

# The Influence of Alcohol Consumption on Sexual Promiscuity among Young Jamaican Males during the COVID-19 Pandemic

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#### Abstract

**Introduction:** Several studies have linked the prevalence of sexual promiscuity to alcohol consumption. This research aims to fill this existing gap by determining the relationship between alcohol consumption and sexual promiscuity among young Jamaican males.

**Objective:** The objective of this research is to decipher whether a link exists between alcohol consumption and sexual behaviour, specifically among Young Jamaican males.

**Methods:** An online survey was carried out among 415 young Jamaican males using a self-administered questionnaire. The Statistical Package for the Social Sciences was used to analyze the data using bivariate and multivariate logistic regression, descriptive statistics that consisted of percentages, frequencies, and cross-tabulations.

**Results:** Though alcohol consumption decreased during the pandemic, 13.5% (36) of respondents who consume alcohol engage in sexual activity with 2-4 partners compared to 4.4% (6) of respondents who do not consume alcohol. The males that consume alcohol were more likely to have multiple sex partners.

**Conclusion:** Alcohol consumption influences sexual promiscuity in young Jamaican males. It is, therefore, evident that an increase in alcohol consumption will cause an increase in sexual riskiness (multiple sexual partners).



**Keywords**: Alcohol Consumption, Sexually active, COVID-19, Sexual promiscuity, Young males, Jamaican.

## Introduction

Several researchers have shown the link between alcohol use and sexual promiscuity (risky sexual behaviors). There is empirical support for cause-and-effect relationships in both directions and different causes for both behaviors related to the context and population being studied. The majority of research published focused on adolescents and young adults; among this age group, there is a high predominance of toxic alcohol consumption, sensation-seeking, and risk-taking activities, which makes it challenging to mensurate the well-known observed connection between alcohol consumption and sexual behaviors (Kiene, Barta, Tennen, & Armeli, 2009).

Alcohol consumption is the drinking of beverages containing ethyl alcohol (ethanol). This type of beverage is formed by the fermentation of yeast, sugars, and starches. (Braatz, 2016)Alcoholic beverages are mainly consumed for their physiological and psychological effects, but they are often consumed at social events and may even be a part of religious practice. Due to the effects that alcohol often has on the body, government agencies regulate its use. (Vaillant & Keller, 2020)Alcoholic beverages include beer, wine, liquors, and spirits. Sexual Promiscuity refers to frequent mating, mingling, or association with more than one partner or many partners on a casual basis. (Gladden & Tedesco, 2018)Alcohol, when used by men, also increases the chances of engaging in risky sexual activity, including unprotected sex. (Vaillant & Keller, 2020)

Coronavirus disease (COVID-19) can be defined as "an illness caused by a novel coronavirus now called severe acute respiratory syndrome coronavirus 2." (Cinnemo, Bergman, & Olsen, 2020). Nearly 690 million people are undernourished; tens of millions of people are at risk of falling into extreme poverty. Persons may resort to negative coping strategies due to the impact of COVID-19 (Chriscaden, 2020). Results showed that those who consume alcohol currently were less able to identify anything positive related to the current pandemic and could not cope mentally (Chodkiewicz, Talarowska, Miniszewska, Nawrocka, & Bilinski, 2020).

Though there is a high prevalence of alcohol use among young Jamaican males and its connection with risky sexual behavior, there is sparsity in the research done on the association between alcohol consumption and sexual promiscuity among this sociodemographic group in Jamaica. This research aims to fill this existing gap by determining the relationship between alcohol consumption and sexual promiscuity among young Jamaican males.



# **Theoretical Framework**

The key concept in this research is the relationship between alcohol consumption and sexual promiscuity. Other researchers used several models and theories to capture this topic, such as the: Alcohol Expectant Theory. The Alcohol Expectant Theory that Victor H. Vroom formulated assumes that behavior results from conscious choices among alternatives whose purpose is to maximize pleasure and minimize pain. Therefore, behavior during or following alcohol consumption is strongly influenced by outcome expectancies associated with consuming alcohol. (Carey, Scott- Sheldon, Cunningham, Johnson, & Carey, 2016). However, Claude Steel's Alcohol Myopia Theory is defined as an inhibition that only allows you to respond to the cues present in your immediate environment. Therefore, thoughts and focus of attention are narrowed. (Heshmat, 2016) Thus, the theory that best fits the data is Claude Steel's Alcohol Myopia Theory. In a case where the most apparent external clue is sexual interaction, participants will not focus on the number of sexual partners or the use of condoms.

The best-fitting theory for this research is the Alcohol Myopia theory, as it focuses on the psychological effects of alcohol which is the focus of this study. This research is geared towards how alcohol can cause sexual riskiness and promiscuity, which the theory embodies. According to Steel, persons who consume alcohol are more likely to have heightened sexual desires; they are more likely to have multiple sex partners. (MacDonald, Fong, Zanna, & Martineau, 2000).

# **Literature Review**

Since the stay home orders commenced in the United States, there has been a reported demand for alcoholic beverages. According to Pollard, as stay home orders were put into effect as a mitigation strategy to control the Corona Virus, Nielsen reported a 54% increase in alcohol sales ending March 21, 2020, compared to the same period a year ago. It is reported that online sales increased 262% from 2019(Pollard, 2020). Michael S. Pollard, Ph.D., a sociologist, mentioned that alcohol consumption is often used to cope with mental stress. Pollard contended that:

"Depression, anxiety, loneliness, and physical isolation have all likely increased during the COVID-19 pandemic, and increased alcohol use may reflect and be a result of these increases. At the same time, we also know that alcohol use can contribute to depression and anxiety, which may create a vicious circle of increased mental distress, increased drinking and further increased distress." (Michael, 2020).

Scientific research shows that consuming alcohol is linked with increased sexual activity, heightened sexual arousal, and increased sexual risk behaviors. (Carey, Scott- Sheldon, Cunningham, Johnson, & Carey, 2016). The alcohol myopia theory suggests that individuals who are intoxicated will be more likely to engage in increased sexual activity or risky sexual



behaviors because, in a state of drunkenness, the brain cannot process multiple situational cues; instead, intoxicated persons focus solely on the most salient cues. (Carey, Scott-Sheldon, Cunningham, Johnson, & Carey, 2016).

While alcohol has been linked to greater risk-taking in males and females, it appears to be a more driving factor in males. The more you drink, the riskier your sexual behavior is likely to be. Based on various studies, males are more likely to engage in risky sexual behavior, such as intercourse without barrier protection, when under the influence. (Santos- Longhurst, 2019)

The new coronavirus pandemic presents obstacles to sexuality in several ways for those who have a steady sexual partner or not. In the face of all the uncertainties caused by this still poorly understood virus, it is normal to feel disturbed and insecure while facing the threat of contamination. Fear of contagion also interferes with intimacy between partners. (Lopes, Vale, Vieira, Agnaldo, Abuhid, & Geber, 2020)

# Methodology

A cross-sectional survey was conducted in 2020 among 415 young Jamaican males, age range from 18-29 years. Using a self-administered questionnaire with questions to coincide with a range of national demographic characteristics, participants were provided with informed consent online. The questionnaire consisted of 14 items developed by the researchers to fulfill the different aspects of the study. Comparisons were made between alcohol consumption and sexual activity before and during the COVID-19 pandemic. Alcohol consumption was measured as overall consumption of alcohol and consumption over the previous 12 months. Sexual promiscuity was measured as having two or more sexual partners overall and over the previous 12 months.

The Statistical Package for the Social Sciences was used to analyze the data using bivariate and multivariate logistic regression. These descriptive statistics consisted of percentages, frequencies, Pearson's Chi-square, and cross-tabulation between different variables. Significant changes were also assessed depending on the 95% CI change before and during the COVID-19 pandemic.

# Findings

### **Demographic Data**

Table 1 presents the demographic data on the sampled respondents. Of the sampled respondents (415), all were males, and most were 21-23 years old.



Table 1.Demographic Data of Sampled Respondent, N=415		
Details	% (N)	
Gender		
Male	100 (415)	
Female	0.0 (0 )	
Age group		
18-20 years	10.4 (43)	
21-23 years	35.4 (147)	
24-26 years	25.3 (105)	
27-29 years	28.9 (120)	

#### Table 1.Demographic Data of Sampled Respondent, N=415

## **Alcohol Consumption**

Table 2 presents the self-reported issues on alcohol consumption. Of the sampled respondents (415), 66.7% (277) consume alcohol (strong beverage). 73.4% (287) consumed alcohol before the COVID-19pandemic, while 71.4% (292) did not consume it during the pandemic. 44. 7% (185) consume alcohol occasionally and mostly consumes the beverage at home.

Details	% (N)
Current Consumption of Alcohol (Strong beverage)	
Yes	66.7 (277)
No	33.3 (138)
Consumption of Alcohol (before COVID-19)	
Yes	73.4 (287)
No	26.6 (25.1)
Consumption of Alcohol (during COVID-19)	
Yes	21.3 (87)
Not sure	7.3 (30)
No	71.4 (292)
Frequency of Alcohol Consumption	
None	21.7 (90)
Occasionally	44.7 (185)
Daily	7.7 (32)
Weekly	16.7 (69)
Monthly	8.0 (33)
Annually	1.2 (5 )
Place of Alcohol Consumption	
Home	58.3 (242)
Bar	22.7 (86)
Club	8.4 (35)

 Table 2.Self-reported Issues on Alcohol Consumption



#### **Sexual Behaviour**

Table 3 presents the self-reported issues on Sexual Activity. 73.5% (305) respondents are currently sexually active. 41.8% (154) were having sex weekly before the COVID-19 pandemic. 68.7% (279) reported that they have not partaken in more frequent sexual activity since the COVID-19 pandemic. 30.4% (126) reported having sex weekly during the COVID-19 pandemic. It is reported that before the COVID-19 pandemic, 77.6% (309) had less than or equal to 1 sexual partner, while during the pandemic, 87.1% (351) had less than or equal to 1 sexual partner.

Details	% (N)
Currently Sexually Active	
Yes	73.5 (305)
No	26.5 (110)
Sexual Behaviour (before COVID-19)	
Special occasion	30.4 (112)
Daily	10.9 (40)
Weekly	41.8 (154)
Monthly	16.8 (62)
More Frequent Sexual Behaviour (during COVID-19)	
Yes	20.0 (81)
Not sure	11.3 (46)
No	68.7 (279)
Frequency of Sexual Activity (during COVID- 19)	
None	27.5 (114)
Special occasion	18.1 (75)
Daily	9.7 (40)
Weekly	30.4 (126)
Monthly	14.3 (59)
Number of Sexual Partners (before COVID-19)	
Less than or equal to 1	77.6 (309)
2-4	19.3 (77)
5+	3.1 (12)
Number of Sexual Partners (during COVID-19)	
Less than or equal to 1	87.1 (351)
2-4	10.3 (42)
5+	2.6 (10)

Table 4 presents a cross-tabulation between sexual behavior during COVID-19 and Alcohol Consumption. A significant statistical association emerged between the two variables ( $\chi 2$  (2) =11.055, P = 0.004), with relationship being a moderate one (cc=0.163 or 16.3%). Approximately



13.5% of young Jamaican males who drink indicated an increase in sexual partners as opposed to 4.4% who don't. This means that those who consume alcohol are one time more likely to have an increase in sexual partners than non-drinker.

Detail	<b>Consumption of Alcohol</b>		Total
	Yes	No	
Sexual Behaviour During COVID-19	% (N)	%(N)	% (N)
Less than or equal to 1 partner	83.1 (222)	94.9(129)	87.1 (351)
2-4 partners	13.5 (36)	4.4 (6)	10.4 (42)
5+ partners	3.4 (9)	0.7(1)	2.5 (10)
Total	267	136	403

 Table 4.Cross Tabulation between Sexual Behaviour During COVID-19 and Alcohol Consumption

Table 5 presents a cross-tabulation between sexual behavior before COVID-19 and alcohol consumption. A significant statistical association emerged between the two variables ( $\chi^2$  (2) =8.369, P = 0.015), with relationship being a weak one (cc=0.148 or 14.8%). Approximately 23.0% of young Jamaican males who drink indicated an increase in sexual partners as opposed to 11.8% who don't. This means that those who consume alcohol are one time more likely to have an increase in sexual partners than non-drinker.

Detail	<b>Consumption of Alcohol</b>		Total
	Yes	No	
Sexual Behaviour Before COVID-19	% (N)	%(N)	% (N)
Less than or equal to 1 partner	73.4 (201)	87.3(89)	77.1 (290)
2-4 partners	23.0 (63)	11.8 (12)	19.9 (75)
5+ partners	3.6 (10)	1.0(1)	2.9 (11)
Total	274	102	376

Table 6 presents a cross-tabulation between social isolation and alcohol consumption among young Jamaica males. A significant statistical association emerged between the two variables ( $\chi^2(1) = 7.330$ , P = 0.007), with relationship being a weak one (cc=0.136 or 13.6%). Almost 89% of socially isolated young Jamaican males indicated consuming alcohol compared to 71.0% who were not socially isolated. This means that socially isolated individuals are 1.3 times more likely to consume alcohol than non-socially isolated young Jamaican males.

Detail	Social Isolatio	Social Isolation	
	No	Yes	
Alcohol Consumption	% (N)	% (N)	% (N)
Yes	71.0 (240)	88.7 (47)	73.4 (287)
No	29.0 (98)	11.3 (6)	26.6 (104)
Total	38	53	391

Table 6.Cross-tabulation between social isolation and alcohol consumption among young Jamaica males



# Limitations

This study limitations factors that impacted the findings of this research include the possibility that there is a misinterpretation of the data; a question that an investigator understands may be interpreted differently by the respondent. Also, data were self-reported and, as such, may suffer from social desirability bias (tendency for participants to respond in a way that they believe will be viewed favorably by others)(Anathram, 2011). Additionally, not all respondents completed sections of the survey that was applicable to their responses; however, this had no significant impact on the outcome. Other factors that may have led to an increase in sexual promiscuity and alcohol consumption during and before the pandemic were not considered, such as the psychological and physical well-being of each respondent. The time available to investigate a research problem and measure change or stability is controlled by the assignment's due date.

#### Discussion

The prevalence of sexual promiscuity, which is defined in this paper as having two or more sexual partners, was relatively high during last year (beforeCOVID-19); however, a slight reduction was seen in the number of sexual activities among young Jamaican males during the pandemic. It was gathered that of the sampled respondents (415), 66.7% consumes alcoholic beverages overall, with 73.4% (287) of alcohol consumptionbefore the pandemic and 71.4% declined consuming more alcohol during the pandemic. This finding opposes that of Pollard, 2020 that states that there has been an increase in alcohol consumption during the pandemic. However, it was evident that most of the respondents who consume alcohol do so in the privacy of their home, 58.3% (242).

From the findings shown in Table 3, there is evidence that 41.8% (154) of respondents engage in sexual intercourse weekly before the pandemic while 30.4% (126) currently engage in sexual activity. The pandemic presents obstacles to sexual relationships in many ways, whether individuals have a steady partner or not. Fear of contracting the virus interferes with the intimate relationship between partners, as was mentioned in previous literature (Lopes, Castro Vale, & Vieira, 2020). It was also evident that before the pandemic, 19.3% (77) of participants had 2-4 sexual partners, while during the pandemic, as expected, this number reduced to 10.3% (42). This finding is contrary to research done by (Stephenson et al., 2020), which suggested despite the COVID-19 pandemic, men did not generally see the need to reduce their number of sexual partners. Also, participants who had </= 1 sexual partner before the pandemic were 77.6% (309), while during the pandemic there was evidence of an increase in the number of participants who had </= 1 sexual partner 87.1% (351). The results seen are like that of Sanchez et al., which stated that 48% of their sample of GBMSM reported that there was no change in their sexual partners. The stay-at-home order disrupted many daily routines. Therefore, it is possible that for individuals with </= 1 sexual partner, this could have created more opportunities for increased sexual activity, for example, when they would normally be at school or their workplace. The findings suggest that most



respondents who consume strong beverages are sexually active; 83.1% (222) of respondents who consume alcohol engage in sexual activity with no more than one partner compared with 94.9% of respondents who do not consume alcohol. However, 13.5% (36) of respondents who consume alcohol engage in sexual activity with 2-4 partners in comparison to 4.4% (6) of respondents who do not consume alcohol. Also, 3.4% of respondents who consume alcohol engage in sexual activity with five or more partners in comparison with 0.7% of those who do not consume alcohol. This finding is congruent with the Alcohol Myopia theory that focuses on the psychological effects of alcohol which may influence one to engage in riskier sexual behavior, inclusive of promiscuity. Similarly,23. 0% (63) respondents who consumed alcoholic beverages before the pandemic reported engaging in sexual activity with 2-4 partners compared to 11.8% (12) who do not consume alcohol, 3.6% of respondents who consume alcohol engaged in sexual activity with five or more partners. A significant statistical association emerged between the two variables ( $\chi^2$  (2) =11.055, P = 0.004), with relationship being a moderate one (cc=0.163 or 16.3%). This means that those who consume alcohol are one time more likely to have an increase in sexual partners than non-drinker. The null hypothesis, which states that there is no relationship between alcohol consumption and sexual promiscuity among young Jamaican males during the COVID-19 pandemic, can be rejected because there is a significant relationship between the two variables.

### Conclusion

In conclusion, alcohol consumption influences sexual promiscuity among Young Jamaican males. There is a significant statistical association between alcohol consumption and sexual promiscuity. Therefore, the null hypothesis was rejected. Though there was a decrease in alcohol consumption during the COVID-19pandemic, a relationship was evident between alcohol consumption and sexual promiscuity. Those who consume alcoholic beverages had a higher number of sexual partners when compared to those who did not consume alcoholic beverages.

### Recommendation

The researchers recommend that if Jamaican males consume alcohol, it is consumed in moderation since alcohol consumption contributes to liver inflammation and limits one's psychological ability to be detrimental to one's health (CDC, 2020). Also, we recommended that those who are not currently consuming alcohol start consuming for any reason.

It is also recommended that people who consume alcohol increase their use of condoms because alcohol consumption leads one to perform risky sexual behavior, leading to the increase of transmission of STIs.

As expressed before, the relationship between alcohol use and sexual behavior is somewhat complex and cannot be explained by a single mechanism. As such, the researchers would recommend that this connection be explored qualitatively among young people to explore



their understanding, motivations, and perceptions towards engaging in sexual activity and alcohol consumption.

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# **Appendix 1: Questionnaire**

- Q 1What is your gender? \*
- 1. Male
- 2. Female
- Q 2What is your age? \*
- 1. 18-20
- 2. 21-23
- 3. 24-26
- 4. 27-29

Q 3Do you consume alcohol (strong beverage)? \*

- 1. Yes
- 2. No

Q 4Did you consume alcohol before the Covid-19 pandemic?

- 1. Yes
- 2. No

Q 5How often do you normally consume alcohol?

- 1. None
- 2. Daily
- 3. Weekly
- 4. Special Occasion
- 5. Monthly
- 6. Annually

Q 6Where do you go now to consume alcohol?

- 1. Home
- 2. Bar
- 3. Club
- 4. Other

Q 7Do you consume more alcohol during the COVID-19 pandemic?

- 1. Yes
- 2. No
- 3. Not sure



Q 8What is your main reason/ influence for consuming alcohol? (Select all that apply)

- 1. Isolation
- 2. Boredom
- 3. Stress
- 4. Celebration
- 5. Other
- Q 9Are you sexually active? \*
- 1. Yes
- 2. No

Q 10 How frequently do you have sex since the COVID-19 pandemic?

- 1. None
- 2. Daily
- 3. Weekly
- 4. Special Occasion
- 5. Monthly
- 6. Annually
- Q 11 How often did you have sexual intercourse before the COVID-19 pandemic (last year)?
- 1. None
- 2. Daily
- 3. Weekly
- 4. Special Occasion
- 5. Monthly

Q 12 Do you partake in sexual activity more frequently since the COVID-19 pandemic?

- 1. Yes
- 2. No
- 3. Not sure
- Q 13 How many sexual partners do you currently have?
- Q 14 How many sexual partners did you have before the COVID-19 pandemic?