



IMPACT OF ALCOHOL CONSUMPTION AMONG YOUTH TOWARDS THEIR SATISFACTION: A PROBLEM OF PERSONALITY DEVELOPMENT OR A SOLUTION FOR STRESS RELEASER

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In Sri Lanka, Alcohol consumption has been relatively increased by growing rate in the last couple of years. This is much significant among youth. This study focuses on examining the factors causes on increasing Alcohol addiction and further searching whether it is a problem of personality development or taking alcohol as a stress manager. Having concerned on the background on the matter, it assumes that number of teens and youth are highly interested in consuming Alcohol for their leisure and in the instances where they free from the heavy workload. This suggests that the use of Alcohol has been a treatment for getting freedom from the existing suppressed mental behavior, so that it works to change their mental perception.

The study limited only to teens and youth generation between 15to 25 and 26 to 36 age categories covering both rural and urban sectors in the time-frame of December 2012 to December 2014. As study cover both qualitative and quantitative aspects, content analysis using in-depth interviews and survey study using questionnaire were conducted in this study.

In conclusion, this study mentions that number of Alcohol users are addicted by their intimate association. With the time past, when the subjects are freed from their competitive work environment, they are victimized by the increasing consumer of the Alcohol in their day to day life. Alcohol addiction is a problem of personality development is significant, while some of the other consume Alcohol as a stress releaser.

Keywords: *Alcohol Addiction, Personality Development, Stress Releaser, Teen and Youth*