ORAL PRESENTATION ABSTRACTS

INTEGRATING THEORIES OF ALCOHOL CONSUMPTION: HOW DO DRINKING MOTIVES INFLUENCE HAPA SELF-EFFICACY?

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Introduction: Integrating theories regarding alcohol consumption can create complementary explanations and reduce unexplained variance in drinking behaviour prediction. This study investigated the utility of integrating the Motivational Model of Alcohol Use (MMAU) with the Health Action Process Approach (HAPPA). A cross-sectional study was conducted to test the mediation of HAPA self-efficacy between episode-specific drinking motives and drinking frequency/quantity.

Methods: A convenience sample of 405 adults, intended to capture a cross-section of the community, were recruited on a vehicular ferry in Queensland, Australia. Data were collected using self-report questionnaires. Key variables included self-efficacy (SE), drinking motives (DM), and drinking frequency/quantity (DFQ). CFA indicated statistical fit of SE and DM.

Results: Participant data ranging from non-drinkers to heavy drinkers (+10 standard drinks daily) was retained for analysis (n=398, 59% male). Hierarchical regression indicated total model variance of 40%. DM added 16% to total variance over and above that contributed by age/gender (11%) and SE (14%). Use of Hayes Process Model 4 suggested significant indirect effect of SE on DFQ through DM. This represented a medium effect (k^2 = 9%).

Conclusions: Results proposed when drinking motives were triggered (e.g., 'drink to feel good'), self-efficacy related to maintaining healthier drinking levels decreased. Reduced functionality of self-efficacy indicated higher frequency of alcohol consumption. Significant findings suggested Integrating MMAU with HAPA could be beneficial when developing interventions to promote healthier drinking behaviour. Future longitudinal research could therefore investigate the utility of a fully integrated model including drinking motives and all HAPA variables.

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