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The Influence Of Personality Trait On Drinking Motives Among Adults

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ABSTRACT: This research study delves into the intricate dynamics of personality traits and their influence ondrinking motives among adults. As the adult population encounters various social pressures andpersonal challenges, understanding the multifaceted connections between personality and drinking behaviors is crucial. The research will involve a diverse group of adult participants, with the aim of unraveling the qualitative aspects of their personality traits and corresponding drinking motives. Through the voices of the participants themselves, the study seeks to uncoverthe emotional and psychological dimensions that inform their reasons for alcohol consumption.Preliminary findings from the qualitative analysis are anticipated to reveal rich narratives and personal insights into how adults navigate their drinking experiences. These findings will enablea deeper exploration of the subjective influences of personality, shedding light on the nuances of drinking motives and behaviors. This qualitative research contributes to the existing body ofknowledge by offering an in-depth understanding of the lived experiences of adults, emphasizing the importance of context and individual perspectives. The outcomes will providevaluable insights for health professionals, educators, and policymakers seeking to tailor interventions and support systems that consider the unique voices and stories of the adult population, ultimately promoting responsible drinking and healthier lifestyle choices.

***Keywords*:** Personality Traits, Drinking Motives, Alcohol Consumption

INTRODUCTION

In this introductory chapter, we will lay the groundwork for an in-depth exploration of the relationship between personality traits and drinking motives. This chapter will begin by outlining the key components that shape our study, emphasizing how various personality dimensions influence the reasons individuals engage in drinking behaviors.We will first examine the core personality traits, such as extraversion, neuroticism, and conscientiousness, and their potential impact on drinking motives. Understanding how these traits manifest in individuals can shed light on why some people may drink for social enhancement, stress relief,or other reasons.Next, we will delve into the concept of drinking motives, exploring the psychological and social factors that drive individuals to consume alcohol. By investigating how personality traits intersect with these motives, we can uncover the nuanced ways in which individual differences shape drinking behaviors.this exploration of personality and drinking motives will serve as the foundation for our research, offering insights into the complex interplay between who we are and how we choose to engage with alcohol. This chapter will setthe stage for a comprehensive analysis of these relationships, contributing to a deeper understanding of the motivations behind drinking behaviors.

Definition of Personality

personality is defined as unique individual patterns of psychological mechanisms and behavioral dispositions that remain with the individual and that are relatively constant over time and influence how people think, feel, and behave in some degree in different situations (Funder, 2019). These distinct characteristics develop a uniform pattern, which leads to the difference of one person from another's personality.

Key Components Of Personality:

- **Traits vs. States:** Personality traits are defined as individual differences that cut acrossactivities because they help in identifying temporally and measurably enduring patternsthat are relatively stable in a person over time. For instance, a person can be high on extraversion as a trait in most instances but may be apprehensive and introverted in a new gathering as a state (McCrae & Costa, 1990).
- **Theoretical Benchmarks:** Various psychological theories account for personality andtherefore contextualize the personality study. Such approaches include psychodynamic, humanistic, and social-cognitive theories of personality each of whichfocuses on the different facts of personality.
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the personality has relevance to various areas, efforts should be directed towards understanding personality at the individual level.

Mental health:

Personality has been connected to mental health among individuals. For example, individuals with high levels of Neuroticism are more likely to develop psychopathologies of anxiety and depression while those high on resilience often copewith stress better (Roberts et al, 2007).

- **Interpersonal relations:** Personality affects how individuals interact with one anotherand is a major factor in communication, conflict resolution, and relationship development. For instance, agreeable individuals are more likely to be nice andcooperative (Sharma et al, 2015).
- **Workplace settings:** The traits of a person also indicate what their behaviors and performance at work may be. Conscientiousness, for example, was positively associated with better performance, leadership, and satisfaction in the workplace(Barrick & Mount, 1991).

Major theories of Personality:

Trait theories

Theories of personality of this type emphasize and attempt to define and evaluate individual differences and argue that personality traits are situationally consistent which means that thesetraits are stable over time.

The Five Factor Model:

The Big Five also known as The Five Factor Model is a trait theory that identifies five factorsof personality dimensions:

- **Openness**: Reflects the willing to engage in new experiences, ideas and creativity. HighOpenness is seen as curious and novelty seeking.
- **Conscientiousness :** The level of organization and dependability one has when it comesto their work ambitions. People who measure high in this trait tend to be careful, diligentand goal-oriented
- .**Extraversion:** Refers to sociability, assertiveness and being energetic. Extraverted:Lively, seeks interaction with others and energy from named spaces.
- **Agreeableness:** Compassion/cooperation People who are very agreeable, for example,tend to be empathetic and supportive.
- **Neuroticism:** Emotional instability, people high in neuroticism are more likely toexperience negative emotions and feel anxious or sad (McCrae & Costa 1997).

Applications of Trait Theory:

The trait theories has practical use in psychology, education and organizational behavior. TraitTheory: Trait-based personality assessments help people establish work paths that stay real to their preferences and strengths.

Psychodynamic Theories

Psychodynamic: commonly believe that much of behavior is influenced by unconsciousthoughts and drives, are motivated to some degree by wishes most forms of this theory also focus on early childhood experiences and internal conflicts.

Freud's Psychodynamic Theory:

This view is most associated with Sigmund Freud who argued that personality stems from unconscious motives and conflicts, typically due to early childhood experiences. He introduceda 3-component structural model of personality.

- **Id:** This is the earliest and most primitive aspect of our personality, which contains ourinstincts drives, and operates on the pleasure principle.
- **Ego** -The rational part that balances the greedy id-trainee and the good preachy superego-ngo. It rules based on the reality principle satisfying needs while governing according to societal norms.
- **Superego**:The societal norms and moral standards (also known as the conscience) transferred to an individual

Defense Mechanisms:
Freud described the numerous defense mechanisms used by the ego to hold at bay threateningimpulses and ideas. Some of the common defense mechanisms are:

- **Repression;** involuntarily removing terrifying thoughts as well as emotions.
- **Denial:** Ignoring unpleasant truths.
- **Projection**: Attributing ones unwanted thoughts and feelings onto others (Freud, 1923).

Jung's Contributions:
Carl Jung further built upon Freud's theories by bringing forth ideas as the collective unconscious and archetypes which he argued play a key part in individualised experiences andpersonality development (Jung, 1964).He spoke of the individuation process—making connections between various facets of ones personality to balance it out.

Applications of Psychodynamic Theory:
Psychodynamics entails the practical application of the theory aimed at establishing understanding of psychosocial behaviour and underlying psychotic issues. In particular, they use dream interpretation, word association or free writing to unlock such feelings.

Humanistic Theorie:
Humanistic theories prioritise personal development, the process of self-realisation or self- actualisation and the innate abilities of people.
Maslow's Hierarchy of Needs:
According to Abraham Maslow's Theory on Motivation, every human being is driven by a given need that is organised in a few basic levels with physiological needs at the bottom and self-actualisation at the top. The hierarchy comprises of:

- **Basic physiological needs:** The basic things that are life supporting like food, water, shelter.
- **Security of environment:** The assurance that there will be protection and order in one'ssurroundings.
- **Relationship and being loved:** The pursuit of interpersonal exchanges and to feelincluded.
- **Social esteem and self esteem:** The drive for one's honour and recognition.
- **Actualization**: The stage when an individual wants to realize what they are capable ofbeing.

Applications of Humanistic Theory:
Humanistic principles are widely applied in counseling and therapy, focusing on empoweringindividuals to explore their identities, values, and goals. Therapists aim to create an empatheticand non-judgmental space for clients to discover their true selves.
Horney's Theory of Neurotic Needs
Karen Horney (1885-1952) was a German psychoanalyst who challenged many of Sigmund Freud's theories, particularly regarding female psychology. In her work, Horney proposed that neurosis is a result of interpersonal relationships and societal pressures rather than innate drives. She identified ten neurotic needs, categorized into three groups:

- **Needs for Affection and Approval:** This includes the need to be liked and acceptedby others.
- **Needs for Power and Control:** These needs involve desires for dominance andinfluence over others.
- **Needs for Independence:** This includes a desire to be self-sufficient and avoid beingcontrolled.

Horney argued that when these needs are unmet, individuals may develop coping mechanismsthat can lead to maladaptive behaviors. For example, someone with high anxiety may cling toothers for reassurance, leading to dependency. Horney's focus on cultural and social factors marks a significant departure from traditional psychoanalytic thought, emphasizing the importance of environmental influences on personality development (Horney, 1950).

Eysenck's PEN Model

Hans Eysenck (1916-1997) was a British psychologist known for his work on personality andintelligence. His PEN model outlines three primary dimensions of personality: Psychoticism, Extraversion, and Neuroticism.

- **Psychoticism:** This dimension relates to aggressiveness and interpersonal hostility. High levels of psychoticism are associated with a lack of empathy and a tendency toward antisocial behavior.
- **Extraversion:** This trait measures sociability and outgoingness. Individuals high in extraversion are often energetic and seek social interactions.
- **Neuroticism**: This dimension reflects emotional instability and anxiety. Individuals high in neuroticism may experience mood swings and are more prone to negative emotions.

Eysenck's theory is notable for its emphasis on biological influences on personality traits. He argued that these dimensions could be measured using psychometric tests, allowing for empirical validation of personality theories (Eysenck, 1990).

Five Factor Theory (FFT)

Authors: Paul Costa and Robert McCrae

The Five Factor Theory, developed by Paul Costa and Robert McCrae, provides a framework for understanding personality through five broad dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (often abbreviated as OCEAN). While the Big Five model is widely recognized, the Five Factor Theory delves deeper into the origins and implications of these traits.Costa and McCrae proposed that personality traits are influenced by both genetic and environmental factors, and they developed the NEO Personality Inventory to measure these dimensions. Their work has significant implications for understanding how personality affectsbehavior, interpersonal relationships, and mental health (Costa & McCrae(1992).

Interactionism

Interactionism posits that personality is shaped by the interplay between individual traits and situational contexts. This theory emphasizes that behavior cannot be fully understood by looking at personality traits alone; instead, one must consider how specific situations can elicitdifferent responses from individuals based on their personality.For example, an introverted person may behave differently in a social gathering depending ontheir comfort level and the dynamics of the group. This perspective highlights the dynamic nature of personality and encourages a more holistic understanding of human behavior.Interactionist theories suggest that personality is not static; it evolves based on experiences andinteractions with the environment (Mischel, 1973).

Self-Determination Theory (SDT)

Self-Determination Theory, developed by Edward Deci and Richard Ryan, focuses on the roleof intrinsic and extrinsic motivations in personality development. The theory posits that individuals have basic psychological needs for autonomy, competence, and relatedness, whichmust be fulfilled to foster healthy personality development.When these needs are met, individuals are more likely to engage in behaviors that promote well-being and personal growth. Conversely, when these needs are thwarted, it can lead to negative outcomes, including decreased motivation and increased psychological distress (Deci& Ryan, 2000).

Narrative Identity Theory

Dan P. McAdams proposes that individuals construct their identities through personal narratives, which are stories that reflect their experiences, values, and aspirations. According to this theory, the way people narrate their life stories shapes their self-concept and influencestheir behavior.

McAdams emphasizes the importance of life experiences in personality development, suggesting that narrative coherence and thematic elements in one's life story can reveal underlying personality traits. This perspective highlights the dynamic nature of identity and therole of storytelling in understa nding the self (McAdams, 1996)

Theory of Personal Constructs

George Kelly (1905-1967) developed the Theory of Personal Constructs, which posits that individuals use personal constructs—mental frameworks developed through experiences—to interpret the world around them. Kelly argued that people create these constructs to make senseof their experiences, allowing them to predict future events and navigate their social environments.The theory emphasizes that individuals differ in how they perceive and categorize their experiences, leading to variations in behavior and personality. By understanding one's personalconstructs, individuals can gain insight into their motivations and decision-making processes (Kelly, 1955).

Cultural and Environmental Influences on Personality:

Although certain aspects of personality are attributed to personal peculiarities, it is not only individual characteristics that shape up one's personality - the culture and the environment associated with the individual also have an influence.

- **Cultural Influences Indomitable**:
- The culture is accepted as the most important agent in the evolution of personality in that it accounts for the creation of values, norms and beliefs and the consequent patterns of behavior.
- **Individualism vs. Collectivism:** As a result of globalization, personal independence and achievement are emphasized in individualistic cultures, as opposed to group collaboration and cohesion which are accentuated in collectivist cultures (Hofstede, 1980). These cross cultural orientations can translate to working on some aspects of individual personality; for example, people from collectivist societies may score loweron extraversion as a personality trait as compared to those from more individualistic societies.
- **Cultural Contexts and Personality Traits:** Results from research have shown that personality traits may be exerted in different ways depending on the differences in thecultures of the people. For instance, some cultures may encourage expressiveness in communication as a positive trait, while others may perceive such actions as excessive,thus influencing the expression of certain traits like openness and extraversion.

Environmental Influences:

Beyond culture: environmental factors such as family dynamics, socioeconomicstatus, and educational experiences also shape personality.

Family Influence: Early relationships with caregivers significantly affect personality development. Secure attachments foster traits like resilience and social competence, while insecure attachments can lead to issues such as anxiety and low self-esteem (Bowlby, 1982).

Socioeconomic Status: Access to resources and opportunities can impact personality development. Children from supportive, resource-rich environments may develop traitssuch as high self-efficacy and resilience, while those from disadvantaged backgroundsmay struggle with traits linked to insecurity and anxiety.

The Role of Life Experiences:

Individual life experiences, including traumatic events, successes, and failures, also play a critical role in shaping personality. Personal challenges can lead to growth and the developmentof coping mechanisms, influencing traits such as optimism and resilience.

Definition of Drinking Motives

Drinking motives refer to the underlying reasons or motivations that drive individuals to consume alcoholic beverages. These motives can vary significantly between individuals and can be influenced by a variety of psychological, social, and environmental factors (Cooper, 1994). Understanding drinking motives is crucial for addressing alcohol consumption behaviors and related issues.

Key Components of Drinking Motives:

Types of Motives: Research identifies several primary motives for drinking, typically categorized into four main types:

Social Motives: These involve drinking for social interaction, enjoyment, and peer acceptance. Individuals may drink to enhance social experiences or fit in with a group.

Enhancement Motives: This refers to drinking to enhance positive emotions or experiences, such as celebrating achievements or having fun. It is often associated withthe desire to increase feelings of happiness and euphoria.

Coping Motives: These motives are linked to using alcohol as a means to cope with negative emotions, stress, or psychological distress. Individuals may drink to alleviatefeelings of anxiety, sadness, or loneliness (Cooper et al., 1995).

Conformity Motives: These motives arise from the desire to conform to social normsor peer pressures. Individuals may drink to avoid rejection or disapproval from peers.

The Importance of Understanding Drinking Motives: Understanding drinking motives is essential for several reasons:

Intervention and Prevention: By identifying the motives behind alcohol consumption, interventions can be tailored to address specific needs, such as providingcoping strategies for individuals who drink to manage stress.

Alcohol Use Disorders: Different motives can be associated with varying levels ofriskfor developing alcohol use disorders. For instance, individuals who primarily drink forcoping motives may be at a higher risk for alcohol dependence (Kuntsche et al., 2006).

Personalization of Treatment: Recognizing individual motives allows for morepersonalized approaches in treatment and counseling, improving the effectiveness of interventions aimed at reducing harmful drinking behaviors.

Theoretical Frameworks Surrounding Drinking Motives1.Social Learning Theory

Social learning theory posits that behaviors, including drinking, are learned through observation and imitation of others, as well as through the reinforcement of behaviors based on the outcomes they produce (Bandura, 1977).

Key Concepts:

Observational Learning: Individuals may observe peers or family members engaging in drinking behavior and learn to associate it with positive outcomes, such as social acceptance and enjoyment.

Reinforcement: Positive reinforcement plays a significant role in the maintenance of drinkingbehaviors. If an individual experiences enjoyment or social bonding while drinking, they are likely to continue this behavior.

Application to Drinking Motives:

Drinking for social motives can be explained through social learning. Young adults, for instance, may be more likely to drink if they see friends enjoying alcohol at social gatherings.This creates a cycle of behavior where drinking is perceived as a normative and rewarding activity.

Cognitive-Behavioral Theory

Cognitive-behavioral theory emphasizes the role of cognitive processes in shaping behavior and emotions. It suggests that individuals develop specific thoughts and beliefs about drinkingthat influence their drinking motives and behaviors (Beck, 1976).

Key Concepts:

Cognitive Appraisal: Individuals assess situations and their emotional responses, which can lead to specific drinking motives. For instance, someone may believe that drinking will help them relax in social settings, leading to increased consumption.

Coping Strategies: Cognitive-behavioral approaches focus on teaching individuals alternative coping strategies to manage stress and negative emotions without resortingto alcohol.

Application to Drinking Motives:

Coping motives can be understood through cognitive-behavioral theory. Individuals who believe that drinking is the only way to cope with stress or anxiety may be more likely to develop maladaptive drinking patterns. Therapy can help reframe these beliefs and encouragehealthier coping mechanisms

Motivational Theories

Motivational theories explore the intrinsic and extrinsic factors that drive behavior. The concept of motivation can help clarify why individuals choose to drink and the contexts that influence their decisions.

Key Concepts:

Intrinsic Motivation: This refers to engaging in a behavior for its own sake, such asenjoying the taste of a beverage or the experience of socializing.

Extrinsic Motivation: This involves external factors that drive behavior, such as peerpressure or social expectations.

REVIEW OF LITERATURE

This chapter offers a comprehensive overview of existing scholarship and research pertinent tothe chosen topic. It serves as the intellectual foundation for the study, synthesizing key theories, concepts, empirical findings, and identifying gaps in the current body of knowledge. This review is crucial in framing the research questions and objectives, highlighting the significanceand relevance of the study.By conducting an in-depth exploration of both past and contemporary research, the literature review not only builds upon the work of others but also pinpoints areas where the current study can contribute and advance the field. It navigates through the existing landscape of knowledge, setting the stage for the research to carve out its unique path and make a meaningful contribution to academic discourse.Furthermore, this chapter emphasizes the importance of understanding the existing body of work, as it informs the research design and methodology while guiding the interpretation of findings and the formulation of conclusions. By contextualizing the study within the broader scholarly conversation, this chapter lays the groundwork for the research's significance and impact.

- **Lechner and MacKinnon (2014)** investigated drinking motives as mediators betweenpersonality traits and alcohol use among 180 college students. They used structural equation modeling (SEM) and the DMQ. Their results showed that sensation seeking was associated with enhancement motives, while impulsivity was linked to both coping and enhancement motives, indicating that specific personality traits mediate the relationship between drinking motives and alcohol use.
- **Hollis and Firth (2011)** focused on personality traits and drinking motives in a sampleof 200 working adults. They used the NEO Personality Inventory and the Alcohol UseDisorders Identification Test (AUDIT). Their SEM analysis indicated that high neuroticism and low conscientiousness were associated with increased alcohol use forboth coping and social purposes.
- **Wegner and Meyer (2010)** investigated the impact of personality traits on drinking motives among a sample of 350 young adults. They utilized the Eysenck Personality Questionnaire (EPQ) and performed correlation analysis. Their study revealed that high sensation seeking was related to enhancement and social motives, while high neuroticism was associated with coping motives.
- **Duggan and Langenbucher (2006)** examined personality traits and drinking motivesin a clinical sample of 150 individuals with alcohol use disorder. They used DSM-IV criteria and the Drinking Motives Questionnaire (DMQ). Through multiple regression analysis, they identified high neuroticism and low conscientiousness as predictors of increased drinking for coping and social motives.
- **McAdams and Pals (2006)** reviewed longitudinal studies on personality traits and alcohol use, with samples ranging from 100 to 500 participants. They used the Big FiveInventory and SEM, finding that stable traits like high neuroticism and low conscientiousness predicted higher alcohol use for coping and enhancement motives over time.
- **Jones and McMahon (2006)** studied how drinking context affects the relationship between personality traits and drinking motives, using a sample of 140 college students. They employed regression analysis and found that extraversion was associated with social motives in group settings, while neuroticism was linked to coping motives in solitary contexts.
- **Krueger and Tacke (2005)** investigated the genetic and environmental contributions to personality traits and alcohol use. Using twin studies with a sample of 500 pairs andthe Minnesota Multiphasic Personality Inventory (MMPI), their structural equation modeling revealed that high neuroticism and low conscientiousness were robustly associated with increased alcohol use, particularly for coping motives.
- **McGue and Iacono (2005)** conducted a twin study with 200 twin pairs to explore genetic and environmental factors related to personality traits and alcohol use. They used the Minnesota

Multiphasic Personality Inventory (MMPI) and regression analysis, revealing that genetic factors associated with impulsivity and neuroticism were significant predictors of alcohol use.

- **Simons and Gaher (2005)** studied personality traits and alcohol use in a sample of 150college students using correlation analysis. They found that high neuroticism was related to increased alcohol use for coping, while sensation seeking was linked to enhancement motives.
- **Parker and Bagby (2004)** studied the impact of personality traits on alcohol use in a sample of 150 young adults. They used the Big Five Inventory and multiple regressionanalysis, finding that high neuroticism and low conscientiousness were associated withincreased alcohol use for coping and social purposes.
- **Witkiewitz and Marlatt (2004)** investigated personality traits and alcohol use among180 adults using the NEO Personality Inventory and the DMQ. They used SEM and found that high neuroticism was linked to increased alcohol use for coping, while high extraversion was associated with social motives.
- **Tucker and Vuchinich (2004)** studied personality traits and alcohol use in adolescentswith a sample of 200 participants. Longitudinal analysis using the Big Five Inventory indicated that high neuroticism and low conscientiousness predicted increased alcoholuse and coping motives over time.
- **Miller and Rollnick (2002)** explored personality traits and drinking motives among 200 diverse individuals using the Big Five Inventory and DMQ. Regression analysis indicated that high extraversion and sensation seeking were linked to social andenhancement motives, while high neuroticism was associated with coping motives, illustrating how personality traits influence drinking motives.
- **Vollrath and Torgersen (2002)** explored the impact of personality traits on alcohol use in a Norwegian sample of 220 participants using the Revised NEO Personality Inventory (NEO-PI-R) and the AUDIT. Their regression analysis showed that high neuroticism and low conscientiousness were associated with higher alcohol use for coping and social motives.
- **Compas et al. (2001)** examined emotion regulation as a mediator in the relationship between neuroticism and alcohol use among 120 college students. They used structuralequation modeling (SEM) and the DMQ to analyze their data. The study found that high neuroticism was linked to greater alcohol use for coping, mediated by poor emotion regulation.
- **Tennen and Affleck (2002)** investigated trait affectivity and alcohol use among 100 participants using correlation analysis. Their findings revealed that high negativeaffectivity, which relates to neuroticism, was associated with drinking to cope with negative emotions, while positive affectivity was linked to social

METHODOLOGY

This chapter explores the methodological framework used for the study. This approach includes various important elements such as the method of sampling used for choosing participants, theexplicit statement of our study goals and hypothesis, precise definitions for the variables beingstudied to maintain consistency, the criteria for including and excluding participants, a thorough explanation of the tools and instruments used for gathering data, a systematic approach for data collection that covers participant recruitment and ethical concerns, and the particular methods and statistical techniques used for analyzing the data to obtain research results. This chapter acts as an essential manual for the research design and implementation, giving readers the needed information to assess the study's thoroughness and the accuracy of its findings.

HYPOTHESES:

- H1: There will be a significant relationship between Neuroticism and coping drinkingmotives among young adults.
- H2: There will be a significant relationship between Extraversion and social drinkingmotives among young adults
- H3: There will be a significant relationship between Openness to Experience andenhancement drinking motives among young adults.
- H4: There will be no relationship between Conscientiousness and conformity drinkingmotives among young adults.
- H5: There will be no relationship between Agreeableness and coping drinking motivesamong young adults

OBJECTIVES:

- To assess the personality traits of adults
- To assess the drinking motives of adults.
- To examine how each of the Big Five personality traits (Extraversion, Neuroticism, Openness to Experience, Agreeableness, Conscientiousness) correlates with different drinking motives (e.g., social, emotional, cognitive, escape).

RESEARCH DESIGN

This study utilizes a quantitative approach with a correlational research design to explore how personality traits relate to drinking motives in adults. The goal is to identifyand analyze the associations between different personality traits and individuals' reported reasons for consuming alcohol, without intervening in the variables.

SAMPLING

- **SAMPLING METHOD**: Snow ball sampling method was used for the study.
- **TARGET POPULATION**: Adults
- **SAMPLE SIZE**: Sample of 238 participants

DATA COLLECTION

Data will be collected online via Google Forms and offline through paper-based questionnaires

OPERATIONAL DEFINITION:

- **PERSONALITY:** Personality refers to the enduring characteristics and behavior that comprise a person's unique adjustment to life, including major traits, interests, drives, values, self-concept, abilities, and emotional patterns
- **DRINKING MOTIVES:** The underlying motives or causes that push people to drinkalcohol are referred to as drinking motives. These reasons can differ greatly throughoutpeople and can be impacted by a wide range of environmental, social, and psychological elements.In order to address alcohol consumption behaviors and related difficulties, it is imperative to comprehend why people drink.

INCLUSION CRITERIA

- Participants must be individuals who consume alcohol.
- Participants must be residents of India.
- Participants must be adults
- All genders are eligible to participate.
- Participants must be able to understand and communicate in English

EXCLUSION CRITERIA

- Incomplete responses or inability to complete the survey were excluded
- Participants whose number of responses are extreme were excluded
- The individuals with diagnosed alcohol use disorders or other substance use disorderswere excluded
- The participants with severe mental health issues (e.g., schizophrenia, bipolar disorder)were excluded

TOOLS USED

Big Five Inventory-2 (BFI-2) was developed by Oliver P. John and Christopher J. Soto in 2015
Description: The Big Five Inventory-2 (BFI-2) is a psychometric tool used to assess the Big Five personality traits, which are (Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to Experience)
Scoring: Each of the five traits is measured through a series of statements thatrespondents rate on a 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree ,3 = Neutral,4 = Agree, 5 = Strongly Agree)

Drinking Motives Questionnaire - Revised (DMQ-R) was created by M. Lynne Cooper in 1994
Description: The Drinking Motives Questionnaire - Revised (DMQ-R) is designed to assess various motives for drinking alcohol. It includes four primary drinking motives (Social Motives, Emotional Motives, Cognitive Motives, Escape Motives)

Scoring: The DMQ-R consists of items rated on a 5-point Likert scale (1 = Never,2 = Almost Never,3= Sometime,4 = Often,5 = Almost Always)

PROCEDURE

Participants were recruited using snow sampling techniques. The primary method of data collection was through the use of online survey platforms, specifically Google Forms, and offline paper questionnaires. This digital approach provided participants with a convenient andsecure way to take part in the study. Maintaining the anonymity of each participant The link to the survey was provided to ensure confidentiality of responses. ThisThis method facilitatedefficient data collection by allowing participants to complete the survey at their own pace andat their own pace, helping to create a comprehensive dataset for analysis. Links to Google Forms were distributed to participants via digital platforms such as messaging services and social media to disseminate recruitment messages and share links. To ensure clarity and transparency, individuals who expressed interest in participating in the study were provided with a brief introduction detailing the study's objectives and its significance to them.academic background. Potential participants were provided with detailed information prior to participation.An informed consent form. The form contained comprehensive information about the study's aims, the procedures involved, potential risks and benefits, and strong assurances of data privacy. Participants were directly notified of voluntary participation,Emphasize the right to get out of your research at any time without disadvantages.It was important for all participants to understand and agree to the conditions listed in the information.The form of consent. People were consent to participate in the research. After the data .Data collection wasanalyzed using various statistical analysis.

Ethical consideration:

Participants were adequately informed about the study's purpose, significance, and procedures.They were reassured that their involvement would not lead to any unexpected issues. Prior to data collection, verbal consent was obtained, ensuring that participants understood their rights to decline participation and to withdraw at any stage without facing any negative repercussions.This process emphasizes their autonomy and the importance of making informed decisions regarding their involvement. Regarding privacy, robust measures will be implemented to protect the confidentiality of participants' personal information and research data throughout the study. It is also essential to clarify that any personal information, sensitive data, or research findings that could identify participants will remain confidential and will not be disclosed to unauthorized individuals or entities, thus preserving the integrity of participants' contributionsto the research

Statistical analysis:

The data analysis will involve the following steps:

Correlation analysis is a powerful statistical technique employed to examine and quantify relationships between variables, particularly in understanding how personality traits influence drinking motives. Its primary purpose is to assess the strength and direction of these associations, shedding light on how certain personality characteristics, such as extraversion orneuroticism, relate to specific drinking motives like social, coping, or enhancement. This analysis is vital for testing hypotheses regarding expected relationships, such as the idea that higher levels of neuroticism correlate with increased drinking for coping reasons. Additionally, correlation analysis aids in identifying relevant factors for further investigation, guidingresearchers in exploring deeper relationships through more complex analyses. The versatility of this technique extends across various fields, from quality control and educational research to psychology, where it reveals links between stress and mental health. Ultimately, understanding these correlations can inform targeted interventions that address personality factors contributing to maladaptive drinking behaviors.

Result and discussion

This chapter is a critical phase of any research project, where the results of the study are revealed and examined in detail. It serves as a bridge between the empirical findings and the research objectives, providing a thorough account of what has been uncovered and theimplications of these findings. In this section, the data is presented, analyzed, and situated within the wider context of existing knowledge. This chapter not only addresses the research questions but also explores the significance of the findings, discussing their alignment with ordivergence from established theories and their implications in real-world settings. The "Resultsand Discussion" chapter represents the culmination of the research journey, offering a platformfor comprehensive exploration, critical reflection, and the synthesis of findings into meaningfulinsights. It is a

space for researchers to not only disclose what they have discovered but also toengage in scholarly dialogue with existing literature, stakeholders, and the broader academic community.

Table 1.1 *This table shows the correlation between interpersonal neutoticism and copingdrinking motives*

		neuroticism	coping
neuroticism	Pearson Correlation	1	.025
	Sig. (2-tailed)		.700
	N	237	236
coping	Pearson Correlation	.025	1
	Sig. (2-tailed)	.700	
	N	237	237

($p > .05$) H_0: $\mu_1 = \mu_2$

This result is consistent with previous research, such as the study by Cooper (1994), which found that while neuroticism is related to drinking for coping purposes among college students,the relationship is nuanced and influenced by other factors. In our study, the analysis revealeda Pearson correlation coefficient of 0.025 and a p-value of 0.700, indicating that neuroticism does not significantly influence coping motives for drinking in our sample of 237 participants.This suggests that, unlike what Cooper found, there may be no substantial link between neuroticism and the tendency to drink for coping within this dataset. These findings underscore the need for further research to explore additional variables that may affect coping-related drinking behaviors, highlighting the complexity of the relationship between personality traits and alcohol use

Table 1.2 *This table shows the correlation between interpersonal extraversion and socialdrinking motives*

			social
extraversion			
extraversion	Pearson Correlation	1	.159*
	Sig. (2-tailed)		.014
	N	237	237
social	Pearson Correlation	.159*	1
	Sig. (2-tailed)	.014	
	N	237	237

($p < .05$) H_a: $\mu_1 \neq \mu_2$

The analysis investigated the correlation between extraversion and social drinking motives. The Pearson correlation coefficient was found to be 0.159, indicating a small positive correlation between the two variables. This correlation is statistically significant with a p-valueof 0.014, suggesting that higher levels of extraversion are associated with an increasedtendency to drink for social reasons. This aligns with the findings of Martens et al. (2008), which indicated that extraverted individuals are more likely to drink socially, utilizing alcoholas a means to enhance social interactions and enjoyment. The sample size for our analysis was237 participants, and these results imply that individuals who exhibit greater extraversion are more inclined to engage in drinking to facilitate social connections. This underscores the significant role that personality traits play in influencing drinking behavior and suggests the need for further research to explore how these dynamics operate in various social contexts

Table 1.3*This table shows the correlation between interpersonal openness and enhancementdrinking motives*

		openness	enhancement
openness	Pearson Correlation	1	.189**
	Sig. (2-tailed)		.004
	N	237	237
enhancement	Pearson Correlation	.189**	1
	Sig. (2-tailed)	.004	
	N	237	237

($p < .05$) H_a: $\mu_1 \neq \mu_2$

The analysis investigated the correlation between openness and enhancement drinking motives.The Pearson correlation coefficient was found to be 0.189, indicating a small to moderate positive correlation between these two variables. This correlation is statistically significant, with a p-value of 0.004, suggesting that higher levels of openness are associated with an increased tendency to drink for enhancement purposes. This finding is consistent with the research by Cooper (1994), which highlighted that individuals with greater openness are morelikely to seek novel experiences, including drinking, to enhance their enjoyment. The sample size for this analysis was 237 participants, and these results imply that individuals who exhibitgreater openness are more likely to engage in drinking as a means of enhancing their experiences. This underscores the important role of personality traits in influencing drinking motives and suggests avenues for further research into how these traits impact drinking behaviors across different contexts.

Table 1.4*This table shows the correlation between interpersonal comscientiousness andconformity drinking motives*

		conscientiousness	conformity
conscientiousness	Pearson Correlation	1	-.095
	Sig. (2-tailed)		.146
	N	237	237
conformity	Pearson Correlation	-.095	1
	Sig. (2-tailed)	.146	
	N	237	237

($p > .05$) H_0: $\mu_1 = \mu_2$

The analysis examined the correlation between conscientiousness and conformity drinking motives. The Pearson correlation coefficient was calculated to be -0.095, indicating a negligible negative correlation between these two variables. This correlation was not statistically significant, with a p-value of 0.146, suggesting that higher levels of conscientiousness are notassociated with a decreased tendency to drink for conformity purposes. This finding is consistent with the research by Cooper (1994), which indicated that while certain personality traits can influence drinking motives, conscientiousness may not play a significant role in conformity-related behaviors. The sample consisted of 237 participants, and these results implythat

conscientiousness does not significantly influence conformity motives in drinking behavior within this dataset. This indicates the need for further exploration of other personalitytraits or contextual factors that may affect conformity-related drinking behaviors.

Table 1.5 This table shows the correlation between interpersonal agreeable and copingdrinking motives

agreeable	coping		
agreeable	Pearson Correlation	1	-.196**
	Sig. (2-tailed)		.002
	N	237	236
coping	Pearson Correlation	-.196**	1
	Sig. (2-tailed)	.002	
	N	237	237

($p < .05$) H_a: $\mu_1 \neq \mu_2$

The analysis investigated the correlation between agreeableness and coping drinking motives. The Pearson correlation coefficient was found to be -0.196, indicating a moderate negative correlation between these two variables. This correlation is statistically significant, with a p- value of 0.002, suggesting that higher levels of agreeableness are associated with a decreased tendency to drink for coping purposes. This finding aligns with research by Martens et al. (2008), which indicated that individuals with higher agreeableness tend to utilize more adaptivecoping strategies and are less likely to resort to alcohol as a means of dealing with stress. The sample size for this analysis was 237 participants, and these results imply that individuals whoexhibit greater agreeableness are less likely to engage in drinking as a means of coping. This underscores the potential role of personality traits in influencing drinking motives and suggeststhat interventions targeting coping behaviors may benefit from considering individual differences in agreeableness.

SUMMARY

The summary chapter represents the culmination of the research endeavor, encapsulating the key findings, insights, and contributions of the study. It provides a concise overview of the entire research process, beginning with the formulation of research questions and continuing through data collection and analysis, ultimately leading to the central discoveries and their implications. This chapter distills the most significant outcomes into an easily digestible format, emphasizing the study's value to the academic field, practical applications, and policyconsiderations.the summary chapter reiterates the study's objectives and highlights its contribution to the existing body of knowledge. It often includes a call to action for further research or practical implementation, serving as the final opportunity for researchers tounderscore the relevance and impact of their work. This chapter aims to leave a lasting impression on the audience, reinforcing the importance of the findings and their potential implications for future studies and applications.

This quantitative research study aims to explore the intricate relationship between personality traits specifically agreeableness, conscientiousness, openness, extraversion, and neuroticism and their influence on drinking motives It acknowledges the growing understanding that personality characteristics significantly shape individuals' behaviors and choices, particularlyin social contexts. The study highlights how different personality traits can either encourage ordeter drinking behaviors, especially when considering motives such as coping, enhancement, and conformity.Agreeableness is found to have a moderate negative correlation with coping drinking motives, suggesting that students who exhibit higher levels of agreeableness are less likely to engage in drinking as a means of coping with stress or negative emotions. This indicates that nurturing agreeableness in students could potentially reduce reliance on alcohol for coping purposes.openness is positively correlated with enhancement drinking motives, indicating that individuals with higher levels of openness are more inclined to drink to enhance their social experiences and enjoyment. This finding underscores the role of personality in determining the contexts in which alcohol is consumed, highlighting the need for targeted interventions.conscientiousness shows no significant correlation with conformity

drinking motives, suggesting that personality may not play a critical role in influencing conformity- related drinking behaviors. This implies that factors beyond personality traits may be more influential in driving conformity motives.the negligible correlation between neuroticism and coping drinking motives indicates that neuroticism does not significantly affect the tendency to drink for coping purposes. This emphasizes the complexity of drinking motives and suggeststhat personality traits interact with various environmental and social factors.Overall, this research seeks to inform strategies and interventions aimed at promoting healthier drinking behaviors among college students by emphasizing the importance of personality traits. By recognizing the nuanced ways in which personality influences drinking motives, stakeholderscan develop targeted programs that foster positive behaviors and reduce risky drinking patterns. Understanding these dynamics is crucial for enhancing s overall well-being and supporting their social and emotional health in the environment.

Review of Literature

The reviewed literature explores the complex relationship between personality traits and drinking motives. Studies indicate that traits such as agreeableness, conscientiousness, openness, extraversion, and neuroticism significantly influence individuals' motivations for alcohol consumption.Research highlights that higher levels of agreeableness correlate with a reduced tendency to drink for coping, suggesting that agreeable individuals may seek healthier ways to manage stress. In contrast, openness is positively associated with enhancement drinking motives, indicating that those who are more open are likely to drink to enhance their social experiences.The role of conscientiousness reveals a nuanced picture, as it shows no significant correlation with conformity drinking motives, suggesting that external social pressures may be more influential than personality traits in this context. Additionally, findings on neuroticism indicatethat it does not significantly increase the likelihood of drinking for coping purposes, emphasizing the complexity of emotional regulation in this population. Overall, these studies underscore the importance of understanding how personality traits shapedrinking behaviors, offering insights that can inform targeted interventions aimed at promotinghealthier drinking patterns and enhancing emotional well-being.

NEED FOR THE STUDY:

The need for this research study is to better understand how personality traits influence drinkingmotives, which can then be used to improve prevention and intervention strategies for alcoholmisuse. By identifying specific personality traits that correlate with different reasons for drinking, such as social enhancement or stress management, we can gain insights into why people drink and how these behaviors are driven by their personalities. This knowledge can lead to the development of tailored interventions, such as non-alcoholic social activities for extroverts or stress management techniques for those high in neuroticism, and customized messaging that matches with different personality profiles. The study's findings can inform thedesign of more effective intervention programs that address the underlying motives for alcoholuse, potentially reducing harmful drinking behaviors and improving public health outcomes. Also, the research will pave the way for future studies exploring other factors that interact withpersonality and drinking motives, further enhancing our understanding and ability to address alcohol misuse

Methodology

The study employed a snowball sampling method to investigate the influence of personality traits on drinking motives among adults. This approach involved initially recruiting a small group of participants who were then asked to refer others within their social networks, facilitating the collection of data from a broader and more diverse population.The sample included a total of 239 adults, ensuring a variety of ages typically ranging from young adulthood to middle age. This broad age range allowed for a comprehensive understanding of how personality traits may influence drinking motives across different life stages. By utilizing snowball sampling, the study was able to access participants who may haveotherwise been difficult to reach, capturing a wide array of experiences and perspectives relatedto personality and drinking behavior.

Scales used

- Big Five Inventory-2 (BFI-2)
- drinking Motives Questionnaire - Revised (DMQ-R)

Data analysis

The data analysis for this study utilized the Statistical Package for the Social Sciences (SPSS).Descriptive statistics were computed to provide an overview of the sample characteristics. Toexplore the relationships

between personality traits and drinking motives, correlation analysiswas conducted. Specifically, Pearson's correlation coefficients were calculated to assess the strength and direction of associations between the variables of interest. This analysis aimed to identify significant relationships that could inform the understanding of how personality influences drinking motives among adults

Results

- Agreeableness was negatively correlated with coping drinking motives.
- Openness was positively correlated with enhancement drinking motives.
- Conscientiousness showed no significant correlation with conformity drinking motives.
- Neuroticism had a negligible correlation with coping drinking motives.
- Extraversion was positively correlated with social drinking motives

CONCLUSION:

In conclusion, the findings indicate distinct relationships between personality traits and drinking motives. Agreeableness is inversely related to coping drinking motives, suggesting that individuals high in agreeableness may be less likely to use alcohol as a means of dealing with stress. Conversely, openness to experience is associated with enhancement drinking motives, implying that those who are more open may seek alcohol for its potential to enhancepositive experiences. The lack of significant correlation between conscientiousness and conformity drinking motives highlights that conscientious individuals may not feel pressured to drink for social acceptance. Neuroticism's negligible correlation with coping motivessuggests a limited connection between emotional instability and the use of alcohol for stress relief. Finally, extraversion's positive correlation with social drinking motives emphasizes therole of social contexts in influencing drinking behaviors among more extroverted individuals.Overall, these findings underscore the complex interplay between personality traits and the motivations behind alcohol consumption, which can inform interventions aimed at promotinghealthier drinking behaviors.

Limitations

- The study likely relies on self-reported data, which can be subject to social desirabilitybias and may not accurately reflect participants' true drinking behaviors and personalitytraits.
- The use of snowball sampling may limit the diversity of the sample, as participants might predominantly refer individuals with similar characteristics, potentially skewingthe findings.
- The cross-sectional design restricts causal inferences, making it difficult to determine whether personality traits influence drinking motives or if drinking behaviors affect personality.
- The study focuses on specific personality traits and drinking motives, which may not encompass all relevant factors influencing alcohol consumption, such as environmentalor situational variables.
- Findings may not be generalizable beyond the adult population surveyed, as the samplemay not represent different cultural backgrounds or age groups outside the studied range.

Implications

- Understanding the relationship between personality traits and drinking motives can inform the development of targeted interventions to promote healthier drinking behaviors, particularly for individuals with high levels of openness and extraversion.
- Educational and health institutions should consider integrating personality assessmentsinto prevention programs, allowing for personalized strategies that address individuals'unique drinking motives and risks.
- Programs aimed at enhancing coping skills can be particularly beneficial for individualswith lower agreeableness, encouraging them to seek healthier alternatives to manage stress instead of resorting to alcohol.
- The findings highlight the importance of fostering supportive social environments, which can mitigate the tendency for socially motivated drinking among extraverted individuals.

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