

# Drinking Among West Chester University Students

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**Abstract:** When the theory of reasoned action is perceived in relation to the reduction of binge drinking among West Chester students, it will be important to consider the drinking as a behavior, which is in need of imminent change.

## Introduction

The Theory of Reasoned Action (TRA) would be the best in the development of effective techniques of reducing binge drinking among West Chester University students. Through this theory, it would be possible to develop a framework that studies the attitudes towards behavior. Behavior intent is considered as the most essential determinant of an individual's behavior (Michalos & Poff, 2013). This theory further purports that the intention of an individual to engage in certain behavioral aspect is facilitated by a combination of his attitude towards the perceived behavior and the prevailing subjective norm. The attitudes that act as determinants of the possibility that an individual will develop a behavioral attribute include behavioral belief, evaluation of the possible outcomes of behavior, the existing subjective norms, prevailing normative beliefs, and motivations towards the behavior (Edberg, 2010) (Maranduet al 2009). When this theory is perceived in relation to the reduction of binge drinking among West Chester students, it will be important to consider the drinking as a behavior, which is in need of imminent change. The definition of change from this perspective must be based on the consideration of the positive outcome of a behavior. If a behavior is thought to have a negative outcome, then it is the responsibility of the actor to refrain from such behavior (Maranduet al 2009). TRA theory operates on three distinct objectives. The first objective is that it is important to predict and understand motivational influences of behavior, which are beyond the control of an individual (Michalos & Poff, 2013). These aspects relate to the prevailing institutional cultures that have been essential in the determination of behavior among students in the university. Effective change using this process would be considered a possibility in situations where the students will be educated on how to understand and predict healthy and unhealthy behavioral tendencies prior to making decisions on whether to adopt those behaviors (Maranduet al 2009). The reduction of binge drinking is an element of behavior cessation and it requires that upon predicting and understanding the effects of the peeved behavior, it will be the responsibility of the students to develop an attitude towards the said behavior (Michalos & Poff, 2013). The development of negative attitude towards binge drinking will only be possible when they understand the effects of binge drinking on their health. The subjective norms that they consider will be those focusing on the role of their friends and parents in appreciating the cessation of the behavior. The process of behavior change in the view of this theory requires the identification of a specific strategy of behavior change. In the case of West Chester students, the reduction of binge drinking will be considered a possibility through the introduction of health education teachings as part of their curriculum. This will facilitate the process of examining health related behavior, which will be supported

by the implementation and the development of health prevention programs, which are essential in the reduction of the behavior (Maranduet al 2009). This will also help in the development of perceived measures for behavior control such as limiting supply of the alcohol and the provision of self-esteem sessions that provide students with the power of believing in their abilities. Decision-making must also be considered as an effective technique of addressing problems related to binge drinking. This will be addressed by encouraging individual effort in making life decisions and embracing positive behavior. This is based on the assumption that human beings are rational in nature since they have the ability of making rational decisions using information that is available to them (Maranduet al 2009). Theory also operates on the assumption that human beings often consider the implications of their actions before engaging in any behavior (Michalos & Poff, 2013). When this theory is used in the development of programs aimed at the reduction of binge drinking in West Chester University, it will be easier to engage students in activities that will help them in predicting and understanding intentions. This will be in relation to their behavior and the outcomes of the said behavioral attributes to their health. Binge drinking is an addiction to alcohol since it necessitates consumption of too much alcohol. Through the TRA model, it will be easier to educate students willing to quit this behavior of the best alternative ways of handling their drinking problems (Maranduet al 2009).

## Conclusion

The process of behavior change in the view of the reasoned action theory requires the identification of a specific strategy of behavior change. In the case of West Chester students, the reduction of binge drinking will be considered a possibility through the introduction of health education teachings as part of their curriculum.

## References

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