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SOCIAL CLASS, CONSUMPTION AND CONFLICTS: A QUALITATIVE RESEARCH ON CONSUMERS IN A WEST AFRICAN CHRISTIAN CONTEXT

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ABSTRACT

The relationships between alcohol consumption and conflicts has been explored in several contexts. Little research has been conducted on the subject in Burkina Faso. The purpose of this research is to deeply investigate the relationship between social class and alcohol consumption on one hand, and alcohol consumption and household conflicts on the other in Burkina Faso where alcohol consumption is on the increase. This exploratory research is focused on the constructivist epistemological posture. A qualitative method research design is used to collect data from both primary and secondary sources for analysis. Semi-structured interview guide was used for data collection. The results show that social class moderates the relationship between alcohol consumption and conflicts, and a high relationship between alcohol consumption and household conflicts. The findings imply that there should be a rigorous segmentation and religious hyper-personalisation of the alcohol beverage market in order to meet the local Christian consumers' core needs and real expectations.

To the best of authors' knowledge, this is an exploratory research in the West African Christianity context that shows the relationship between different social classes and alcohol consumption and conflicts.

Keywords: Social class, Alcohol Consumption, Household Conflicts, Ouagadougou

INTRODUCTION

Alcohol consumption is a long standing practice in human society. Alcohol is used as a beverage in normal daily activities across the world (Bazié, 2011; Nassè, 2018). It is also used in some religious activities, and it has some social functions (Dumbili, 2013; Porter, 2013; Nassè et al, 2019). In fact, the alcohol industry has become one of the largest sectors of production in the world. However, research has shown that alcohol consumption has different effects on consumers, including conflicts. Research on alcohol consumption and conflicts has been done in many parts of the world including Africa (Valentine et al, 2010; Amankwaa et al, 2012; Dery & Diedong, 2014; 15; Nassè et al, 2016; Nassè, 2019). Burkina Faso is the third most alcohol consumer country in the West Africa region, after Nigeria and Ivory Coast (Ritchie & Roser, 2020). This is an indication that alcohol plays a very important role in the lives of the people in Burkina Faso. Much of the literature on the effects of alcohol is dedicated to other effects of the substance. However, there is emerging literature that confirms some relationship between alcohol consumption and violent conflicts in intimate relationships (Nassè, 2019; Murphy et al., 2005, Dery & Diedong 2014). In Burkina Faso, Nassè (2019) establishes some relationships between alcohol consumption and household conflicts, and social class; however, these relationships have not been deeply investigated and analysed. In the same vein, the research has concurrently shown the effects of social class on one's level of alcohol consumption. This study is to fill this research gap by exploring how social class moderates individual's alcohol consumption levels and how alcohol consumption relates to household conflicts using Ouagadougou, in Burkina Faso as the setting. The main question here is then: what are the effects of social class on alcohol consumption and household conflicts?

The overall objective of this research is to deeply examine the relationships of social class on alcohol consumption and household conflicts. In the following section, the literature review is presented.

LITERATURE REVIEW

•**Social class theory:** Social class theorists like Karl Marx and Max Weber perceive society as a stratified system of interrelationships that define individuals, their rights, and responsibilities in relation to the position they occupy in the social stratum of that society. Consequently, questions of rights and freedom of choices are determined by the privileges imposed by one's social class (Marx, 1886; Shapiro, 1960; Goldstone, 2019). In reality, the institution of the private property state with the emergence of entrepreneurial capitalism and free market systems has led to a natural imposition of economic class realism that regulates individual taste, purchasing power, purchasing decisions and choices. Rational choice theory requires a vertical relationship between one's social class and the quality and quantity of goods the individual purchases and consumes. An aspect of this study is to establish if the social class of an alcohol consumer has a moderating effect on the quantity of alcohol s/he consumes.

•**The economic theory of consumption:** These theorists arguments state that consumers purchase decisions, and consumption decisions rely on some economic criteria (Ouédraogo, 2007), Kitchathorn (2009), Nassè (2019). Thus, some economic criteria such as the purchasing

power, the consumer income also take into consideration that some emotional factors may affect consumption.

- **The Research Concepts.**

The research aims to define the concepts that are in line with the topic.

Conflict: The concept of conflict has been well-defined by some researchers in several contexts. Etymologically, the concept of conflict is originated from the Latin word ‘conflictus’ which means an opposition between some entities that have different feelings or views (Sicard & Rognon, 2015). In the western context, Ross (1993) shares the same view as some authors like Deutsch (1973) and Pruitt and Rubin (1986) by defining conflicts as behaviors that are discordant or as perceptions that are contradictory. Ross (1993) illustrates it by these words: *“Conflict is variously defined in terms of incompatible behaviors or divergent perceptions”* Ross (1993, p. 74).

This approach to the concept of conflict is narrow and it fails to bring out its aggressive part. Still in the Western context, conflict is approached by Gulliver (1979) and Ross (1993) as a process of communication in the society that bears a clear cultural meaning, by protagonists that share the same contextual realities. Goodhand and Hume (2009) have defined conflict as a disagreement resulting from individuals or groups that differ in behavior, beliefs, and values or in needs. The concept of conflict as approached by Goodhand and Hume is limited by the fact that it does not involve the violent aspect of conflict, but it rather shows conflict to be a mere disagreement.

In the African context, the concept of conflict has been approached differently by numerous authors. First, in Burkina Faso, Nassè et al. (2016) have defined the concept of conflict in a religious environment as a misunderstanding between individuals and groups as a response to a given misbehavior that affects a given religious community or group. The concept of conflict as approached by Nassè et al., depicts the social violence aspect of conflict and that is why recommendations have drawn the attention of political authorities and managers to help prevent these conflicts. Second, in Ghana, the concept of conflict has been defined by different authors. For Sulemana (2009) the concept of conflict refers to a disagreement or an antagonism between individuals or different groups of people that is associated with violence. For Awedoba (2009) and for Awedoba (2011) conflict is viewed as a relationship between two or more parties centered on differences, disagreement and some issues of common interest or concern, divergence, incompatibilities. For Awedoba conflicts exist because of the contact between human being in terms of politics, culture, and economic concerns. Mahama and Longi (2013) show that conflict is an unavoidable phenomenon that bears disagreements or differences which can result in aggressive clashes. Dery and Diedong (2014) relatively understand conflicts as a domestic violence that involves both adult men and women who are victims of physical, mental, emotional and sexual aggression. For Marfo et al., (2018) the concept of conflicts is approached as a disagreement between interreligious individuals, communities or groups centered on needs such as space and different views about the wearing of religious veil. Sabogu, Nassè and Osumanu (2020), conflict is a form of difference and violence over some selfish interests, or individual greediness, and characterized by aggressive actions or violence. For further, in the Middle East context, Al-Hyari, et al. (2012) has demonstrated that the consumer behavior in Saudi Arabia, has a link with religiosity, and that the sales of insane products generates

conflicts. These conflicts are sometimes expressed in a form of social violence against the manufacturers or the sellers of the non-desired products. Conflicts are observable in a form of products boycotting or products rejection by consumers. Moreover, in the Asian context, particularly in India, Poulouse and Srinivasa (2009) have demonstrated that conflict refers to a high-risk behavior that involves two or more individuals that is associated with violence or aggressive behavior. For Poulouse and Srinivasa, these conflicts involve violent sexual behavior and violent criminal acts and sometimes some injurious expressions or terms. However, in this research the definition of the concept of conflict is understood to be a disagreement, an antagonism, a difference between two or more parties that involves aggressiveness, or violence. Thus, the type of conflicts that are concerned here is household conflicts (or domestic conflicts), religious conflicts, and street conflicts, gender conflicts, the inter-religious aspects of conflicts, the intra-religious aspects of conflicts, the intra-personal conflict aspects of conflicts and the interpersonal aspects of conflicts.

Alcohol consumption: The concept of alcohol can be defined in several ways. The concept of alcohol is defined by the French dictionary, Larousse, as a drink or a juice that has undergone a process of fermentation. However, the concept can also be understood to be any type of drink that contains alcohol. For some authors like, Amankwaa, Reed and Owens (2012), Nassè et al. (2016) alcohol refers to the industrial fermented drinks that are sold or consumed. However, in this study the concept of alcohol refers to any drink that has been fermented either through some traditional ways of production or through some modern or industrial ways of production. Thus, the type of alcohol that is concerned by this research is the drinkable ethanol (C₂H₅-OH). In the context of Burkina Faso, one can distinguish two types of alcohol. On the one hand, there are the traditional alcohols among which, 'Dolo', 'Koutoukou', 'Bangui'. For Sow (2005) some alcohols such 'dolo' and 'bangui' are the dominant drinks in the rural areas. These traditional alcohols are produced locally by individual producers. On the other hand, there are the industrial alcohols among which, 'Brakina', 'Beaufort', 'Sobbra', 'Jour special', 'Guinness', 'Castel', 'Vieux menthos', 'Eperon', 'Jin', 'Sopal' 'Whisky'. The industrial alcohols are imported or produced by some companies such as SOPAL (Sow, 2005) and BRAKINA and SOBBRA.

•**Social class:** For Nassè (2018) social class is composed of very poor, poor, rich and very rich people, who do not have the same amount of income or wealth. Marx rather views the concept of social class in two dimensions: the proletarian class and the rich class. For Marx (1886), the social class is composed of the proletarian class (the people who are poor) that are exploited by the rich class through the means of labour, or retribution in terms of the work done. For Goldstone (2019) the social class is divided into two different classes: the privileged class that has the opportunities to extend its education level and the non-privileged class that does not have some opportunities to extend its education level.

The different adopted theories in this research indicates that the social class (defined according to the income level and the level of social status) has some effects on consumers' individual lives and their consumption behaviors. The conceptual framework demonstrates that the social class affects both the level of alcohol consumption and the level of household conflicts. The solutions to tackle alcohol consumption and conflictual situations are: moderation in alcohol intake, and the eradication of poverty (Nassè, 2019), ethical marketing advertising by manufacturers, control and sensitization about alcohol consumption, religious and moral education (See Figure 1 below).

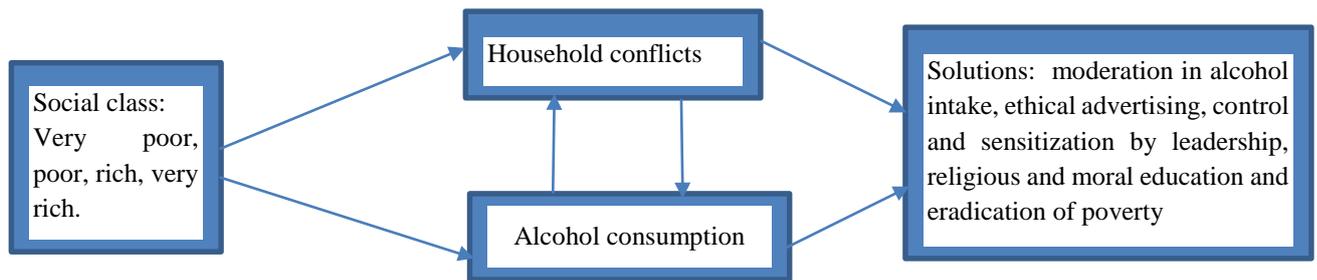


Figure 1- Conceptual Framework (adapted from Nassè, 2019)

•Research Propositions and Research Model.

P1: There is a relationship between alcohol consumption and conflicts

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

The relationships between the different variables are shown by the research model (See Figure 2 below).

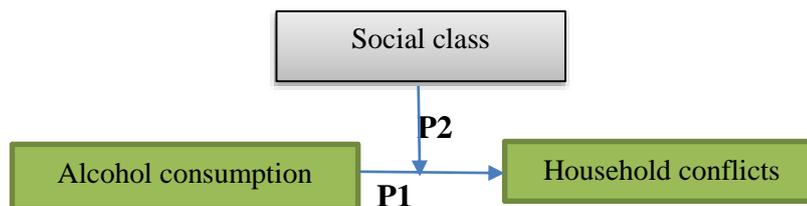


Figure 2- Research model (Adapted from Nassè, 2019)

MATERIALS AND METHODS

According to Van Campenhoudt et al. (2014), qualitative research method not only brings out some factual information but also it 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 ideas, and experiences. For some authors like Roche (2009), qualitative research seeks to understand people motivations, feelings, fears and worries about a particular phenomenon. The present research is an exploratory one. According to Ahiadeke (2008), an exploratory research is a type of research that is conducted to solve problems that have not been clearly well-defined. Ahiadeke (2008) adds that:

“Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more” (Ahiadeke, 2008, p. 6).

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 allows the investigation of the topic of alcohol consumption and conflicts in the Burkinabe context in order to understand the life experience of alcohol consumers. This following section describes the research procedure.

Qualitative Research 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 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 (Nassè 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 with 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 (Nassè, 2018), and this constitutes 8.33%. The final sampling frame, therefore is calculated as: $(8.33/100) \times X$

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 factors below, the qualitative research targeted forty (40) respondents across the city of Ouagadougou. The city is divided into four zones namely the Northern part, the Southern part, the Eastern part and the Western part. Ten respondents are taken for interviews from each part. However, the total number of interviews conducted was thirty-one (31). Eight interviewees have not been 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 are considered *incomplete* and they are not added to the research for the qualitative analysis. Therefore, the number of interviews that are complete are twenty-three (23) and they are considered for analysis.

The sample size in the qualitative aspect of this research is determined by convenience and also by the mean of saturation. The convenience sample size determination is adopted due to a number of factors including:

1. the limited level of resources available to the researcher, making it difficult to take a larger sample size; and the capital being designated ‘red’ security zones because of insecurity; and, therefore not easily accessible, and;
2. the fact that the quantitative aspect of the study has a larger sample size and the qualitative data is only of complementary value to help emphasize and well explain the quantitative data;
3. the political incidents about the ‘military coup’ followed by the court case on recorded telephone conversations that now make people to be careful and repulsive to any form of recorded interviews.

Respondents are met at places, where alcohol is sold and consumed (such as snack bars, drinking spots, hotels and restaurants). Some respondents invited the researcher home or their own chosen place where the environment is less noisy. Other respondents have invited some devoted contributors fulfilling the research criteria that they know, and who accept to contribute efficiently to the research (the snowball technique). The unit of analysis in this research is the experienced Christian alcohol consumer. Among these, there are those that take only alcoholic drinks and there are those who take both alcoholic and soft drinks. No distinction is 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. 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. After the presentation of the unit of analysis, it is necessary to present the ethical implications.

Data collection mechanisms, procedures and tools: The interviews are conducted using a semi-structured interview guide. The interviews recordings are conducted in French (Nassè, 2006), and some local languages using a digital voice recorder. The data transcription is made (in French language) by hand, assisted by an audio software named ‘SONY sound organizer’,

which helps to slow down the speed of the recordings to enable effective transcription. The transcription in French is then translated into English for the purpose of this research.

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 are 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 terms 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 (Quivy & Van Campenhoudt, 2011), because usually the latest interview does not provide more information. In the present research, saturation is reached in the eighth interview, but the number of respondents is increased in order to have a reasonable sample.

Qualitative Research Instruments: This section describes the interview guide, and it shows the number of themes, their focus and their origin. 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 Nassè et al. (2016) that is adapted for the purpose of this study. The instrument is pre-tested with 10 respondents and therefore some adjustments are made to make the themes more understandable to the respondents. There are eleven themes and they are constructed using the different variables identified in 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 according to the different themes. The analysis with a thematic grid of analysis has helped to bring out 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 gathered, and then, analysed 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, positive aspects of alcohol consumption, negative aspects of alcohol consumption, conflicts associated with alcohol consumption, suggestions to eradicate conflictual situations, additional points and personal traits.

Qualitative 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 give a brief presentation of 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 the verbatim 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 for the lemmatization of the data. Moreover, the data analysis is made through the use of a grid of analysis adapted from Roche (2009). The grid of analysis allows us to analyze the verbatim both vertically and horizontally. According to Roche (2009), with a thematic analysis grid, there are two types of analysis and two types of synthesis:

The horizontal analysis aims to understand the answers of each individual for a given theme. Vertical analysis is used to know what has been answered by an individual for all the given themes. The horizontal synthesis will make it possible to know what the whole of the individuals answered to a given theme. The vertical synthesis will make it possible to synthesize what each individual has answered to all the given themes. Thanks to this analysis, the study manager will be able:

- to know the vocabulary used by the interviewees so that they can use it in the quantitative phase of the study;

- to understand what the expectations of each individual are according to a given theme;

- to understand what the expectations of all individuals are, and how and why they will react in one way or another to the launch of a product, for example (Roche, 2009, p.44).

As for the present research, the horizontal synthesis is the one that has been applied in order to bring out a synthesis of what the whole of the consumers have given for a specific theme. Such an approach allows the researcher to get an overall view of consumers on the topic of alcohol consumption and conflicts. 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 their behaviors they display in the drinking spots, restaurants and hotels. The indirect observation allows the researcher to also gather information about the behavior of consumer on the research topic with some experienced alcohol consumers.

Validation of the research: The research instruments that are chosen must allow people to better appreciate the phenomenon to measure and see if it is well measured (Carricano, 2010). The qualitative research instrument chosen is an interview guide from Nassè 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.

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

Descriptive statistics are statistics that describe the fundamental aspects of the collected data by providing a simple information on the measures of the features (Anderson et al. 2015). The descriptive statistics cover the religious affiliation of the respondents, the age of the respondents, the profession of the respondents, the social class of the respondent, the gender of the respondent, the marital status of the respondents, level of education of the respondents and the nationality of the respondents. The total number of the respondents is 23. There are seventeen men and six women. Among them are some unemployed, some public sector employees, and some private sector employees. The respondents' level of education goes from illiterate to primary school, secondary school and university levels. The descriptive statistics starts with the religious affiliation of the respondents. In terms of religious affiliation, the respondents are mainly from Evangelical Churches, and the Catholic Churches. The field data shows that 52.18% of the respondents are from Evangelical Churches, and that 47.82% of the respondents are from Catholic Churches.

The age of respondents is from 18 to 46 and above. However, the very old consumers are not many in the research because of several reasons. Most of the very old people tend to be much more occupied on their family issues, and there are many young people in the drinking spots than the very old people. Another, thing is that alcohol consumption tends to be a fashion for the youth who follow life trends. That is why the average age is 31.17. There are 26.08% of the respondents are between 18 and 25 years old, 30.43% of the respondents are between 26 and 35 years old, 21.73% of the respondents are between 36 and 45 years old, and 21.73% of the respondents are between 46 and more. For further, concerning the profession, 17.39% of the respondents are public sector employees, 65.21% are private sector employees, and, 17.39 % are unemployed. In addition, concerning the social class, 39.13% of the respondents are poor, 47.82% of them are private employees, and 13.04% of them are very rich. In terms of gender, 73.91% of them are males, and 26.09% are females.

- Alcohol consumption and household conflicts

The qualitative results show that alcohol consumption influences conflicts. The results also show that the social class is a factor of differentiation in terms of alcohol consumption and

conflicts generation. For instance, poor consumers seem not to moderate their consumption as compared to rich consumers.

“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).

“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).

- Social, class, Alcohol consumption and household conflicts

The consumption of alcohol by poor people or rich people is a source of conflicts within the households.

“Alcohol consumption can be a source of street conflicts and some creates household conflicts. Religious people do not accept people who drink alcohol. Some household conflicts are more observed than any other type of conflicts” Respondent 19 (Man, 57 years old, poor).

“There are conflicts between husbands and wives; conflicts between a drunk wife and her husband and conflicts between a drunk husband and his wife at home. It creates conflicts between people who drink together at the drinking spot (...)It can also slow down the development of the country if a lot of people drink without consideration” Respondent 4 (Man, 29 years old, rich).

In addition, observations show that poor families and middle class families are the social class where alcohol intake is high and where conflictual situations are frequent. On the one hand, a tentative explanation is that poor families and middle class families are facing life challenges every day. Therefore, the excess of problems draw some consumers to drink in excess what causes frequent household conflicts because such families are already vulnerable and can face violence at any moment. On the other hand, consumers very poor families, poor families and middle class families, due to their vulnerability are almost facing some big challenges that could generate some conflictual situations, and, these conflictual situations at the household level can for instance induce some consumers to drink alcohol excessively in order to forget such problems. However, this excessive intake of alcohol will turn back to enhance the conflictual situations in the household for many reasons (irresponsibility in facing household problems, deliberate will to enhance household conflicts, waste of family income, family vulnerability).

DISCUSSION OF THE RESULTS

- Alcohol Consumption and Household Conflicts

The present research shows that alcohol consumption is associated with household conflicts as some previous studies on the same subject have shown the same results (Dery & Diedong, 2014;

Nassè, 2019). However, the present study aims to show that another important variable namely the social class has a moderating influence on the relationship between alcohol consumption and household conflictual situations.

- Social, Class, Alcohol Consumption and Household Conflicts

Some studies show that alcohol consumption is a source of household conflicts (Dery & Diedong, 2014; Nassè, 2019) and some other studies show that alcohol consumption is a moderator of the relationship between alcohol consumption and household conflicts (Nassè, 2019). The present study has shown that the social class has an influence on alcohol consumption and household conflictual situations. The observations in the present research have shown that poor consumers and middle class consumers are those who consume more alcohol than the other classes. This could be explained by the fact that the very poor class, the poor class and the middle class, have more socio-economic problems (poverty, unemployment, poor income, limited education level, high level of vulnerability) and more consideration for traditional consumption culture conservation. Nevertheless, household conflictual situations related to alcohol consumption are found at all the social class levels.

CONCLUSION AND IMPLICATIONS

It has been shown that alcohol consumption is at the base of household conflicts according to the social class of the consumer. In terms of limitations, there are some challenges, which are linked to the concept of conflicts and alcohol consumption. These concepts have been used in previous researches by some eminent authors that have defined them in their own context. Hence, the present research has addressed these challenges by redefining these concepts, and this is subject to some bias in the research. There are also some challenges that are linked to the methodology that has been used here. It is sure that some of the challenges on the research ground may have affected some aspects of the data collection. This situation, then may have affected the final results. It would be helpful not only to extend this research to other different research areas different from the industrial drinks sector, or to extend it to other context of West Africa, or to conduct it in other African countries to see whether the results are the same or not. First, with regard to key findings, the recommendation is that alcohol consumption and conflictual household situations should be taken into account by researchers to enrich scientific knowledge through further investigations in other contexts. Secondly, in terms of conceptual findings, it is recommended that future researchers on the same issue or some related topics in the context of Burkina Faso or in the context of Africa should reconsider these concepts that are redefined for the need of such a particular context. Third, with regard to managerial findings, it is very important for the governmental authorities in Burkina Faso to put some measures to stop the counterfeit alcoholic beverages that are harm to the consumers. As Jiang et al., (2018) states it, some people use alcohol to harm themselves. For example, the research reveals that alcohol consumption brings out some diseases such as liver disease, cancer, cardiovascular diseases, diabetes, high blood pressure, and kidney disease. Thus, alcohol affects consumers' health, and some consumers also die by drinking counterfeit alcoholic beverages. It is crucial for the political authorities and the religious authorities to involve themselves in sensitizing consumers to moderate their alcohol consumption not only to avoid conflicts but also to stay healthy. Political leaders and managers should take some appropriate measures to tackle the counterfeit alcohol production, for instance by increasing the control but also by requesting some quality standards and norms in terms of alcohol production and sales. Managers should

also put an emphasis on ethical marketing advertising by inviting consumers to moderate their consumption by the means of some appropriate slogans. This is also a way of taking care of the customers' wellbeing (Nassè, et al., 2020). For further, alcohol consumption by youth is often combined with some harmful products such as strong drugs and destructive substances. The managerial findings of this research imply that the governmental authorities include alcohol consumption education as part of the school curriculum, to sensitize the younger generation. It is vital to tackle alcohol consumption by the youth especially the teenagers with some appropriate measures to avoid some negative consequences that destroy the future generation. As management in Africa lacks innovation, it is good for managers to set some good management strategies that respond to the need of the consumers, and that create an environment where conflicts prevention mechanisms are well monitored for peaceful and sustainable development. With regard to theoretical findings, researchers should recognize that alcohol consumption in the context of Burkina Faso generates some household conflicts; however, the motives for alcohol consumption are slightly different from other contexts. This implies that researchers consider the context of Burkina Faso as a particular context as this research leads to new theoretical findings that are unique to such a socio-cultural context. In terms of methodological findings, future researchers should be inspired to use the created tools, to enhance their research methods in the socio-cultural context of Burkina Faso. It will also help researchers to have a very explicit, well-organized, meticulous and methodical approach that will surely yield some appropriate qualitative results.

Conflict of Interests.

The author has not declared any conflict of interests.

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