

JUST SAY NO: THE RELATIONSHIP BETWEEN CONFORMITY MOTIVES, REFUSAL SELF-EFFICACY, AND CANNABIS-RELATED CONSEQUENCES

Alyssa Rice¹, Gabrielle Longo¹,
Faith Shank², & Clayton Neighbors¹

University of Houston¹
Rowan University²

UNIVERSITY of
HOUSTON
DEPARTMENT of PSYCHOLOGY



BACKGROUND.

More than half of college students reported cannabis use within the last year (1), and approximately 90% of past-month users had at least one **cannabis-related consequence** (2). Different motives for cannabis use have been linked to varying consequences (3, 4). Specifically, those who endorse **conformity motives** generally report lower use and frequency (5), but may have an increased risk of experiencing negative consequences (6).

Refusal self-efficacy is a construct that measures an individual's belief that they will be able to resist, refuse, or turn down cannabis when offered, and has been shown to predict fewer instances of cannabis-related consequences in young adults (7, 8).

H1: Refusal self-efficacy will mediate the relationship between motives and consequences
H1a: Refusal self-efficacy will explain the relationship between conformity motives and problems related to cannabis use

METHOD.

567 undergraduates completed a Qualtrics survey, answering measures of:

Demographics. Age (M=23, SD=5), gender identity (77.21% female), and racial background (49.02% White, 18.29% Asian/Asian American, 13.14% Black/African American, 5.51% mixed, 11.72% "Other").

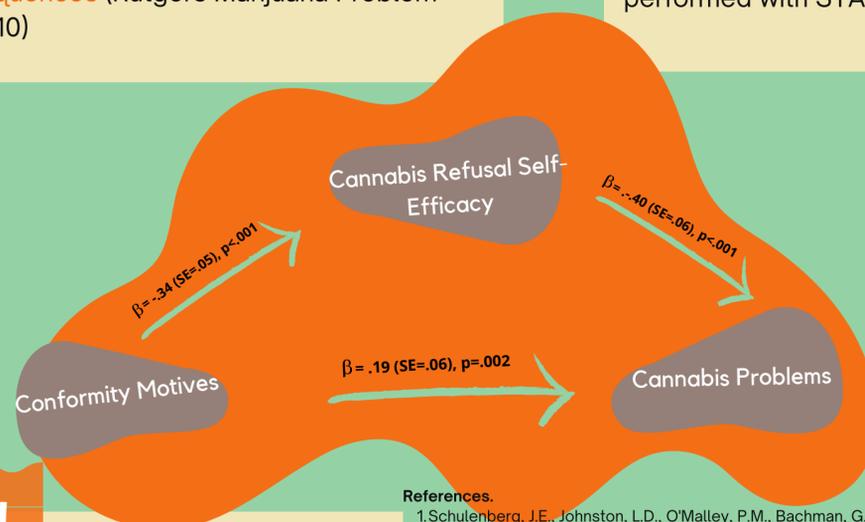
Refusal Self-Efficacy. Cannabis Refusal Self-Efficacy Questionnaire (9)

Cannabis Behavior.
Motives (Marijuana Motives Measure, 6)
Consequences (Rutgers Marijuana Problem Index, 10)

ANALYSIS.

Data cleaning. Respondents who missed 2 of 3 check questions (i.e., "Please select Disagree for the following statement") were excluded from analyses.

Structural equation modeling was used to evaluate cannabis consequences as a function of refusal self-efficacy and conformity motives). We tested the significance of the indirect effect using bootstrapping procedures. Unstandardized indirect effects were computed for each of 5,000 bootstrapped samples. All analyses were performed with STATA version 15.1.



RESULTS.

The relationship between conformity motives and consequences was **partially mediated** by cannabis refusal self-efficacy. The direct path from conformity motives to consequences was significant and positive ($\beta = .19$, $SE = .06$, $p = .002$), indicating a competitive mediation (11). The standardized regression coefficient between conformity motives and refusal self-efficacy was statistically significant ($\beta = -.34$, $SE = .05$, $p < .001$), as was the standardized regression coefficient between refusal self-efficacy and cannabis-related consequences ($\beta = -.40$, $SE = .06$, $p < .001$). The unstandardized indirect effect was found to be .07 ($SE = .02$) with a confidence interval ranging from .04-.11, thus the indirect effect is statistically significant.

DISCUSSION.

Cannabis refusal self-efficacy does, in part, explain the relationship between conformity motives and use-related consequences. This means that part of the reason those with conformity motives for use have cannabis-related consequences is partially due to their inability or low self-efficacy to refuse cannabis when offered. However, due to the fact that this was a partial mediation, other potential mediators must be considered, like **social anxiety** (12) or **emotional dysregulation** (13). Future research should investigate other potential mediators, as well as control for other motives and cannabis use in analyses to narrow down the true indirect effect.

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