

Alcohol Consumption and Protection Motivation: Understanding Factors Influencing Responsible Drinking in India

This survey aims to investigate behaviours and the protection motivation related to alcohol consumption of the people of India. Your participation is critical in contributing to our research on factors influencing individuals' decisions concerning alcohol consumption. All responses will remain confidential, and your participation is voluntary. Your input will aid in advancing knowledge on this subject.

Participant Code:

Demographic Information:

1. **Participant Code: [Participant Code]**
What is your age?
 - 18-30
 - 30-50
 - 50-66
 - 66 or older

2. **Participant Code: [Participant Code]**
What is your gender?
 - Male
 - Female
 - Non-binary
 - Other (Please specify): _____

3. **Participant Code: [Participant Code]**
What is your current employment status?
 - Employed full-time
 - Employed part-time
 - Self-employed
 - Unemployed, looking for work
 - Unemployed, not looking for work
 - Student
 - Retired
 - Unable to work

4. **Participant Code: [Participant Code]**

Monthly Income (in INR):

- Below 10,000
- 10,000 - 30,000
- 30,001 - 50,000
- 50,000 - 1,00,000
- More than 1,00,000
- Not earning

5. **Participant Code: [Participant Code]**

How would you describe your Socio-Economic Status (SES)?

- Lower class
- Lower-middle class
- Middle class
- Upper-middle class
- Upper class

6. **Participant Code: [Participant Code]**

Marital Status:

- Single
- Married
- Divorced
- Widowed

7. **Participant Code: [Participant Code]**

Education Level:

- Primary School or Less
- Middle school/technical Secondary School
- High school graduate
- Bachelor's
- Master's or higher

Behavioural Aspect:

8. **Participant Code: [Participant Code]**

On average, how many units of alcohol do you consume in a week? (In India, a unit of alcohol is defined as 10ml of absolute alcohol, i.e., A standard pint (approximately 330ml) of beer contains around 1.65 units of alcohol.)

- I do not drink alcohol
- Less than 1 unit
- 1-3 units
- 4-6 units
- 7 to 10 units
- More than 10 units

9. Participant Code: [Participant Code]

In the past six months, have you attempted to reduce your alcohol consumption or quit drinking altogether?

- Yes, successfully reduced or quit
- Yes, but unsuccessfully
- No, I haven't attempted to reduce or quit
- No, I haven't consumed alcohol in the past six months

Severity:

10. Participant Code: [Participant Code]

How serious do you consider the health risks associated with excessive alcohol consumption, such as liver damage and other health problems?

- Not serious at all
- Slightly serious
- Moderately serious
- Very serious
- Extremely serious

11. Participant Code: [Participant Code]

How harmful do you believe that drinking too much alcohol is to your personal relationships and affect your social life?

- Not harmful at all
- Slightly harmful
- Moderately harmful
- Very harmful
- Extremely harmful

12. Participant Code: [Participant Code]

Are you concerned about the legal consequences of excessive alcohol consumption, like getting arrested for drunk driving or other legal issues?

- Yes
- No

13. Participant Code: [Participant Code]

On a scale of 1 to 5, with 1 being "not at all worried" and 5 being "extremely worried," how worried are you about the potential long-term health effects of excessive alcohol use?

- 1
 - 2
 - 3
 - 4
 - 5
-

Vulnerability:

14. Participant Code: [Participant Code]

Do you believe that drinking less alcohol can significantly reduce health risks?

- Yes
- No

15. Participant Code: [Participant Code]

On a scale of 1-5, with 1 being the least vulnerability, how much do you think you are vulnerable to the negative consequences of drinking alcohol?

- 1
- 2
- 3
- 4
- 5

16. Participant Code: [Participant Code]

How likely are you to agree with the statement 'I perceive significant risks associated with my current level of alcohol consumption'

- Extremely unlikely
- Unlikely
- Neutral
- Likely
- Extremely Likely

17. Participant Code: [Participant Code]

*** Do you agree you are safe with becoming dependent on alcohol?**

- Strongly disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly agree
-

18. Participant Code: [Participant Code]

Please select 'slightly motivated' for your response to this question.

- Extremely motivated
- Very motivated
- Moderately motivated
- Slightly motivated
- Not motivated at all

(Attention Testing Question)

Intrinsic Reward:

19. Participant Code: [Participant Code]

How enjoyable is it for you to socialise with friends or family without alcohol being involved?

- Not enjoyable at all
- Slightly enjoyable
- Moderately enjoyable
- Very enjoyable
- Extremely enjoyable

20. Participant Code: [Participant Code]

Do you find satisfaction and pleasure in engaging in hobbies or activities that don't require alcohol consumption?

- Yes
- No
- Sometimes

21. Participant Code: [Participant Code]

How much do you value the feeling of being in control you feel when you're not drunk?

- Don't value it at all
- Slightly value it
- Moderately value it
- Highly value it
- Extremely value it

22. Participant Code: [Participant Code]

On a scale of 1-5, with 1 being "not rewarding at all" and 5 being "extremely rewarding" you find personal growth and self-improvement intrinsically rewarding, even if it means reducing your alcohol intake?

- 1
 - 2
 - 3
 - 4
 - 5
-

Extrinsic Rewards:

23. Participant Code: [Participant Code]

Does drinking alcohol help you to fit in with your peer group?

- Not at all
- Slightly
- Moderately
- Considerably
- Extremely

24. Participant Code: [Participant Code]

Does consuming alcohol make social gatherings more enjoyable for you?

- Not at all
- Slightly
- Moderately
- Considerably
- Extremely

25. Participant Code: [Participant Code]

*** Would you be motivated to drink less alcohol if you knew that you would NOT receive any social recognition or praise from your friends, family, or colleagues for doing so?**

- Not at all motivated
- Slightly motivated
- Moderately motivated
- Very motivated
- Extremely motivated

26. Participant Code: [Participant Code]

How much would your alcohol consumption increase if it gave you access to exclusive events, activities, or experiences that are otherwise unavailable to you?

- Not at all
 - Slightly
 - Considerably
 - Extremely
-

Response Efficacy:

27. Participant Code: [Participant Code]

Do you believe that drinking less alcohol would significantly reduce the likelihood of you experiencing negative consequences, such as impaired judgement and accidents?

- Yes
- No

28. Participant Code: [Participant Code]

How confident are you that reducing your alcohol consumption would effectively lower your risk of health problems associated with excessive drinking (e.g., liver disease, accidents, or other alcohol-related health issues)?

- Not confident at all
- Slightly confident
- Moderately confident
- Very confident
- Extremely confident

29. Participant Code: [Participant Code]

*** Do you agree that reducing your alcohol consumption would have NO EFFECT on your social problems, such as strained relationships or job-related issues?**

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

30. Participant Code: [Participant Code]

To what extent do you think that reducing your alcohol intake is an effective way to avoid the negative consequences associated with excessive drinking?

- Not effective at all
 - Slightly effective
 - Moderately effective
 - Very effective
 - Extremely effective
-

Self Efficacy:

31. Participant Code: [Participant Code]

How confident are you in your ability to say no to alcohol when offered in social situations?

- Not confident at all
- Slightly confident
- Moderately confident
- Very confident
- Extremely confident

32. Participant Code: [Participant Code]

How sure are you that you can manage stress and cope with life's challenges without relying on alcohol as a crutch?

- Not sure at all
- Slightly sure
- Moderately sure
- Very sure
- Extremely sure

33. Participant Code: [Participant Code]

How confident are you in your ability to find alternative, non-alcoholic ways to have fun and relax?

- Not confident at all
- Slightly confident
- Moderately confident
- Very confident

- Extremely confident

34. Participant Code: [Participant Code]

On a scale of 1 to 5, with 1 being "not at all confident" and 5 being "extremely confident," how confident are you in your ability to stick to a plan to reduce your alcohol consumption over the long term?

- 1
 - 2
 - 3
 - 4
 - 5
-

Response Cost:

35. Participant Code: [Participant Code]

How concerned are you about the social consequences (e.g., peer pressure) of drinking less alcohol?

- Not concerned at all
- Slightly concerned
- Moderately concerned
- Very concerned
- Extremely concerned

36. Participant Code: [Participant Code]

On a scale of 1-5, with 1 being the least difficult, how difficult do you think it would be to find non-alcoholic alternatives that you enjoy as much as alcohol?

- 1
- 2
- 3
- 4
- 5

37. Participant Code: [Participant Code]

How impolite do you think refusing an alcohol offer is?

- Not at all impolite
- Slightly impolite
- Moderately impolite
- Very impolite

38. Participant Code: [Participant Code]

*** Would you be willing to face significant negative consequences, such as harming your relationships with others, in order to drink less alcohol?**

- Not at all willing
- Slightly willing
- Moderately willing
- Very willing
- Extremely willing

39. Participant Code: [Participant Code]

How important do you believe it is for individuals to be aware of the risks associated with alcohol consumption and make informed decisions regarding their drinking habits?

- Not important at all
- Slightly important
- Moderately concerned
- Very important
- Extremely important

40. Is there anything else you would like to share with us regarding alcohol consumption, the survey, or any other related thoughts or experiences? (Open-ended text box).

Thank you for your valuable insights. Your responses will aid in gaining a deeper understanding of behaviour of people regarding alcohol consumption and the protection motivation regarding it in India. Remember, your answers are anonymous and will be treated with confidentiality.

Contributions:

Devansh Grover (2022151): Demographics, Behavioural Aspect, Vulnerability, Response Efficacy, Self Efficacy, Attention testing question, Rest of the questions

Jatin Sharma (2022229): Introduction, Severity, Intrinsic Reward, Extrinsic Reward, Response Cost, Formatting