MANAGING NEGATIVE ALCOHOL-RELATED CONCERNS: A QUANTITATIVE RESEARCH CONCERNING CONSUMERS FROM BOTH ABRAHAMIC AND ENDOGENOUS RELIGIOUS FAITH

Théophile Bindeouè Nassè1,2,3, Damasus Tuuorolong1, Africanus Lewil Diedong1, Ernest Bagson1, Samuel Marfo1, Halidu Musah1, & Jonah Amosah1

1University of Business and Integrated Development Studies, Ghana.
2Saint Thomas D’Aquín University, Burkina Faso.
3Thomas Sankara University, Burkina Faso.

Corresponding Author: Théophile Bindeouè Nassè
Corresponding Author Email: nassetheophile2009@gmail.com

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ABSTRACT

The relationship between alcohol consumption and conflicts is explored in several contexts. Little research has been conducted on the subject in Wa. This research explores the relationship between alcohol consumption and conflicts where alcohol consumption is on the increase. This exploratory research is focused on the post-positivist posture. A quantitative research design is used to collect data from both primary and secondary sources for analysis using sphinx IQ software. Some self-administered questionnaires are used for data collection. Results show that alcohol consumption is strongly associated to household conflicts. In addition, the results also show that alcohol consumption is associated to street conflicts. It is found that alcohol consumption is associated to religious conflicts. The findings imply that there should be a rigorous segmentation and hyperpersonalisation of the alcohol beverage market in order to meet the local consumers’ core needs and real expectations. To the best of authors knowledge, this is an exploratory research in the Ghanaian Upper West context that shows the relationship
between excessive alcohol consumption and conflicts with some particular psychosocial and cultural factors.

**Keywords:** Alcohol Consumption, Household Conflicts, Street Conflicts, Religious Conflicts, Wa.

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**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 diverse 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 and Diedong, 2014; Nassè et al. 2016). Ghana is one of the highest alcohol consumer countries in the West African sub-region, after Nigeria, Burkina Faso, Liberia, Benin, Sierra Leone and Gambia (Ritchie and Roser, 2020). This is an indication that alcohol plays a very important role in the lives of people in Ghana. While alcohol consumption may be widespread, certain factors such as culture, distance and time may moderate its prevalence rate in society (Adoma and Darko, 2020). 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 (Murphy et al., 2005, Dery and Diedong, 2014). There is not much work done on alcohol consumption and conflicts in the context of Wa. In the same vein, no work has concurrently shown one’s level of alcohol consumption on household conflicts, street conflicts and religious conflicts. In the same context, there is not a sustainable policy that draws the attention of alcohol consumers for moderation in alcohol intake. This present research is to fill these research gaps.

The main objective of this research is to examine the association between alcohol consumption and conflicts. The specific objectives of this research are:

1. To examine the relationship between alcohol consumption and household conflicts.
2. To assess the relationship between alcohol consumption and street conflicts.
3. To examine the relationship between alcohol consumption and religious conflicts.

**THEORETICAL AND CONCEPTUAL UNDERPINNINGS**

- **The Economic Theory of Consumption:** These theorists argue 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. 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.

- **The Concept of Conflict:** The concept of conflict has been defined by several authors. In the western context, 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 approched by Goodhand and Hume is circumscribed 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, Nassè et al. (2016) defines the construct of conflict in a religious dimension, as a misunderstanding between individuals and groups due to a given misbehavior that affect a given religious community or group. A religious conflict could be latent, verbal or psychological. The concept of conflict as approached by Nassè et al. (2016) 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. Nassè (2019) portrays conflicts in the household environment what entails the manifestation of physical violence or verbal violence in family context. Nassè also describes conflicts as a street phenomenon with the observation of physical violence or verbal violence in streets.

In Ghana, Awedoba (2012) defines conflict as a relationship between two or more parties centered on differences, disagreement and some issues of common interest or concern. In the Middle East context, Al-Hyari, Alnsour, Al-Weshah, and Haffar (2012) has demonstrated that the consumer behavior in Saudi Arabia, has a link with religiosity, and that the sales of insane products generates conflicts which are in a form of products boycotting.

**Alcohol Consumption:** The concept of alcohol consumption is defined by Amankwaa, Reed, and Owens (2012) as the drinking of industrial alcoholic drinks. In Africa and particularly in West Africa, it is agreed by the research of Nassè et al. (2016) that the concept of alcohol consumption is also the drinking of industrial alcoholic drinks. Still, in the context of Burkina Faso, Bazié (2011) has approached the concept of alcohol consumption to be the drinking of traditional alcohol beverages, in his study on understanding communication in the traditional environment, and the sociocultural characteristics of different ethnic groups.

![Figure 1 - Research Model](Source: adapted from Nassè, 2019)

**Research Hypotheses and Research Model**

- **H1:** There is a relationship between alcohol consumption and household conflicts.
- **H2:** There is a relationship between alcohol consumption and street conflicts.
- **H3:** There is a relationship between alcohol consumption and religious conflicts.

**MATERIALS AND METHOD**

**Epistemological Posture:** This is a quantitative research focused on postpositivist posture. **Research Procedures:** The quantitative sampling strategy consists of using a random sampling technique combined with the snowballing technique due to a lack of time and an insufficiency of resources. The questionnaire is pre-tested with the consumers of alcoholic beverages. This
first test is done on a sample of 10 respondents. The pre-test results are used to draft a final version of the questionnaire. The designed questionnaire is administered again to the consumers. This sample is a subset of the studied population. To set the sample size, the following mathematical formula is used: 
\[ n = \frac{p(1-p)}{e^2 / Z^2} \]
where \( p \) represents the selected proportion of an attribute, for example gender. Here, assuming 50-50 female to male ratio, \( p=0.50 \) or 50%; \( e \) represents the level of precision or accuracy set for this research, here 5%, and \( Z \) is the number related to the degree of confidence, and in this case \( Z=1.96 \) or 95% confidence (Ganassali, 2009, 51; Hejase and Hejase, 2013, 231). Therefore, the formula becomes: 
\[ n = \frac{0.5 \times (1-0.5)}{(0.05 / 1.96)^2} = 267 \] people. A sample of 267 respondents is enough for a 6-point error estimate. Once the sample determined, data collection is done through a self-administered questionnaire on a paper and it is filled by the consumers. The total number of respondents is 308.

**Research Context:** The country where the research is conducted is Ghana. The research area includes the city of Wa in the Upper West Region for a duration of 12 months. Wa municipality is the regional capital of the Upper West Region of Ghana. It is a city with a cosmopolite population that has various ethnic groups with different cultural practices.

**Data Analysis:** In this research, the quantitative data is analysed using the quantitative version of Sphinx IQ. The quantitative data is computed into the quantitative version of Sphinx IQ and then it is analysed to bring out basic sorting and crosssorting data.

**Ethical Implications:** In this research, there are some ethical measures to be taken into account as per the ethical guidelines for scientific research as supported by Creswell (2009). In this research in order to increase participation, respondents are not requested to give their names, and information given by the respondents is kept confidential (Nassè, 2018).

**RESULTS AND DISCUSSION**

**Alcohol Consumption and Household conflicts**

<table>
<thead>
<tr>
<th>Variable crossing</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Alcohol consumption&quot; and &quot;Household conflicts&quot;</td>
<td>( p &lt; 0.01 ); ( \chi^2 = 434.46 ); dof= 11.</td>
</tr>
<tr>
<td></td>
<td>The relationship is very significant.</td>
</tr>
</tbody>
</table>

(Source : Fieldwork, 2019)

**H1:** There is an association between alcohol consumption and household conflicts.

**H0:** There is no an association between alcohol consumption and household conflicts.

For the hypothesis testing, the correlation between the variable ‘Alcohol consumption’ and ‘Household conflicts’ is the method used. The \( p \)-value \( p < 0.01 \), the Chi-square value \( \chi^2 = 434.46 \), and the degree of freedom \( \text{dof} = 11 \) are found to be significant (as indicated on Table 1). Therefore, the first hypothesis is confirmed.

**H1:** There is an association between alcohol consumption and household conflicts.
**Alcohol Consumption and Street Conflicts**

Table 2  
*Relationships between ‘Alcohol consumption’ and ‘Street conflicts’*

<table>
<thead>
<tr>
<th>Variable crossing</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Alcohol consumption” and “Street conflicts”</td>
<td>p &lt; 0.01; χ² = 108.67; dof = 11. The relationship is very significant.</td>
</tr>
</tbody>
</table>

*p <0.05*  
(Source: Fieldwork, 2019)

**H2**: There is an association between alcohol consumption and street conflicts.  
**H0**: There is no association between alcohol consumption and street conflicts.

For the hypothesis testing, the correlation between the variable ‘Alcohol consumption’ and ‘Street conflicts’ is the method used. The p-value p < 0.01, the Chi-square value χ² = 108.67, and the degree of freedom dof = 11 are found to be significant (as indicated on Table 2). Therefore, the second hypothesis is confirmed.

**H2**: There is an association between alcohol consumption and street conflicts.

**Alcohol Consumption and Religious Conflicts**

Table 3  
*Relationships between ‘Alcohol consumption’ and ‘Religious conflicts’*

<table>
<thead>
<tr>
<th>Variable crossing</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Alcohol consumption” and “Religious conflicts”</td>
<td>p &lt; 0.01; 108.67; dof = 11. The relationship is very significant.</td>
</tr>
</tbody>
</table>

*p <0.05*  
(Source: Fieldwork, 2019)

**H3**: There is an association between alcohol consumption and religious conflicts.  
**H0**: There is no association between alcohol consumption and religious conflicts.

From the analysis, there is a hypothesis testing, and the correlation between the variable ‘Alcohol consumption’ and ‘Religious conflicts’ is the method used. The p-value p < 0.01, the Chi-square value χ² = 108.67, and the degree of freedom dof = 11 are found to be significant (as indicated on the above Table 3). Therefore, the third hypothesis is confirmed.

**H3**: There is an association between alcohol consumption and religious conflicts.

The graph of relationships on the Figure 2 also shows that the different relationships between the different variables are strongly correlated.
DISCUSSION OF THE RESULTS

Alcohol Consumption and Household Conflicts
Wilsnack et al. (2000) demonstrate that there are some slight gender differences in alcohol consumption gender, by noticing that men drink more than women. In addition, some researchers, such as Testa et al. (2014), Dery and Diedong (2014) notify alcohol consumption and violent actions on women. For further, some researchers such as Nassè (2019) and Nassè (2020) in the context of Burkina Faso show that alcohol consumption is a source of household conflictual situations that are multidimensional. Shiva, Shukla, and Chandra (2021) demonstrate that alcohol use is associated with gender-based violence that has its remote factors in relationship issues. However, the present findings show that alcohol consumption and household conflictual situations are closely related in the context of Ghana.

Alcohol Consumption and Street Conflicts
Several researchers have shown the relationships between alcohol consumption and street conflicts (Nassè, 2019; Benyera, 2017) in other contexts. While Nassè (2019) shows that street conflicts are related to alcohol abuse, and that they are often verbal and supplemented with physical violence. For Benyera (2017), alcohol abuse is the source gender based conflictual situations characterized by household violence and child abuse in the context of Zimbabwe. Adoma, and Darko (2020) show that alcoholic beverages advertisement has some effects on student’s purchasing behaviour in the context of Sunyani, and these authors have not established any link with conflictual situations.
Nevertheless, the present research shows the relationship between alcohol consumption and street conflicts in the context of Wa with a research that involved two (2) main revealed religions (Christianity and Islam) and one main endogenous religion (Animism).

Alcohol Consumption and Religious Conflicts

Some previous studies have shown the relationships between alcohol consumption and religious conflicts (Nassè, 2019; Nassè, Ouédraogo & Diop, 2016) in the specific context of Burkina Faso. Nassè (2019) has demonstrated that alcohol abuse favors conflictual situations among Christian consumers and their environment; whereas Nasse et al. (2016) shows that, some specific social conflicts are related to the proximity of alcohol beverages’ point of sales with some religious worship places (Churches or Mosques). Nevertheless, the present research shows the relationship between alcohol consumption and religious conflicts in the context of Wa, involving Christians, Muslims and Animists.

CONCLUSION AND IMPLICATIONS

An abusive consumption of this psychoactive substance can be excessive (respectively moderate), thus accentuating (respectively reducing) conflictual situations. The findings show that alcohol consumption without moderation is a source of household conflicts, street conflicts and religious conflicts in the context of Wa.

Implications: In terms of managerial implications, this research is a threshold for industry players to rethink their segmentation of the beverage market following the needs and expectations of consumers by focusing their efforts on both the religious similarities and the religious differences. There should build up some responsible and ethical advertising slogans that take into account every consumer’s core needs in terms of consumption by minimising the unintended effects. The conceptual implications of the research highlight the constructs of alcohol consumption in a specific African context where the intake of alcohol is a mixture of traditional beverages and modern beverages. The construct of conflict is also enriched into three different types of conflicts related to consumption in the African context: household conflicts, religious conflicts and the streets conflicts.

The theoretical implications help to understand that psychosocial and cultural factors such as stress, work-life challenges, hostility, depression, hopelessness, and social life have some effects on consumer’s choices and thus, they affect the way consumers purchase, consume and engender conflicts.

Future Perspectives: It is necessary to also investigate alcohol consumption and professional conflicts in other related areas.

Conflict of Interests
The authors have not declared any conflict of interests.

Acknowledgements
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References


Doctorat en sciences de Gestion, spécialité marketing. Ouagadougou, OR: Université Aube nouvelle en cotutelle avec l’Université Cheikh Anta Diop.


**APPENDICES**

Table 4
*Religious Affiliation of Respondents*

<table>
<thead>
<tr>
<th>Religious Affiliation</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christians</td>
<td>224</td>
<td>72.7%</td>
</tr>
<tr>
<td>Muslims</td>
<td>12</td>
<td>3.9%</td>
</tr>
<tr>
<td>Traditionalists</td>
<td>72</td>
<td>23.4%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)

Table 5
*Age of Respondents*

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-25 years old</td>
<td>83</td>
<td>26.9%</td>
</tr>
<tr>
<td>26-35 years old</td>
<td>129</td>
<td>41.9%</td>
</tr>
<tr>
<td>36-45 years old</td>
<td>84</td>
<td>27.3%</td>
</tr>
<tr>
<td>46-and above</td>
<td>12</td>
<td>3.9%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)

Table 6
*Profession of Respondents*

<table>
<thead>
<tr>
<th>Profession</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public employee</td>
<td>06</td>
<td>1.9%</td>
</tr>
<tr>
<td>Private employee</td>
<td>230</td>
<td>74.7%</td>
</tr>
<tr>
<td>unemployed</td>
<td>72</td>
<td>23.4%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)

Table 7
*Social Status of Respondents*

<table>
<thead>
<tr>
<th>Social status</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very poor</td>
<td>6</td>
<td>1.9%</td>
</tr>
<tr>
<td>Poor</td>
<td>147</td>
<td>47.7%</td>
</tr>
<tr>
<td>Rich</td>
<td>149</td>
<td>48.4%</td>
</tr>
<tr>
<td>Very rich</td>
<td>6</td>
<td>1.9%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)
Table 8  
**Gender of Respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>29</td>
<td>90.4%</td>
</tr>
<tr>
<td>Male</td>
<td>279</td>
<td>90.6%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)

Table 9  
**Marital Status of Respondents**

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>141</td>
<td>45.8%</td>
</tr>
<tr>
<td>Engaged</td>
<td>68</td>
<td>22.1%</td>
</tr>
<tr>
<td>Married</td>
<td>93</td>
<td>30.2%</td>
</tr>
<tr>
<td>Divorced</td>
<td>06</td>
<td>1.9%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)

Table 10  
**Level of Education of Respondents**

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>79</td>
<td>25.6%</td>
</tr>
<tr>
<td>Primary school</td>
<td>60</td>
<td>19.5%</td>
</tr>
<tr>
<td>Secondary school</td>
<td>95</td>
<td>30.8%</td>
</tr>
<tr>
<td>University</td>
<td>74</td>
<td>24%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)

Table 11  
**Residence Respondents**

<table>
<thead>
<tr>
<th>Residence</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wa town</td>
<td>302</td>
<td>98.1%</td>
</tr>
<tr>
<td>Other areas</td>
<td>06</td>
<td>1.9%</td>
</tr>
<tr>
<td>Total</td>
<td>308</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Source: Fieldwork, 2019)