

# Addiction and Binging Habbits among the Urban and Rural Adults of Varanasi District



## Priyanka

Assistant Professor,  
Deptt. of Home Science,  
Mahila Mahavidyalaya,  
Banaras Hindu University,  
Varanasi, U.P.

## Archana Chakravarty

Professor & Head,  
Deptt. of Home Science,  
Mahila Mahavidyalaya,  
Banaras Hindu University,  
Varanasi, U.P.

### Abstract

Objective of the present research is to study the addiction and binging habits among the urban and rural adults of Varanasi district. A community based crosssectional study was undertaken on 304 adults (Urban 152, Rural 152), 18-60 years of age group. A pretested and predesigned questionnaire was used to collect the information for the study. Socioeconomic and demographic information of study subject was assessed by interview technique. Objective of the present research is to study the addiction and binging habits among the urban and rural adults of Varanasi district. The proportion of paan masala, tobacco, smoking and alcohol consumption was between the range of minimum 6.1 to 13.7% in urban and 11.7 to 13.4% in rural community. The binging habit was more common in male and female of urban area than the rural area.

**Keywords:** Addiction and Binging Habbits.

### Introduction

People mostly use paan and gutka due to a lack of awareness and education. They are not aware of the harmful effects associated with the use of these substances, and it has been reported that these products are consumed for perceived beneficial effects, such as mouth freshening, aid in digestion, germ-killing, astringency, mood enhancement, tension relief, and oral cleaning

### Review of Literature

Hussain et al. (2008) showed that 51.5% of male and 30.4% of female have tobacco consumption.

Ebrahim et al. (2010) reported in his study that smoking and drinking alcohol were rare among women. It was also observed that the smoking and alcohol consumption was more in rural than the urban.

National Adult Nutrition Survey (2011) indicated that 89% of 18-64 years old (men 92%, women 86%) and 72% of adults aged 65 years and over (men 77% and women 67%) reported that they were alcohol consumers. Among self reported alcohol consumers 29% of men and 24 % of women aged 18-64 years reported alcohol consumption greater than the maximum recommended weekly alcohol intakes.

Arlappa (2012) found in his study of urban population of Khamman town that the proportion of smokers and alcoholics was 27.2% each, among the urban adult population.

Qureshi et al. (2013) observed in the study of urban and rural areas of Hyderabad that the proportion of smokers and alcoholics was 38% and 34% respectively, and the proportion of smokers and alcoholics was relatively high in rural areas.

### Methodology

#### Study Design

A community based crosssectional design was adopted for this study.

#### Study Sample

Male and female adults age group 18-60 were considered for this study.

#### Sample Size

The determination of sample size is fixed considering 1:1 ratio between urban and rural adults, level of significance at 5% ( $\alpha = 0.05$ ) and 80% of power of test  $(1-\beta)=0.80$  therefore after computing sample size come 304 which is decided into two equal part. Therefore 152 adults from rural as well as 152 adults from urban were selected.

**Sampling Methodology**

Varanasi district has been divided into 8 blocks (namely Cholaipur, Chiraiyaon, Kashi Vidyapeeth, Harahua, Baragaon, Pindra, Sivapur and Arazi Line) and 90 wards. Among 8 blocks Kashi Vidyapeeth block has been selected randomly and in 90 wards Nariya ward has been selected randomly. In Kashi Vidyapeeth block there are 122 villages and among these villages Susuwahi and Madhopur villages has been selected randomly. In Nariya ward, households of Saket Nagar, Bhogabeer & nearest households of Sankat Mochan were included in the study. Only one male or female adult was selected from each households alternatively.

**Table No. 2.4 : Region wise distribution of respondents according to frequency of consumption of paan masala, tobacco, smoking, alcohol consumption and tea/coffee**

Types of addiction	Habit	Region				Total (250)	
		Urban (131)		Rural (119)		No.	%
		No.	%	No.	%		
Paan Masala	Always	18	13.7	14	11.8	32	12.8
	Sometimes	0	0.0	2	1.7	2	0.8
	Never	113	86.3	103	86.5	216	86.4
<b><math>\chi^2 = 0.001</math>, <math>df = 1</math>, <math>p &gt; 0.05</math> (NS)</b>							
Tobacco	Always	14	10.7	15	12.6	29	11.6
	Sometimes	0	0.0	2	1.7	2	0.8
	Never	117	89.3	102	85.7	219	87.6
<b><math>\chi^2 = 1.55</math>, <math>df = 1</math>, <math>p &gt; 0.05</math> (NS)</b>							
Smoking	Always	10	7.6	16	13.4	26	10.4
	Sometimes	0	0.0	2	1.7	2	0.8
	Never	121	92.4	101	84.9	222	88.8
<b><math>\chi^2 = 3.52</math>, <math>df = 1</math>, <math>p &gt; 0.05</math> (NS)</b>							
Alcohol consumption	Always	8	6.1	14	11.7	22	8.8
	Sometimes	5	3.8	4	3.4	9	3.6
	Never	118	90.1	101	84.9	219	87.6
<b><math>\chi^2 = 1.55</math>, <math>df = 1</math>, <math>p &gt; 0.05</math> (NS)</b>							
Tea/ coffee	Always	105	80.2	74	62.2	179	71.6
	Sometimes	5	3.8	16	13.4	21	8.4
	Never	21	16.0	29	24.4	50	20.0
<b><math>\chi^2 = 11.86</math>, <math>df = 2</math>, <math>p &lt; 0.01^*</math></b>							

Out of total population 304, majority 250 (82.2 %) respondents were in habit of any type of addiction. In which out of total urban respondents, (13.7%) were in habit of consuming paan masala, (10.7%) tobacco, (7.6%) smoking, (6.1%) drinking of wine and majority (80.2%) were taking tea/coffee in regular ways while in rural areas subjects involved in taking always paan masala, tobacco, smoking, alcohol consumption and tea/coffee in 11.8%, 12.6%, 13.4% 11.7% and 62.2% respectively. There is a variation in different types of addiction among urban and rural adults but statistically the variation is seen only in the addiction of tea/coffee might because of socioeconomic and cultural factors which vary from area to area.

**Tools of Study**

Pretested and predesigned questionnaire was used for this study.

**Technique of the Study**

The adults was personally informed the purpose of the study and their consent obtained prior to data collection. Information regarding addiction habit of study subject was assessed by interview technique.

**Analysis of Data**

Data thus generated was analysed with the help of Microsoft excel 2007 and SPSS version 16<sup>th</sup> software. Appropriate table were generated, statistical test  $\chi^2$ , F test, post hoc and t, test applied.

National adult nutrition survey (2011) reported that 8.9% of 18-64 years old men 92% and women 86% were alcohol consumers, 22% of males and 23% of females involved in smoking while 53% of males and 52% of females never smoked, which is significantly higher than the present study. Andrew et al. (2013) reported more alcohol consumption in rural area than urban similar to the present study. Addiction habits of adults was also studied by the Vasanthamani & Sushmitha (1997) and found 60% of respondents were in habit of consuming coffee and tea 15% were using tobacco and 10% chewed betel leaves, which is near about similar to the present study.

**Table No. 2.5 : Region wise distribution of male and female respondents according to their bingeing habits.**

Sex	Bingeing habits	Region				Total	
		Urban		Rural		No.	%
		No.	%	No.	%		
Male	Yes	32	35.6	12	19.7	44	29.1
	No	58	64.4	49	80.3	107	70.9
	<b>Total</b>	<b>90</b>	<b>100.0</b>	<b>61</b>	<b>100.0</b>	<b>151</b>	<b>100.0</b>
$\chi^2 = 4.45, df = 1, p < 0.05^*$							
Female	Yes	33	53.2	17	18.7	50	32.7
	No	29	46.8	74	81.3	103	67.3
	<b>Total</b>	<b>62</b>	<b>100.0</b>	<b>91</b>	<b>100.0</b>	<b>153</b>	<b>100.0</b>
$\chi^2 = 20.01, df = 1, p < 0.001^{***}$							
Total	Yes	65	42.8	29	19.1	94	30.9
	No	87	57.2	123	80.9	210	69.1
	<b>Total</b>	<b>152</b>	<b>100.0</b>	<b>152</b>	<b>100.0</b>	<b>304</b>	<b>100.0</b>
$\chi^2 = 19.96, df = 1, p < 0.001^{***}$							

Out of total subjects of urban and rural area (42.8%) and (19.1%) had bingeing habit whereas in male subjects bingeing habit are present 35.6% and 19.7% in urban and rural area respectively. Female respondent of the urban area had bingeing habit among more than half (53.2%) and only (18.7%) in rural area statistically, it is seen that the difference in proportion regarding bingeing habit of male female and both together between urban and rural community is significant. It may be due to psychological factor underlying bingeing habits i.e loneliness, moodiness, emotional withdrawal, stress, anxiety and depression in urban respondents. Besides these skipping meals specially lunch and negative perceptions of one's body and low self-esteem among urban women, dysfunctional family relationships and styles of communication within the family may be responsible factor for bingeing disorder.

#### Conclusion

The proportion of paan masala, tobacco, smoking and alcohol consumption was between the range of minimum 6.1 to 13.7% in urban and 11.7 to 13.4% in rural community. There is significant difference in proportion of taking tea/coffee daily between urban and rural respondents. The proportion of having bingeing habit is significantly more among males (35.6%) females (53.2%) as well as both (42.8%) in urban community than rural subjects respectively.

#### References

1. Hossain MA, Rahman MM, Murrill M, Das B, Roy B, Dey S, Maity D, and Chakraborti D,

*Water consumption patterns and factors contributing to water consumption in arsenic affected population of rural West Bengal, India, Journal of Science and Total Environment, 1, 1217-1224, 2014.*

2. Ebrahim S, Kinra S, Bowen L, Anderson E, Ben-Shlomo Y, Lyngdoh T, Ramakrishnan L, Ahuja RC, Joshi P, Das SM, Mohan M, Smith GD, Prabhakaran D, and Reddy KS, the effect of rural to urban migration on obesity and diabetes in India : a cross-sectional study, *Plos Medicine journal, 7(4), 1-11, 2010.*
3. Arlappa N, Health status and utilization of health services among the urban geriatric population in Khammam town, MD thesis, 167-170, 2012.
4. Qureshi A, Qureshi AM, Kumar N, Ravikanth C, Anubya A, Bhaskar V, Srinivas R, Determinants of prevalence of hypertension among the adult population of 50 years and above, *International Journal of Research in Health Sciences, 1(3), 177-178, 2013.*
5. National adult nutrition survey:(2011). A summary report on food and nutrient intake, physical measurement, physical activity patterns and food choice motives, edited by Jenette Walton, *Irish Universities Nutrition Alliance, Irish .*
6. Vasanthamani G, and Sushmitha Y, Impact of diet counselling on patients suffering from urinary stones, *The Indian Journal of Nutrition and Dietetics, 34, 24-38, 1997.*