The consumption of alcoholic beverages in the Faculty of Economics and Business Administration of the Universidad Mayor Real y Pontificia San Francisco Xavier de Chuquisaca

El consumo de bebidas alcohólicas en la facultad de ciencias económicas y empresariales de la Universidad Mayor Real y Pontificia San Francisco Xavier de Chuquisaca

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Abstract

This article refers to the consumption of alcoholic beverages in the students of the faculty of economics and business, stating the preference to have each of these products contains a degree of alcohol, by statistical analysis. So this way to publicize the incalculable consequences given to the company and get reduce the level of acquisition of liquor drunk by young students. This preference is that college students have little knowledge regarding alcoholic beverages or arriving at this service for other reasons whether personal or influence of others.

Alcoholic beverages, Alcohol, Society, Knowledge, Service

Resumen

Este artículo se refiere al consumo de bebidas alcohólicas en los estudiantes de la facultad de Economía y Empresariales, indicando la preferencia por que cada uno de estos productos contiene un grado de alcohol, comprobando mediante estadístico. Así de esta forma dar a conocer las incalculables consecuencias dadas a la empresa y conseguir reducir el nivel de adquisición de licor bebido por los jóvenes estudiantes. Esta referencia es que los estudiantes universitarios tienen poco conocimiento respecto a las bebidas alcohólicas o llegan a este servicio por otros motivos ya sean personales o por influencia de otros.

Bebidad alcohólicas, Alcohol, Sociedad, Conocimiento, Servicio

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Introduction

Alcoholic beverages are mostly purchased by young people in adolescence and youth, there are no gender differences as both genders consume them equally and it is another point where gender equity is present [2012].

In the city of Sucre, due to the fact that it is a student city because of the San Francisco University, there are more young people than adults, and therefore the consumption of beverages is even higher. The lack of knowledge of the harm caused is one of the variables that influence young people's consumption, as well as the lack of parental control, which affects the majority of young people.

Although everyone knows that alcohol is harmful, it is not socially frowned upon in the same way that drugs, for example, are. In addition to being a socially condoned "vice", alcohol has a multi-billion dollar industry behind it.

It is therefore necessary to study the preferences of young university students in the Faculty of Economics and Business Administration, in view of the wide range of products in the alcoholic beverages sector that are offered on the market.

Theoretical framework

Author	Contribution	Own contribution
René Landero Hernández, María Elena Villarreal González [Landero & Villarreal, 2011]	Different social nuclei form part of the part of the celebrations and festivities of these students, who are mostly minors. of these students, most of whom are minors. observed that the consumption family consumption, as well as that of friends, can be found at are related positively related to students' alcohol alcohol consumption.	Agreed: Because ingestion of Beverages alcoholic beverages most of it comes from the home either from celebrations or discussions within the home.
María de la Villa Moral Jiménez, Anastasio Ovejero Bernal [Moral & Ovejero, 2011]	Youth alcohol consumption represents, at the culture Mediterranean culture, a practice characterized by uses recreational uses, linked to processes of group interaction and identity.	Agreed: Each person seeks to identify with some group and is often the reason for to fall into alcohol.
Orlando Scoppetta dg, augusto Pérez Gómez, Carlos Lanziano Molano, [Scoppetta, Perez, & Lanziano, 2011]	There is a kind of transition in the alcohol consumption of adolescents from the time they start Secondary education, with a pattern of consumption very moderate, no taste for alcohol, drinking with drinking with family members, and then moving on to higher heavier	Agreed: The change of environment or grade level makes students feel need to experience different things. different things. Example: Alcohol.
Zuleima Cogollo-Milanés, Katherine M. Arrieta-Vergara, Sandra Blanco-Bayuelo, Lina Ramos-Martínez, Karen, Zapata y Yuranis Rodríguez-Berrio [Cogollo, Blanco, Ramos, Zapata, & Rodriguez, 2011]	Alcohol consumption (OR=1.94) (CI: 1.28-2.93) as well as cocaine use. As well as cocaine use (OR=1.95) (CI: 1.06-3.58) were associated with dysfunctionality.	Agree: Since every behaviour is behaviour is influenced from the family.
Gustavo Adolfo Calderón Vallejo, Ángela María Parra Bastidas. [Calderon & Parra, 2012]	The population student population student population see considered vulnerable, due to a the demands academic demands that required by the University context, in addition of the practices social practices y recreational practices practices linked to consumption of legal substances, such as alcohol within on the population student population.	From agreed: University students tend to be influenced very easily. very easily.

Table 1

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Methodology to be developed

The methodology is based on a descriptive, cross-sectional study and statistical analysis.

Participants: Students from the faculty of economic and administrative sciences participated in the research.

Instrument: The survey technique was used to obtain the data, which allows the results to be extrapolated to the total number of university students in the faculty.

Procedure: The objectives and the way in which the research would be carried out were explained and the model of the instrument was provided. Subsequently, the evaluators were trained, the questionnaire was administered with mass application and completed anonymously. Their participation was voluntary, and the data obtained was confidential; it would only be used in the analysis of results and conclusions. The students were warned that there were no right or wrong answers, and they were asked to answer with the utmost sincerity and honesty.

Statistical analyses: The statistical package SPSS, 17.0 (SPSS Inc., Chicago, IL, USA) was used to perform the descriptive analysis and adjust for the effect of possible confounders. [Ruiz, Ruiz, & Zamarripa, 2012].

Results

Different measures of central tendency were used to obtain the following results to give a statistical analysis such as:

Arithmetic mean:

Age	f	x*f	
17	1	17	$X = \frac{1957}{98}$
18	8	144	
19	34	646	$X = 19.97$
20	27	540	
21	14	294	
22	9	198	
23	2	46	
24	3	72	
25	0	0	
Total	98	1957	

Table 1 The preference of the students of the Faculty of Economic and Administrative Sciences to beer

Age	f	X*f	
17	1	17	$X = \frac{574}{29}$
18	6	108	
19	8	152	
20	4	80	$X = 19.79$
21	5	105	
22	4	88	
23	0	0	
24	1	24	
25	0	0	
Total	29	57	

Table 2 The preference of students at the Faculty of economic and administrative sciences to rum

Age	f	X*f	
17	2	34	$X = \frac{743}{37}$
18	5	90	
19	8	152	
20	6	120	$X = 20.08$
21	8	168	
22	5	110	
23	3	69	
24	0	0	
25	0	0	
Total	37	743	

Table 3 The preference of students at the Faculty of economic and administrative sciences to whisky

Age	f	X*f	
17	1	17	$X = \frac{982}{50}$
18	10	180	
19	16	304	
20	12	240	$X = 19.64$
21	5	105	
22	4	88	
23	1	23	
24	0	0	
25	1	25	
Total	50	982	

Table 4 The preference of students at the Faculty of economic and administrative sciences to vodka

Age	f	X*f	
17	0	0	$X = \frac{278}{13}$
18	0	0	
19	4	76	
20	2	40	$X = 21.38$
21	2	42	
22	1	22	
23	1	23	
24	0	0	
25	3	75	
Total	13	278	

Table 5 The preference of students at the Faculty of economic and administrative sciences to singani

The arithmetic mean is a central tendency that allowed us to measure the variables observed with respect to the preferences of the students towards the consumption of alcoholic beverages. In this analysis, singani is the variable that has the highest tendency to be consumed by the students of the Faculty of Economic and Administrative Sciences.

The Median

Age x	f	X*f	
17	1	1	$\frac{98}{2} = 49$
18	8	9	
19	34	43	
20	27	70	$70 > 49 =$ $> FI$ $> N/2$
21	14	84	
22	9	93	
23	2	95	$If\ 43 < 49$ $=> Me$ $= 20$
24	3	98	
25	0	98	
Total	98		

Table 6 The preference of the students of the faculty of economic and administrative sciences students' preference for beer

Age x	f	X*f	
17	1	1	$\frac{29}{2} = 14.5$
18	6	7	
19	8	15	
20	4	19	$15 > 14.5$ $=> FI$ $> N/2$
21	5	24	
22	4	28	
23	0	28	$If\ 7$ $< 14.5 =$ $> Me$ $= 19$
24	1	29	
25	0	29	
Total	29		

Table 7 The preference of students at the Faculty of economic and administrative sciences to rum

Age x	f	X*f	
17	2	2	$\frac{37}{2} = 18.5$
18	5	7	
19	8	5	
20	6	21	$21 > 18.5$ $=> FI$ $> N/2$
21	8	29	
22	5	34	
23	3	37	$If\ 15$ $< 18.5 =$ $> Me$ $= 20$
24	0	37	
25	0	37	
Total	37		

Table 8 The preference of students at the Faculty of Economic and Administrative Sciences for whisky economics and business administration to whisky

Age x	f	X*f	
17	1	2	$\frac{50}{2} = 25$
18	10	11	
19	16	27	
20	12	39	$27 > 25 =$ $> FI$ $> N/2$
21	5	44	
22	4	48	
23	1	49	$If\ 11 < 25$ $=> Me$ $= 19$
24	0	49	
25	1	50	
Total	50		

Table 9 The preference of the students of the Faculty of Economics and Administrative Sciences for vodka and administrative sciences to vodka

Age x	f	X*f	
17	0	0	$\frac{13}{2} = 6.5$
18	0	0	
19	4	4	
20	2	6	$8 > 6.5 =$ $> FI$ $> N/2$
21	2	8	
22	1	9	
23	1	10	$If\ 6 < 6.5$
24	0	10	
25	3	13	
Total	13		

Table 10 The preference of students at the Faculty of economic and administrative sciences to singani

In the same way, measures of dispersion were used to acquire the following results and perform statistical analysis as well:

Variance, standard deviation and coefficient of variance.

Age x	f	x*f	(x-X)	(x-X)²*f	X²*f	
17	1	17	-2.97	8.82	289	
18	8	144	-1.97	31.04	2592	X=19.97
19	34	646	-0.97	31.96	12974	V_X=190.84/98=1.95
20	27	540	0.03	0.024	10800	V_X=39971/98-(19.97)²=9.07
21	14	294	1.03	14.84	6174	O; S=1.39
22	9	198	2.03	37.08	4356	CV=S/X
23	2	46	3.03	18.36	1058	CV=1.39/19.97=0.069 = 6.9%
24	3	72	4.03	48.72	1728	
25	0	0	5.03	0	0	
Total	98	1957		190.84	39971	

Table 11 The preference of the students of the faculty of economic and administrative sciences for beer and administrative sciences to beer

Age	f	X*f	(x-X)	(x-X)²*f	X²*f	
17	1	17	-2.79	7.78	289	
18	6	108	-1.79	19.22	1944	X=19.79
19	8	152	-0.79	4.99	2888	V_X=76.65/29=2.64
20	4	80	0.21	0.18	1600	V_X=11438/29-(19.79)²=2.77
21	5	105	1.21	7.32	2205	O; S=1.62
22	4	88	2.21	19.54	1936	CV=1.62/19.79=0.082 = 8.2%
23	0	0	3.21	0	0	
24	1	24	4.21	17.62	576	
25	0	0	5.21	0	0	
Total	29	574		76.65	11438	

Table 12 The preference of the students of the Faculty of Economic and Administrative Sciences for rum and administrative sciences to rum

Age	f	X*f	(x-X)	(x-X)^2*f	X^2*f
17	2	34	-3.08	18.97	578
18	5	90	-2.08	21.63	1620
19	8	152	-1.08	9.33	2888
20	6	120	-0.08	0.038	2400
21	8	168	0.92	6.77	3528
22	5	110	1.92	18.43	2420
23	3	69	2.92	25.58	1587
24	0	0	3.92	0	0
25	0	0	4.92	0	0
Total	37	743		100.75	15021

$X= 20.08$
$V_X=100.75/37=2.72$
$V_X=15021/37-(20.08)^2=2.77$
$O; S=1.65$
$CV=1.65/20.08=0.082 = 8.2\%$

Table 13 The preference of students at the faculty of economics and administrative sciences for whisky and administrative sciences to whisky

Edad	f	X*f	(x-X)	(x-X)^2*f	X^2*f
17	1	17	-2.64	6.97	289
18	10	180	-1.64	26.89	3240
19	16	304	-0.64	6.55	5776
20	12	240	0.34	1.39	4800
21	5	105	1.36	9.25	2205
22	4	88	2.36	22.28	1936
23	1	23	3.36	11.29	529
24	0	0	0	0	0
25	1	25	5.36	28.73	625
Total	50	982		113.35	19400

$X= 19.64$
$V_X=113.35/50=2.27$
$V_X=19400/50-(19.64)^2=2.27$
$O; S=1.51$
$CV=1.51/19.64=0.077 = 7.7\%$

Table 14 The preference of students at the Faculty of Economics and Business Administration for vodka and administrative sciences to vodka

Age	f	X*f	(x-X)	(x-X)^2*f	X^2*f
17	0	0	-4.38	0	0
18	0	0	-3.38	0	0
19	4	76	-2.38	22.66	1444
20	2	40	-1.38	3.81	800
21	2	42	-0.38	0.29	882
22	1	22	0.62	0.38	484
23	1	23	1.62	2.62	529
24	0	0	0	0	0
25	3	75	3.62	39.31	1875
Total	13	278		69.07	6014

$X= 21.38$
$V_X=69.07/13=5.31$
$V_X=6014/13-(21.38)^2=5.51$
$O; S=2.30$
$CV=2.30/21.38=0.107 =10.7\%$

Table 15 The preference of the students of the Faculty of Economic and Administrative Sciences for singani and administrative sciences to singani

These indicators allowed us to describe the variability of each of the products that make up a data set, in this case the preference to consume is beer because it has the smallest deviation.

Conclusions

In conclusion, young people in the Faculty of Economics and Administrative Sciences prefer to drink beer.

Those who consume the most are students between 19 and 20 years of age, students spend a lot of money on the purchase of these drinks. The average amount they spend is between 50 Bs minimum and 250 Bs maximum.

In this way, the consequences that lead students to consume and have a preference for different alcoholic beverages is the fact that in our environment, the majority reach alcohol by pure learning and imitation, it is known that there are a series of illnesses that are generated in the family and that, however, do not have a hereditary basis, but are transmitted from one person to another by virtue of coexistence.

According to the above mentioned, personal needs for autonomy, competence and relationships are conditioned either by different socio-cultural factors (making friends, feeling a member of a group or achieving social acceptance), or by personal factors (feeling pleasure and satisfaction in practising).

Alcohol is present in all our homes, both directly and indirectly, and excessive and continuous ingestion of this drug is not usually given too much importance, as long as it does not disturb the established personal, family and social order.

Acknowledgements

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