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GENDER, ALCOHOL CONSUMPTION AND HOUSEHOLD CONFLICTS: A QUALITATIVE RESEARCH IN A CHRISTIAN MINORITY GEOGRAPHY

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ABSTRACT

The purpose of this paper is to investigate whether gender has an influence on alcohol consumption and household conflicts in the West African geography. The research design complies with the exploratory research one, with a constructivist epistemological posture. It is a qualitative approach and with a triangulation of research tools. The results show that male gender has more influence on alcohol consumption and conflicts than the female gender. However, it is noticed that household conflictual situation involves intergenerational conflicts, intra-gender conflicts and inter-gender conflicts.

The findings practically imply that there should be a segmentation, creativity and innovation in the beverage market in order to meet consumers' core needs and real expectations. There must be a particular marketing segmentation consideration by taking into account the consumer's gender in term of consumption as well as each gender's role and responsibilities in the society. The original value of this research is that it is an exploratory research that shows the effects of gender on the relations between alcohol consumption and household conflicts in the West African context.

Keywords: Gender, Alcohol consumption, Household conflicts.

INTRODUCTION

Alcohol is used for rituals (Bazié, 2011) and many other ceremonies that gather multiples consumers from different religious background (Nasse, 2018). In the context of Burkina Faso, Christianity is a minority religion and but its practice is strongly rooted by the believers. In the African context, it is also known that alcohol consumption is influenced by religious teaching (Okon et al., 2014), especially by Christian, Animist and Islamic religious doctrines. Most of the literature that clearly shows a connection between alcohol intake and conflicts, is found in the well developed countries. Less is known about the phenomenon in very poor economies context. The present research is focused in reducing this gap. In the West African geography some researches have focused on alcohol consumption and violence (Murphy et al., 2005; Dery & Diedong, 2014; Kaufmann et al., 2014), alcohol and conflicts (Nasse, 2019). However, no research has demonstrated the relationship between gender, alcohol consumption and conflicts. **The research Key question** is : How is gender related to alcohol consumption and household conflicts ? The present research objective is to demonstrate the influence of gender on the relationship alcohol consumption and conflicts.

LITERATURE REVIEW

❖ Theoretical Underpinnings

The Culturalist Theory of Consumption

This theory that has been developed by some researchers who believe that culture is at the center of consumption patterns. It underlines that the behavior of a given consumer has its roots within the consumer culture. Some authors like Hofstede (1987), Esteban (2015), Diop (2012), Campanella (2016), and Nasse (2020) demonstrate that culture has also the power to influence both the individual and the group attitude towards the consumption of a product. It is also know through literature that alcohol consumption and conflictual situations are part of culture (Achebe, 1994; Amankwaa et al., 2012) in the context.

❖ Concepts

Alcohol: it is a fermented drinks that are sold or consumed (Nasse et al., 2016). It is a psychoactive substance with dependence properties (Jiang et al., 2018). Alcohol refers to any drink that has been fermented through traditional or modern ways (always known as the ethanol C₂H₅-OH). Here, it is any drink that has been fermented through traditional or modern ways (the ethanol C₂H₅-OH).

Consumption: It can be approached as the action of drinking a given drink (Bazié, 2011; Amankwaa et al., 2012). Consumption is action of using or drinking a given beverage as defined by Nasse (2018).

Alcohol Consumption: it is the drinking of industrial alcoholic drinks (Amankwaa, et al., 2012; Nasse et al., 2016). Drinking of traditional alcohol beverages (Nasse, 2020 ; Bazié, 2011). Intake of drinks containing ethanol (C₂H₅-OH) made traditionally or by modern means of production.

Conflict: This concept is viewed as a disagreement/antagonism between individuals/groups associated with violence (Sulemana, 2009), centered on differences, disagreement and issues of interest (Awedoba, 2012; Mahama & Longi, 2013).

Household Conflicts: For Dery and Diedong (2014) household conflict is viewed as a domestic violence or a violence occurring in the household setting. However, Dery and Diedong depict household conflictual situation as a unidirectional phenomenon. Thus, for these authors aggression and violence is always done by men over women. But in the household setting conflictual situation can be bidirectional or multidirectional. This means that men can be at the origin of the conflict and then be aggressive on women or on men. In the same way women can be the cause of the conflict and be aggressive on men or on other women.

In this research household conflict is viewed as a disagreement or an antagonism between individuals or groups in the household setting associated with violence, aggression that may bear a verbal, a physical and a psychological dimension.

Gender: For Nasse (2018) gender refers to the social classification of people into two classes: men and women. Wilsnack, Vogeltanz, Wilsnack, and Harris (2000) view gender to be the classification of men and women into two main groups that are men and women, who have different roles in the society.

Research propositions

P₁: Alcohol consumption by both men and women generates household conflicts.

P₂: Gender is a moderator of the relationship between alcohol consumption and household conflicts.

METHODOLOGY

Qualitative Research

According to Van Campenhoudt et al. (2014), qualitative method brings out some factual information and shows how people view the world around them and their social environment, and the contribution they can bring to make a significant change. A significant change within which they play their role by bringing in their own ideas, and experiences. Roche (2009) underlines that qualitative research seeks to understand people motivations, feelings, fears and worries about a particular phenomenon. For Ahiadeke (2008), an exploratory research is a type of research that is conducted to solve problems that have not been clearly well-defined. In addition, the type of qualitative research used here is the phenomenological research. Mohajan (2018) defines phenomenological research as a type of research that helps to understand the life experience of individuals or a group of individuals :

Phenomenology is an approach to explore people's everyday life experience. It is used when the study is about the life experiences of a concept or phenomenon experienced by one or more individuals. (...) Phenomenology attempts to understand how participants make sense of their experiences (...). It is rigorous, critical, and systematic (Mohajan, 2018, p. 31).

Thus, phenomenological research helps to the investigation of the topic of ender, alcohol consumption and household conflicts in order to understand the life experience of alcohol consumers in the West African environment.

Procedure

Sampling Technique : This section outlines sampling strategies used to locate participants, the place where interviews are conducted, and how qualitative data is recorded. According to authors like Morse (1991), Coyne (1997) there are four different types of qualitative research sampling strategies: the purposeful sampling, the nominated sampling, the volunteer sampling,

and the total population sampling. However, for Marshall (1996) there are three different types of qualitative sampling strategies: the convenience sampling, the purposeful sampling and the theoretical sampling. The sampling technique that is used in this research is the incidental purposeful sampling method. This technique is adopted for the research due to the specific features the research is focusing on in its unit of analysis. For instance, it is difficult to tell at sight who is a Christian, an alcohol consumer, or even a resident of Ouagadougou. One would first of all need to approach the individual and inquire from him or her before purposefully including this individual in the sample frame for interviewing. The incidental purposeful sampling is also used because of its common use by researchers in studies where not all members of the sample population have the features needed by the researcher (Nasse et al. 2016). In this research the whole population does not contain the characteristics of the targeted sample features. Thus, the research targeted, as part of its sample, individuals who have the following characteristics : are Christians; consume alcohol; and are residents of Ouagadougou. For Marshall (1996) purposeful sampling or judgement sampling is a most widespread sampling technique, that involves selecting the most experienced respondents to answer the research question.

Sample Population and Sample Frame: Whilst the study is contexted in Ouagadougou, the study has to rely on national statistics of the whole Burkina Faso (national population, Christian population, and Christian alcohol consumers) in order to calculate for the city of Ouagadougou. Conferring to the national statistics, the total population of Burkina Faso in 2010 was 14, 017, 262 inhabitants (INSD, 2010). Out of this, Christians represent 23.2% (19% or 2 664 236 of Catholics, and 4.2% or 585,154 of Evangelicals) constituting 3,249,390 inhabitants. Relating these statistics to the study area, Ouagadougou has a total population of 1,915,102 inhabitants. Applying the 23.2% of national percentage of Christians to the total population of Ouagadougou, it is estimated that 444,304 Christians live in Ouagadougou. It is estimated that one out of every twelve Christians in Ouagadougou takes alcohol (Nasse, 2018), and this constitutes 8.33%. The final sampling frame, therefore is calculated as: $(8.33/100) \times 444,304$ giving 37,011 Christians. From this, the qualitative sample size is drawn for the research.

Sample Size and Unit of Analysis : This research is focused on Christian respondents who are alcohol consumers. In addition, respondent should be a member of a Christian religious affiliation and should be attending Church services and participating in Church activities. Owing to the below factors, the qualitative research targeted forty respondents across the city of Ouagadougou. The city was divided into four zones namely the Northern part, the Southern part, the Eastern part and the Western part. Ten respondents were targeted for interviews from each part. However, the total number of interviews conducted was thirty-one. Eight interviewees were not able to give the responses to all the questions put to them from the interview guide because they do not want to talk about their private life or conflictual situations that they were involved in. These were considered *incomplete* and were not added to the research for the qualitative analysis. Therefore, the number of completed interviews are twenty three.

The sample size in the qualitative aspect of this research was determined by convenience. The convenience sample size determination was adopted due to a number of factors including :

1. The small amount of resources available to the researcher, making it difficult to take a larger sample size;
2. The incidents of insecurity events, leading to some parts of the capital city being designated as 'red' security areas; and thus, not easily accessible; and
3. The political incidents about the 'military coup' followed by the court case on the recorded telephonic conversations that now draw people to be careful and repulsive to any form of recorded interviews.

Respondents are met at places such as snack bars, drinking spots, hotels and restaurants, where alcohol is sold and consumed. Some respondents invited the researcher home or their own chosen place where the environment is less noisy. Other respondents accepted to invite other devoted contributors fulfilling the research criteria that they know and who accept to contribute efficiently in the research (the snowball technique). The unit of analysis in this research is the Christian alcohol consumer. Among these, there are those that take only alcoholic drinks and there are those who take both alcoholic and non alcoholic drinks. No distinction was made between these two groups in the research. The Christian should be a member of an evangelical Church or a Roman Catholic Church, living in the city of Ouagadougou. The experienced alcohol consumer is the one that has been drinking alcohol for some years and that has at least faced conflictual situations related to alcohol consumption.

Data Collection Procedures and Tools : The interviews are conducted using a semi-structured interview guide. The recordings are conducted in the local languages such as French, Kasim, Dioula, Moore and other languages using a digital voice recorder. The data transcription is made (in French language) by hand, assisted by an audio software namely the 'SONY sound organizer' that slows down the speed of the audio sounds to enable transcriptions. The French transcription are then translated into English.

Interview Completion Rate, Diversification and Saturation: The completion rate of the qualitative study is as follows. Completion rate= (Number of complete interviews / Number of total number of interviews started) X 100. Completion rate for the qualitative study = (23 /31) 100 = 74.19%. The completion rate is satisfactory and it shows that respondents have given the maximum of the information as well as it shows that the respondents were motivated to participate in the study. The present sample is a subset of the studied population. For some authors like Glaser and Strauss (1967), Charlier et al. (2014) there are two criteria that must direct the researcher: the criterion of diversification and the criterion of saturation. Thus, the data collection has been diversified by the inclusion of various respondents in term of age, gender, level of education, social status, profession and marital status. The criterion of saturation is the condition that is used to stop the collection of the data; because usually the latest interview does not provide more information. In the present research saturation is reached in the eighth interview. However, the number of respondents is increase in order to have a reasonable sample.

Qualitative Research Instruments : This section is focused on the description of the interview guide. It shows the number of themes, the focus of the themes, where the themes are from. The qualitative research is going to be carried out through one type of instrument. The instrument is a semi-structured interview guide addressed to the experienced consumer of alcoholic drinks. The research instrument is an interview guide from Nasse et al. (2016) that is adapted for the

purpose of this study. The instrument was pre-tested with 10 respondents and thus, some adjustments are made to make the themes more understandable to the respondents. There were eleven themes and they were constructed using the different variables identified through the literature review. In addition to the semi-structured interview guide a thematic grid is used to analyze the verbatim. According to Roche (2009), a thematic grid of analysis helps to analyze the data and to bring out a synthesis of the different themes. The analysis with a thematic grid of analysis gives some significant results with a specific coding. According to Gibbs (2007) coding is a way of indexing or categorizing the collected verbatim in order to establish a framework of thematic ideas about it. The verbatim of the respondents is going to be gathered and then analyzed such in a way to extract quotes and concepts that have a particular meaning (Namatovu et al. 2018). The different codes are classified into some categories: religious background, understanding the concept of alcohol consumption, understanding the concept of alcohol conflicts, consumption of alcohol, types of alcohol consumed, positives aspects of alcohol consumption, negatives aspects of alcohol consumption, conflicts associated with alcohol consumption, suggestions to eradicate conflictual situations, additional points and personal traits.

Research Setting : This section describes the research setting. First of all, the research setting shows the country where the research is conducted and where participants are selected. The research field includes the main city that is Ouagadougou, for a period of 7 months. It is important to present Burkina Faso (i.e. the country of honest people). Burkina Faso is an inland country situated in the center of West Africa. Burkina Faso is classified among the least developed countries and it is about twenty (20) millions of inhabitants according to the national institute for statistics and demography (INSD) 2016 statistical national survey..

Research Participants : The research participants for the qualitative approach should be some experienced consumers of alcohol who are living in Ouagadougou. The subsequent section underlines the data analysis.

Data Analysis : It includes a qualitative (interview data) analysis. First, the recorded qualitative data is transcribed by hand using the audio software « SONY Sound Organizer ». A content analysis is conducted using relevant themes and verbatims acquired from respondents. Second, qualitative data is processed using sphinx IQ software. The reasons for the use of such a software is that it allows a textual analysis. In addition, the Sphinx IQ software also helps in computing, in modelling and in mining the data easily to bring out descriptive statistics, as well as the lemmatization of the data. Finally, the qualitative survey data is completed by direct observation, indirect observation and a documentary analysis. The direct observations allow the researcher to watch the alcohol consumers and the behaviors they display in the drinking spots, restaurants and hotels. The indirect observation allows the researcher to also gather information about the behavior of consumers on the research topic with some experienced alcohol consumers.

Validation of the Research: The qualitative research instrument chosen is an interview guide from Nasse et al. (2016) which is readapted for the purpose of the present research. Post validation of the data is made to observe if respondents reiterate the same points of views. The

next section show the reliability of the research. The researcher has used the instruments such in a way to well appreciate the phenomenon under investigation (Carricano, 2010).

Reliability of the Research : The results are tested several times to see if the same results are obtained or if participants reiterate the same views. The qualitative results are tested several times and the same results are obtained.

Ethical Implications: In this qualitative research, there are some ethical measures to be considered as it is considered for a scientific research (Creswell, 2009). This qualitative research in order to increase participation, respondents are not requested to give their names, and qualitative information given by the respondents is kept confidential (Nassè, 2018) not only to motivate the respondents to give the best of themselves in terms of answers given during the interview but also, this is to respect the private life of the respondents due to the socio-political context that Burkina Faso is undergoing now. Once the different steps of the qualitative research are presented, the subsequent lines present the results.

RESULTS

❖ Alcohol consumption by both men and women and household conflicts

In the context both, it is found that some men and women who are Christians drink alcohol and this sometimes leads to household conflictual situations (Nassè, 2019).

There are conflicts between husbands and wives; conflicts between a drunk wife and her husband and conflicts between a drunk husband and his wife. Respondent 4 (Man, 29 years).

I consume alcohol during feasts and during other normal days. I can consume one liter and half meaning one bottle of beer...Some drink and they go to make conflicts with their family members. Once they drink they go home and then they fight people. Respondent 7 (woman, 22 years, married).

I consume alcohol...Overdrinking is also a source of drunkenness...At home also you are nervous when you are asked questions and therefore causes conflicts. Respondent 2 (Man, 27 years).

❖ Gender, Alcohol consumption and household conflicts.

In term of gender, Christian women consumers do moderate their alcohol consumption. According to the religious prescription Christian women should strive themselves to be some role models both for their children and for their husbands. Most of the family education is driven by Christian women as they are the household caretakers. In addition, the social divisions of gender roles, gender relations, and access to and control of resources in terms of gender is not in favor of women to be spendthrift. The family income for the daily food is managed by women, and they should not be spendthrift on some products that are seen to be insane products according to the religion (Okon et al., 2014) or the Church prescriptions; specifically, they should not use the household income to purchase or consume some products such as alcohol. Thus, the research data analysis shows that women tend to drink less than men.

I consume alcohol but not too much. I consume during happy New Year or friendship events just often I take one glass... Alcohol consumers also generates household conflicts for instance people who drink are vomiting and it creates battles between couple at work; there is also battles between couples, at work,

there is also less productivity what leads to conflictual situation. Respondent 21 (Woman, 23 years old, single).

When someone consumes alcohol at the point to be drunk; it is the alcohol that controls the person him now and this leads to fighting in the family and in the society and sometimes in the traffic when someone is drunk he can cause accidents. Respondent 9 (Woman, 20 years old, single).

The excessive drinking of alcohol in the context is known to be from men. Men drink alcohol too much.

“I consume alcohol often during weekends in the drinking spots and at my workplace. I can consume three bottles maximum. I also consume alcohol during feasts” Respondent 18 (Man, 58 years old).

I consume alcohol in my family and often in wedding places. I consume during ceremonies or I consume a lot at the end of the month when I get my salary. I also consume alcohol, when someone like a friend purchases alcohol for me. I can consume six bottles. Respondent 17 (Man, 56 years old, poor).

In my religion side it is not allowed, it is strictly forbidden, alcohol consumption is completely forbidden. It is said that when people drink small they will start drinking a lot that is why it is banned to drink alcohol. But as for me, I do consume alcohol but moderately. Respondent 12 (Man, 46 years old, very rich).

There are conflicts between husbands and wives; conflicts between a drunk wife and her husband and conflicts between a drunk husband and his wife. Respondent 4 (Man, 29 years).

“There are some conflicts at home” Respondent 2 (Man, 34 years old).

DISCUSSION

❖ Alcohol consumption by both men and women and household conflicts

Wilsnack et al. (2000) demonstrate that men and women consume alcohol, but that men are consuming more alcohol than women, thus notifying these gender differences in drinking behavior. In addition, alcohol consumption and violent actions on women have been notified by some researchers (Testa et al., 2014 Dery & Diedong, 2014), and alcohol consumption and household conflictual situations have been mentioned by some researchers (Nasse, 2019; Nasse, 2020). However, the present findings show that alcohol consumption and household conflictual situations could be generated by both men and women, what shows that the phenomenon under investigation is bidirectional. Both men and women that drink can create some conflictual situations. There are also some inter-gender conflicts or conflicts that oppose individuals from opposite gender (men against women; women against men) and some intra-gender conflicts or conflicts that oppose individuals from same gender (men against men; women against women).

❖ **Gender, Alcohol consumption and household conflicts.**

Some previous studies have shown the relationships between alcohol consumption and domestic violence on women (Testa et al., 2014; Dery & Diedong, 2014; Benyera, 2017); and the relationship between alcohol and conflicts (Nasse, 2020). Nevertheless, the present research shows the relationship between gender, alcohol consumption and household conflicts, and particularly household conflictual situations that involve, adults of the same gender (intra-gender conflicts) and the same generation, as well as adults of opposite gender (inter-gender conflicts) and of the same generation, but also both children and adults (intergenerational conflicts). Thus, it is noticed that Christian female consumers are subject to a psychological stereotyping when it is about alcohol consumption.

CONCLUSION AND IMPLICATIONS

Alcohol consumption is a source of household conflicts (Nasse, 2020) and according to the gender the consumption of this psychoactive substance can be excessive (respectively moderate), thus accentuating (respectively reducing) household conflictual situations.

Managerial Implications : This research is a treshold for managers to rethink their segmentation of the beverage market following the needs and expectations of consumers by focusing on the gender differences. There should build up some responsible and ethical advertising slogans that is taking into account every gender's role and needs in terms of consumption by minimising the unintended effects.

Theoretical Implications : This research has helped to the development and to the confirmation of the culturalist theory of consumption in a new context that is a multireligious environment and where consumers are facing numerous challenges.

Future Research : It is necessary to also investigate alcohol consumption and other types of conflicts.

Conflict of Interests.

The author has not declared any conflict of interests.

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