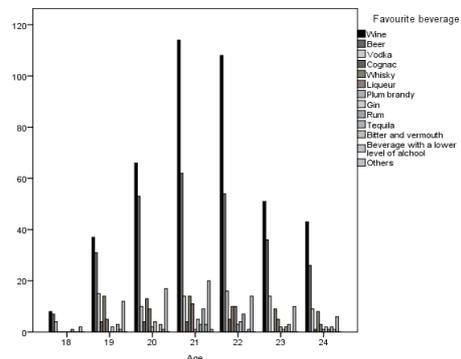
The findings of the present study showed that 73.1 % of the students consume alcohol only on special occasions (parties, evenings out), 12.6 % of participants in the study consume once a week, 4.5 % only on holidays or special moments (weedings, birthdays), 4.3 % once a month, 4 % twice a month, 1.7 % every day. The main reasons for AC were relaxation and socialization (38.2 %), taste and flavour (32.1 %), for feeling-euphoria (16 %), joy and entertainment (6.9 %), personal disappointment (1.7 %), others reasons (curiosity, etc., 3.1 %), followed by group ("to be cool", 2 %).

Frequency of alcohol consumption

Favourite beverage
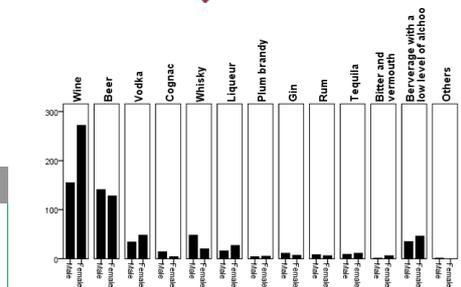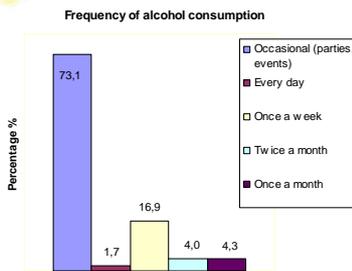
CONCLUSIONS

✓ The main reasons associated with alcohol consumption (AC) were relaxation and socialization followed by taste and flavour

✓ The participants in the study were not heavy social drinkers (only 1.7 % of students consume alcohol every day)

✓ Beer and wine, were the alcoholic beverages ranked in the top of preferences

✓ The most respondents are attracted by flavor and aroma of the favourite beverage

CONTACT INFORMATION

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