

**ALCOHOL CONSUMPTION BEHAVIOR OF BACHELOR
DEGREE STUDENTS IN THE BANGKOK AREA**

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OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF ARTS (ADDICTIONOLOGY)
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Thesis
entitled

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**ALCOHOL CONSUMPTION BEHAVIOR OF BACHELOR DEGREE STUDENTS
IN THE BANGKOK AREA**

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ABSTRACT

The purpose of this research was to study the alcohol consumption behavior of bachelor degree students in the Bangkok area. The research instruments used were the survey research method and stratified sampling. The data collection was carried out by using a questionnaire with a sample group of 400 bachelor students in the Bangkok area. The data analysis was frequency, percentage, mean, standard deviation, and chi-square value.

The research results revealed that the alcohol consumption behavior of bachelor degree students in the Bangkok area, were: the majority of (73.8%) had a moderate level, followed by 14.8% at a low level, and 11.4% at a high level. The relationship analysis studied : degree of alcohol consumption of bachelor degree students in the Bangkok area including gender, the relationship between the parents, attitudes on the consumption of alcohol beverages, access to alcohol beverage sales outlets, resources, influence of advertising and public relations media, and support from friends at a statistical significance of 0.05 .

The recommendations from this research conclude that the government should have a clear policy about sales and purchase of alcoholic beverages and rules regarding advertising and public relations via various media, thus creating attitudes and values to reduce the consumption of alcoholic beverages.

**KEY WORDS : CONSUMPTION BEHAVIOR OF ALCOHOL BEVERAGE /
CONSUMPTION ATTITUDE / ACCESS OF SELLING AND
PURCHASE RESOURCE / INFLUENCE FROM MEDIA /
BACHELOR STUDENTS**

119 pages

พฤติกรรมกรรมการบริโภคเครื่องดื่มแอลกอฮอล์ของนักศึกษาระดับปริญญาตรีในเขตกรุงเทพมหานคร
ALCOHOL CONSUMPTION BEHAVIOR OF BACHELOR DEGREE STUDENTS IN
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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์ เพื่อศึกษาพฤติกรรมกรรมการบริโภคเครื่องดื่มแอลกอฮอล์ของนักศึกษาระดับปริญญาตรี ในเขตกรุงเทพมหานคร ดำเนินการวิจัยโดยวิธีวิจัยเชิงสำรวจ ใช้วิธีการสุ่มตัวอย่างแบบชั้นภูมิ เก็บรวบรวมข้อมูลโดยใช้แบบสอบถามกับกลุ่มตัวอย่างที่เป็นนักศึกษาระดับปริญญาตรี ในเขตกรุงเทพมหานคร จำนวนทั้งสิ้น 400 คน วิเคราะห์ข้อมูลโดยการหาค่าความถี่ ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และค่าไคสแควร์ (Chi-Square)

ผลการศึกษาพบว่าพฤติกรรมกรรมการบริโภคเครื่องดื่มแอลกอฮอล์ของนักศึกษามหาวิทยาลัยระดับปริญญาตรี ในเขตกรุงเทพมหานคร จากการศึกษพบว่านักศึกษาส่วนใหญ่มีระดับพฤติกรรมกรรมการบริโภคเครื่องดื่มแอลกอฮอล์อยู่ในระดับปานกลางร้อยละ 73.8 รองลงมาคือ อยู่ในระดับต่ำร้อยละ 14.8 และระดับสูงร้อยละ 11.4 ตามลำดับ จากการวิเคราะห์ความสัมพันธ์ พบปัจจัยที่มีความสัมพันธ์กับพฤติกรรมกรรมการบริโภคเครื่องดื่มแอลกอฮอล์ของนักศึกษาระดับปริญญาตรี ในเขตกรุงเทพมหานคร ได้แก่ เพศ ความสัมพันธ์ระหว่างบิดา-มารดา ทักษะคิดเกี่ยวกับการบริโภคเครื่องดื่มแอลกอฮอล์ การเข้าถึงแหล่งซื้อขายเครื่องดื่มแอลกอฮอล์ การได้รับอิทธิพลจากสื่อโฆษณาประชาสัมพันธ์ และแรงสนับสนุนจากกลุ่มเพื่อน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

ข้อเสนอแนะจากการวิจัยในครั้งนี้ รัฐควรมีนโยบายที่ชัดเจนเกี่ยวกับการซื้อขายเครื่องดื่มแอลกอฮอล์ และควรมีมาตรการเกี่ยวกับการโฆษณาประชาสัมพันธ์จากสื่อต่างๆ สร้างทัศนคติค่านิยมไม่ดื่มเครื่องดื่มแอลกอฮอล์

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CHAPTER I

INTRODUCTION

1.1 Background and Significance of the Study

Alcohol beverage affects society from individual, family, community to society as a whole. Moreover, it causes a lot of disadvantages, such as health both physical and mental sides, economy in terms of expense on consume, society in terms of severity and danger in the society, education in terms of reducing potentials of people in the nation and morality which causes lots of crisis in the society.

Drinking alcohol causes death and disability to people more than addict drugs case for 5 times. 30% of people die from esophageal cancer, liver, Epilepsy, car accident, murder and physical injury. 1 in 3 of people have mental problem. These affect the health problem at global level. For Thailand, only New Year festival in 2004, Office of Epidemiology reported that 73% of severe injured persons “drink” before the events happens and 44% are the youth group less than 18 years old. According to physician field, this is accepted that alcohol beverage consumption is the cause of more than 60 diseases and also a risk factor towards health at the 3rd level for Thai people the second level from the cause of unsafe sexuality and tobacco consumption. According to the social problem, the drinking reflects in terms of having quarrel, crime, accident. The 45% of family problem causes from being hurt or injured until having to admit in hospital, 34.8% of criminal case about sexuality has relationship with drinking. Furthermore, the liquor addicts more than for a half encounter divorce problem and work change. If there is no any policy to control effectively, thus the number of alcoholic drinkers will increase in every gender and every age. Moreover the drinkers drink increasingly 1 time in every 3 years (Ministry of Public Health; 2005).

Thai people have trend to drink the alcohol beverage increasingly and rapidly. The rate of consumption in average was 58.0 litre per person per year in 2003 which increased from 1989 which its rate of drinking was around 20.2 litre per year, or almost 3 times. When comparing with all over the world, Thai people drinks alcohol beverage very highly at the 5th of the world the second from Portugal, Republic of Island, Bahama and Republic of Czech Republic, respectively. In addition Thailand is at the 1st level of Asia. The most concern is on alcohol beverage of teenager, male at the age of 11-19 years around 1.06 million persons or 21.2% of population among this age group. Moreover, the trend within 7 years (1996-2003), the female group between 15-19 years old drink alcohol increasingly almost 6 times, divided into male and female students at high school level and vocational level who ever drank alcohol beverage in 50% started drinking when they were lower than 15 years. There is the information which indicates obviously that the children who drink alcohol before their age of 13 years old, they have an opportunity to addict the alcohol beverage until they grow. In contrast, if they start drinking at the age of 21 years old up, the risk of problem solving from drinking in various aspects can be decreased for 70%. Therefore, the situation now is extremely worrying. According to the information of National Statistical Office of Thailand also found that Thai people age 11 years old up drank alcohol beverage for 18.61 million persons or drank 57.8 litre per person per year. The survey of National Statistical Office of Thailand in year 2005 found that male children and teenagers who drank alcohol beverage were 2.3 million persons or 43%. Female teenagers age 15-19 years during 5 years (1996-2001) who drank alcohol, they drank increasingly for 90% or almost a life-size or from 1.0% to become 1.9% (National Statistical Office of Thailand; 2005).

Therefore, from the mentioned situation, it can be seen that the problem of alcohol beverage of children in this time has to be careful and prevent seriously. This is because the starting of alcohol beverage tends to increase consistently among the younger age children. Hence, various countries as well as Thailand emphasize the prevention and problem solving from liquor drinking in teenager group more because this group has the change of development all physical, mental, emotional, and social aspects which cause they have risk behavior on alcohol beverage easier than other age groups.

According to consumer current mentioned above, it made the related organizations not able to do ignore this case. The youth network which watches about alcohol beverage cooperated with ABAC Poll Research Center by surveying opinions of students from 15 institutes at the topic of “activity of freshy”, Freshy Sport of year 2009 with behavior of alcohol beverage found that the sample group more than 88.5% thought that alcohol beverage was a normal matter (www.Thaihealth.or.th) and the Federation on Alcohol Control of Thailand-FACT (Sor Mor Chor) cooperated with Rak-Kan-Teaun-Kan club and the total entrepreneurs of community around university had a meeting to create the public policy and did the ethic process to control and investigate the entrepreneurs to run their business with responsibility especially focused on not selling liquor to the persons age less than the norm or criteria indicated including not selling liquor to the students in uniform to lift the moral standard level to be over than the responsibility according to the law’s frame (<http://www.Newvisit.com/news/2006>). At the same time, there was the integration among 23 educational institutes where cooperated to amend the law related to the liquor selling according to the liquor’s Act, B.E. 2493 and Recreation Place Act, B.E. 2546 which determined the place prohibited to sell liquor within 500 meters distance far away from the educational institute area (<http://www.pieng.src.ku.ac.th>) to solve the problem of liquor shop around the universities.

Youth Activity Center for Community and Society (Y-act) had surveyed the liquor shops and liquor board around the university in Bangkok and found that there were the places or locations selling alcohol beverage located at the same area of educational institutes within 500 meters distance and this also occurred widespread to almost every universities for 335 selling places. Among these numbers, they were kinds of restaurant, grocery shop, pub, bar, etc. and also 128 advertising posters. The university where had the numbers of liquor shops the most was Kasetsart university for 48 shops and 16 liquor advertising posters, the second level was King Mongkut's University of Technology North Bangkok and the 3rd level was Suan Dusit Rajabhat University and Suan Sunanta Rajabhat University. According to the in-depth interview with youth group especially the youth from Detention Home, it was found that the liquor shops around school made this group of youth try drinking liquor and started

assemble from the place near their school first because it could be available. Most of them were familiar with the shopkeepers near the schools. Sometimes when there were the police or administrative lecturers investigated, the shopkeepers themselves facilitated those youth group to escape from the investigation by running away from the behind of the shop. Therefore, these can lead to the behavior of heavy drinking, having a quarrel, using the severity in the future. The higher educational students are regarded as the crucial members of family, society and nation and also are the persons who admire in democracy govern system which has disciplines and uphold the harmony, public benefits, honesty, creativity, pride in being Thai people as well as having perfect health both physical and mental sides to be benefit and ready to develop economy, society and security of government. Moreover, the students must realize in duty, participate and responsible to their own society and also deserve to get support of health, have morality and know how to help and prevent themselves from all vices.

According to mentioned situation, it can be seen that the problem of alcohol beverage of youth in this era have to watch out and prevent seriously since the age of youths starting drinking alcohol tends to be younger and younger. Hence, various countries including Thailand focuses on preventing and solving problems from drinking liquor among teenagers group more because teenagers have a lot of changes from physical, mental, emotional and social development risk for their behavior towards alcohol beverage easier than other age groups. Thus, the researcher is interested to study in terms of consumption behavior of alcohol beverage of bachelor degree students in Bangkok area. This is not also to be beneficial for the way to manage education but also to be the way of preventing and solving problem which will happen in the future especially in teenagers and youth who will be the crucial power of the nation in the future in order to bring the study results to be the way to support desirable behavior for avoiding or preventing causes which can make the students in Bangkok area start to enter into the way of alcohol beverage consumption. This study can reduce the effect occurred by liquor consumption and also beneficial both the students themselves and nation in the further.

1.2 Objective of the Study

1.2.1 To study the behavior of alcoholic beverage consumption of university students at bachelor level in Bangkok area.

1.2.2 To study the factors related to behavior of alcoholic beverage consumption of university students at bachelor level in Bangkok area.

1.3 Scope of the Study

1.3.1 Population

The population studied in this research included university students at bachelor degree in Bangkok area of 2010 academic year.

1.3.2 Variables

This research studied the independent variables and dependent variables as follows:

1.3.2.1 Independent variable included

1.3.2.1.1 Predisposing factors, i.e. gender, age, year of study, study results, relationship between parents, residence, income per month, knowledge about alcohol beverage and attitudes towards alcohol beverage.

1.3.2.1.2 Enabling factors, i.e. relationship among members within family and resources to approach alcohol beverage.

1.3.2.1.3 Reinforcing factors, i.e. influence from advertisement and public relation media and support from group of friends towards alcohol beverage.

1.3.2.2 Dependent variables included

1.3.2.2.1 Behavior of alcohol beverage consumption.

1.4 Definitions

1.4.1 Alcohol beverage means liquor, beer or liquid through fermentation of plants for human consumption and also refers to other substances which aim for

human consumption which compose of ethyl alcohol level or ethanol higher than 5 milliliters per liter.

1.4.2 Bachelor degree students means students who are studying at bachelor level of 1st – 4th year of universities in Bangkok area.

1.4.3 Consumption behavior of alcohol beverage means affective opinions, personal attitudes of students who act or express towards alcoholic beverage consumption.

1.4.4 Approach of buying and selling resources of alcohol beverage means around the house, residence and educational institutes where have the places to sell alcohol beverage including ability to find for buying alcohol beverage.

1.4.5 Support from friends in alcohol beverage means action or expression of friends in terms of alcohol beverage.

1.4.6 Attitudes on alcohol beverage mean affective belief, opinion towards alcoholic beverage consumption.

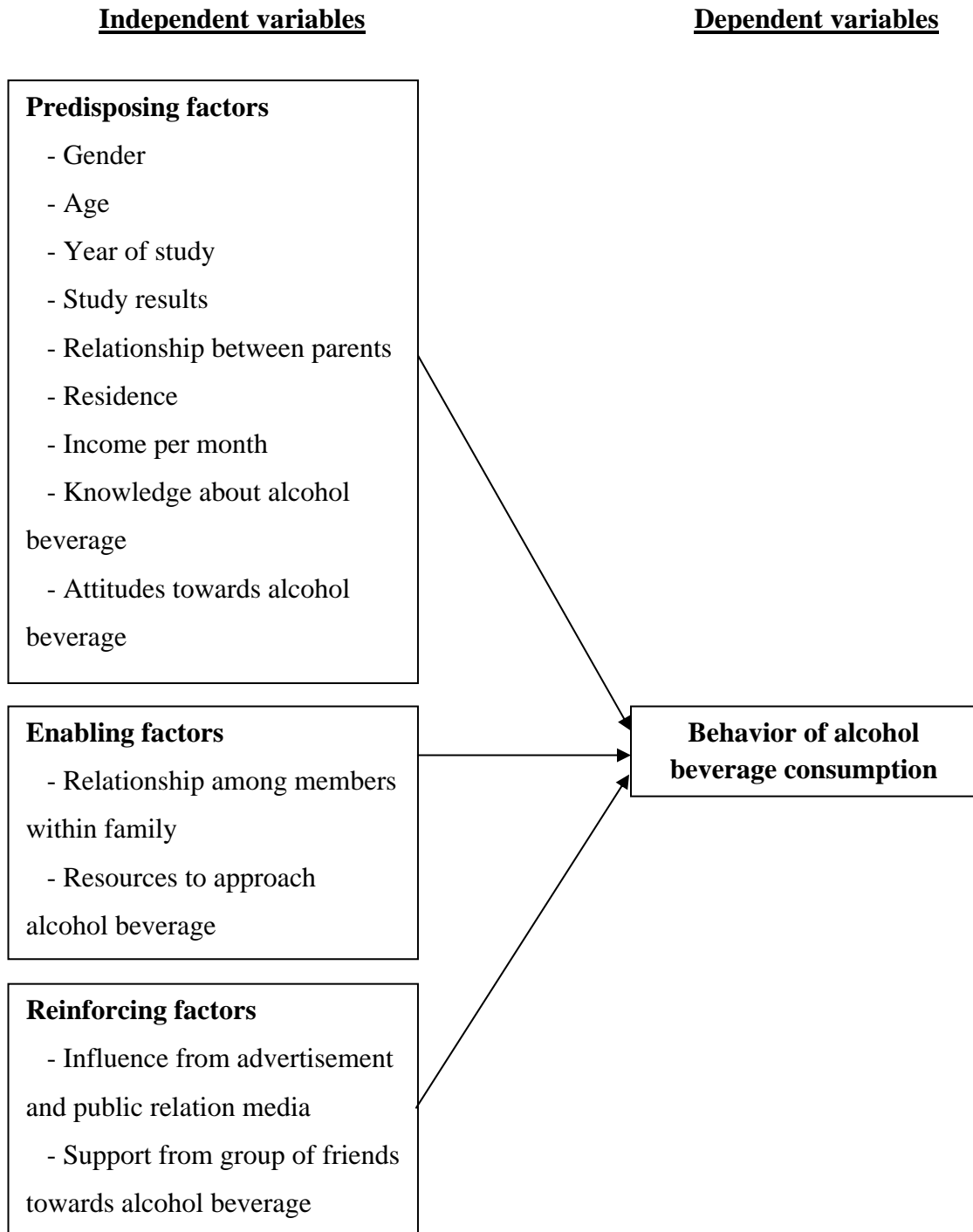
1.4.7 Relationship of persons within the family means behavior aspects which members within the family who live together act towards students with mutual concern and caring.

1.4.8 Influence from advertisement and public relation media means the person receives or finds or be interested into advertisements and news related to alcohol beverage from newspaper, television, radio and labels then feel like to be interested in those advertisements which lead to making decision to find for drinking purpose.

1.4.9 Knowledge about alcoholic drink means ability to remember get from learning experiences, perception, understanding the fact about alcohol beverage.

1.5 Research Conceptual Framework

Conceptual framework for this created research derives from various literature reviews, concepts and theories. Those can be presented in the form of framework by having the variables as follows;



1.6 Research Hypothesis

1.6.1 Predisposing factor: gender age year of study, study results, relationship between parents, residence, income per month, knowledge about alcohol beverage and attitude towards alcohol beverage have relationship with behavior of alcoholic beverage consumption of bachelor degree students in Bangkok area.

1.6.2 Enabling factor: relationship of persons in the family and the approach of buying and selling resources of alcohol beverage have relationship with behavior of alcoholic beverage consumption of bachelor degree students in Bangkok area.

1.6.3 Reinforcing factor: influence from advertisement and public relation media and support from group of friends in alcohol beverage have relationship with behavior of alcoholic beverage consumption of bachelor degree students in Bangkok area.

1.7 Expected Outcome and Uses

1.7.1 To realize and understand the overall image of behavior of alcoholic beverage consumption of university students at bachelor level in Bangkok area.

1.7.2 To realize the factors which have relationship with behavior of alcoholic beverage consumption of university students at bachelor level in Bangkok area.

1.7.3 To use for the way to plan and determine the policies to prevent and solve the problems of students who have behavior of alcoholic beverage consumption to the governmental section and other related organizations.

CHAPTER II

LITERATURE REVIEW

The study of behavior of alcoholic beverage consumption of bachelor degree students in Bangkok area where the researcher brought the concept and theories and related researches to support and to be the composition in concept of the research as follows:

- 2.1 Concept and theory about PRECEDE – Model
- 2.2 Behavior of alcohol drinking
- 2.3 Concept and theory about behavioral science
- 2.4 Concept about attitude
- 2.5 General knowledge about alcohol beverage
- 2.6 Causes and factors in alcohol beverage
- 2.7 Review literature

2.1 Concept and Theory about PRECEDE – Model

In this research, the researcher brought the concept framework in analysis of factor which influenced with the health behavior (PRECEDE Framework), the form of analysis of internal factors within the external individual and external persons of Green and et.al. (Green and other. 2004: 1373-1387), the analysis process to solve the problem by using the form developed to be the conceptual framework for the study.

PRECEDE Framework is the abbreviation from Predisposing, Reinforcing and Enabling Cause in Education Diagnosis and Evaluation. It is the analysis process for the performance plan of health education. The concept is that the personal behavior causes from persons who have several cases from multiple factors, therefore there must have the analysis of crucial factors affecting those factors in order to bring them

to be the information for planning and determining the methods of performance on health education to change the behavior further. The analysis process in PRECEDE Framework is the analysis in terms of feedback by starting from the required outcome or not only the quality of life of desirable persons but also consider the cause of related factor especially the causes from personal behavior. The analysis composed of various 7 phases as follows:

Phase 1-2: Epidemiological and Social Diagnosis, this is the first analysis by starting from assessment of quality of those persons, groups of persons or society how those situations are and what factors are related. This can be divided into social problem factor and health and sanitation problem factor. The analysis for any plan should focus on this factor because it is the crucial indicator to quality of life of the target group. According to analysis for performance plan in terms of health education, the problem factor of health and sanitation is set to be the starting point in the analysis of feedback to find the related causes.

Phase 3: Behavioral and Environmental Diagnosis, according to problem factor of health and sanitation got from phase 1-2 would be analyzed to find the related causes by dividing into the cause of personal behavior. For the causes not related to the behavior are, such as, cause from gene economic situation, etc. The process of health education focuses on causes from personal behavior to be the main. According to the component of environmental aspect, this is the external factor which individual or persons cannot control but it help change and support health behavior and quality of life of persons or others. The influence of these components on behavior of human indicates that the work on health education which only emphasizes the personal health behavior is not correct, it should be considered the objects which influence the adjustment or change of health behavior as well. For this issue, it should be pushed or driven for all levels of nation, region, community or organization, respectively.

Phase 4-5: Education Diagnosis, in this phase, it is the analysis to find various factors affecting the health behavior both external and internal factors as well

as external and internal individuals being the information for health education planning. This phase would be divided into 3 related factors group, i.e. Predisposing Factor, Enabling Factor and Reinforcing Factor.

Predisposing Factor means basic factor and makes the motivation of expressing behavior of person derived from experience by earning (Education Experience) which may affect either supports or resistance of expressing behavior depending on each individual. Factors the components of predisposing factor, i.e. knowledge, attitude, belief, value, perception affecting the motivation to cause the change.

Knowledge is a crucial factor affecting the expressing of behavior but the increasing of knowledge doesn't affect the change always. Although knowledge is Important for behavior and knowledge is necessary which may cause the expressing of behavior, only single knowledge is not sufficient to make the behavioral change of health. It must have other factors to be the component.

Perception means when body receives various stimulates through one part of senses, there is the response of that stimulate come out of which is the characteristics of mind happened by the integration between various kinds of senses and idea together with existed experience. The perception is the variable in terms of psychosocial believed the result of stimuli result on individual or personal health behavior.

Belief means confidence in anything which may be the phenomena or object which may be correct and true or reliable, such as Health Belief Model which emphasizes that the health behavior will depend on 3 aspects of the belief as follows:

This belief is about risk opportunity to get the disease or germs. This kind of belief is about the unsafety of health or in danger.

This belief is about severity of dangerous things towards health in terms of pain and torture, time waste and economy loss.

This belief is about the compensation got from expressing correct behaviors that they will be more than time price and various things invested. When having such belief, that person will be ready to expressing the behavior.

Value means emphasizing at satisfaction in things. Sometimes, the personal values may be contradictory to one another, such as the person who realizes the importance of health, at the same time he or she is satisfied in smoking as well. This contradiction of value can be the things to be planned in change of behavior.

Attitude means feeling which is rather stable of the person from various things, such as person, object, action, idea. These feelings can be either advantage or disadvantage in the change of behavior.

Enabling Factor means factor which supports or resist the behavior not to occur. It can be occurred when having support in various aspects as follows:

- 1) Skill of that of this action which means ability in expressing behavior required. The person can learn in any action when he or she uses experience and has skill of health much enough to be the motivation to originate the behavior desirable.

- 2) The resource has good service, equipment as well as various things which are the components of behavior sufficiently and can be available.

- 3) Ability on approaching the service or resources, such as expense, travel, distance, time waste and recognition.

Reinforcing Factor means the encouragement or motive to let someone do something. It is the external factor from person or group of persons who can influence that person for accepting or not accepting the health behavior.

- 4) In educational institute, i.e. friends, students, lecturer, other personnel in school, parents, father and mother or other person in the family.

- 5) In community, i.e. neighbors, members in family, public health personnel and reference group.

6) In nursing place, i.e. friends of patients, physicians, nurses and other personnel, etc.

The reinforcing factors are mostly in terms of stimulation and warning, praise, giving moral support, imitation, reproof, etc. With these reasons, the performance plan thus has to analyze and use the strategy of creating and improving the reinforcing factors to reinforce the motivation of person to act or cause the behavior numerously.

Behavior or various expressions are from mutual influences or all 3 factors as mentioned above, which are Predisposing Factors, Enabling factors and Reinforcing factors. Therefore, the planning of any change behavior has to consider the influences from factors mentioned always and should not take only one case of the factors to consider in single time.

According to all three factors, Green, et.al, (2004: 1373-1387) expressed that the relationship linked between all 3 factors and behavior of health which is the certain problem to use for analyzing the relationship between behavioral causes with the mentioned factor. The analysis determines that the cause of behavior can be ordered according to the meaning as follows:

- 1) To be the motivation that has to be done.
- 2) Be able to adjust or find the resources be able to cause the behavior.
- 3) To be the interactions which other persons express to know after doing such a behavior.
- 4) To have the reinforcement this makes that behavior remain consistently.
- 5) For reinforcing factors, the punishment of that behavior may affect the Predisposing Factor including the enabling factors as well.

When having analyzed to find the factors affecting the behavior, the next step will be the selection of strategies and techniques for applying health education by considering the appropriateness and in accordance with the analysis results of factors affecting to such behaviors in all 3 factors mentioned in order to create the change behavior of health at last. Furthermore, the determination of strategies of performance

has to consider about the integration of various techniques in terms of health educational together in order to get the most benefits.

Phase 6: The analysis plan of administration systems; this stage would be the analysis to assess the factors of administration and management which would affect performance planned. The such factor may affect positive result, which is it makes the plan reach to the goals or it becomes the vice versa, which is, this may be the restriction of these plan factors, i.e., budgets, time period of ability of the performers as well as other resources in the organization. Hence, to plan for performing on any health education, it should emphasize this phase not less than other phases. Moreover, it should analyze and consider to be covered in every side like the analysis to find factors affecting the affecting the behavior.

Phase 7: the assessment, in this phase, it will appear in every phase of performance by having the determination of criteria in assessment and index indicator obviously. The assessment in PRECEDE Framework composes of 3 assessment levels, which are assessment plan or health education assessment program, effects of plan or program affecting all 3 factors and the last is the assessment of the result of plan affecting the quality of life of persons. This assessment in this phase will be the performance in the long run of PRECEDE Framework which is the process of analysis and it assesses the crucial factors within and out of the individual affecting behavior in order to let the person have the quality of life in terms of desirable health and sanitation.

2.2 Behavior of Alcohol Drinking

According to the literature review of behavior on alcohol drinking, it means the characteristics of alcohol beverage in quantity which can affect both oneself and others since the quantity of pure alcohol in alcohol beverage is different so it has to use the unit to compare by being the number of standard drinking. Risk drinking can be compared to be the quantity of drinking, approximately, which is, in female, it refers to drinking more than 4 standard drinking per day (beer in strong kind of type no more than 3 cans or liquor 40 degrees no more than 1/2 band) or drinking more than

7 standard drinking per week (beer around 5 cans). For male, drinking more than 5 standard drinking per day (strong beer no more than 4 cans or liquor 40 degrees no more than 1/2 band) or drinking more than 14 standard drinking per week (beer around 10 cans) The WHO determines the value of “one standard” to be as follows (Pannapa Kittirattanapaibul and Hathaichanee Booncharearn, 2006).

“Standard drinking” means drink which has alcohol quantity for 10 grams. When comparing with other various kinds of drink, it can be divided as follows:

Whisky or Rice Whisky (alcohol 40%) around 1 small cup (30 CC.) or 2 lids or 1 Kong (peg of liquor)

Light beer (alcohol for 2-2.9%) around 1.5 cans or 3/4 bottle.

Beer in moderate type (alcohol for 4-5 %) such as Singha Beer. Closter, Leo, Chang, Clasberg around 3/4 cans or 1/4 bottle.

Ordinary wine (alcohol 12.5 %) around 1 glass (100 CC.)

Strong Wine (alcohol 20.5 %) around 1/2 glass (60 CC.)

In addition, it can be divided into behaviors of alcohol beverage (Pannapa Kittirattanapaibul and Hataichonnamee Booncharearn, 2006) as follows:

1) Low-risk drinking means drinking no more than 2 standards drinking per day in female or is equal to 40 degrees liquor or no more than 60 CC.) or strong beer for 1.5 cans or drinking no more than 4 standard drinking per day in male equal to the liquor for 40 degrees no more than CC. or strong beer of 3 cans and the day that has no drinking at least 2 days per week.

2) Hazardous drinking or risky drinking group means drinking in a quantity or in terms of making the drinker have risk for his or her health in all physical, mental and social sides. This disadvantage occurred both the person oneself and others. Although the drinker is still not ill by any serious diseases, risky drinking can be compared by being the quantity of drinking, approximately. In female, drinking more than 2 standard drinking but no more than 4 standard drinking per day (some kinds of beer are no more than 3 cans or liquor for 40 degrees no more than 1/2 band) or drinking more than 7 standard drinking per week (beer around 5 cans). In male, which means drinking more than 4 standard drinking per day but no more than 6 standard drinking

per day (strong beer no more than 4.5 cans or liquor for 40 degrees no more than ½ band) or drinking more than 14 standard drinking per week (beer around 10 cans).

Furthermore, this included a little drinking but may be hazardous to the health, such as when the drinker is getting pregnancy or having physical disease, such as diabetes, high blood pressure or having any medicine which may cause the interaction with alcohol including drinking until drunk seriously or we call “Binge drinking”.

3) Harmful drinking means drinking until getting the disadvantage consequently. This may be the disadvantage both physical and mental health. The duty and work or relation with other persons, which refers to drinking more than 4 standard drinking per day in female (strong beer for 3 cans or liquor for 40 degrees of ½ band up) or drinking more than 6 standard drinking per day in male (strong beer for 4.5 cans or liquor for 40 degree of ½ bands up)

4) Alcohol dependence means inappropriate drinking until causes the physical abnormality, behavior and thought which makes the defect in responsibility, such as work or family and cannot control the drinking both quantity of frequency or cannot stop drinking. Some people drink regularly until don't know themselves that they addict already until they are necessary to stop it and then conscious that they have already addict. This will cause the symptom of withdrawal.

2.3 Concept and Theory about Behavioral Science

For the study of behaviors of human, there have been social psychologists, humanists and behaviorists studying about behaviors in several theories. According to the social science about the study of behavior or behavioral science to study the relationship between human and behavior of human whereas the social psychology is the one branch in process of society which focuses to study the personal behavior because of the social stimuli. According to humanity, it is about culture which studies the behavior of human by getting influence or from contribution of cultural environments covered in that society. There are persons who give the meaning as follows:

The Health Education Division, Clerk Office, Ministry of Public Health (1999: 23) gave the definition of “behavior” that behavior means the action of human no matter what if the person who acts will be conscious or not.

Process of Behavior

The step of behavior can be divided into 3 processes as follows:

1) Perception process; the process which receive news from environments thorough sense system, thus the process includes effective or sensation.

2) Cognitive process; means the process related to mental process which includes learning and remembrance. The mental process has to be included the development by perception process, so it can be called intellectual process together in the process of perception. This cognitive responds emotional sides both the perception and cognitive. The emotional process is about internal behavior.

3) Spatial behavior process; this process means the process which the person has the behavior occurred in the environments which have relationship with the environments thorough the performance but can observe by external side or it is the external behavior.

Components of Behavior

Component of human behavior are divided into 7 items as follows:

1) Objective; Objective is the requirement or purpose which makes a person have to do activities in order to respond occurred requirements.

2) Readiness; Readiness means the level of qualification or ability necessary for doing the activities to respond the need or requirement.

3) Situation; Situation is the event which gives the opportunity for doing any activity to respond the needs.

4) Meaning translation or interpretation: Before a person will do any activity, he or she has to consider that situation first and decide the way in order to get the best results.

5) Response is the activity to respond the need by method chosen at the stage of meaning translation or interpretation.

6) Results got or consequent results; when a person has already done the activity, thus he or she will get the results from his or her actions and the results got may be either in accordance with or contradictory with his or her expectation.

7) Interaction towards the disappointment. If a person cannot respond our needs, it can be said that he/she is encountering the disappointment. Thus, in this case, he or she may be back to translate the meaning again and choose the new way to respond the case.

Type of behavior

Behavior can be divided into 2 aspects as follows:

1) Over behavior or external behavior, this is the visible action or the behavior expressed by action.

2) Covert behavior or internal behavior; this means various consciousness existed in individual but it is the thing that can be estimated by external behavior, such as affective, idea, emotion, perception, decision making, attitude, requirement, this is the behavior cannot be observed except in the measurement instrument.

Determination of behavior; this can be divided into 2 types:

1) Private habits, i.e.

1.1) Belief means a person thinks about the fact and this isn't necessary to be true or false. The belief may come from having seen or told, reading or own imagination.

1.2) Value means the things that the person upholds regularly and help making decision for selection.

1.3) Attitude means the involvement with the behavior of persons. Attitude is the trend or preparation stage of the behavior. This is considered that attitude is crucial for determining the behavior in society.

1.4) Personality means thing that determine how a person performs with a behavior.

2) Other social process

Stimulus Object and intensity of objects which stimulates the behavior: Although the characteristics of person, which are, belief, value, attitude, personality

will influence the behavior really, the behavior will not happen if there is not the stimulus to urge or stimulate behavior which is the factor occurred within the individual, i.e. knowledge accumulation from various experiences ever got or got from outside, such as news and information, storytelling via persons, etc.

2.4 Concept about Attitude

1. Concept about attitude

Attitude is an abstract and be the part which causes the action in terms of practice but attitude is not the motive and drive but the condition of readiness to answer and express the way of personal response of persons towards the stimulus (Prapapen Suwan, 1983: 3).

2. Component of attitude is divided into 3 components as follows:

1) Cognitive Component, i.e. idea or thought which human use for thinking. The idea may be in the various forms differently, for example, how person talks about or think about (car). On the other hand, it means ‘What do you think or understand about the car?’.

2) Affective Component; It is the emotional component. The affective may be the stimulus (thought). If a person has good or bad feeling condition while thinking about one thing, for example, thinking about a car, this means the thought is in different ways either positive or negative towards car matters.

3) Behavioral Component; It is a component which has the trend in practical way or interaction, such as car driving, car buying or car praising, etc.

2.5 General Knowledge about Alcohol Beverage

2.5.1 Meaning of alcohol beverage

The meaning of alcohol by Royal Institute (2538: 965); it means one kind of organic to be the clear liquid, odeur acide, easy to evaporate and the boiling point is 78.5 degree celcius. Its full name is Ethyl Alcohol but usually calls alcohol for short. It

is usually originated by fermentation of flour substance and sugar mixed with yeast usually called flour or ferment. It is a crucial component of every kind of liquor and usually causes being drunk symptom. Its benefit is for the destroyer and being the fuel, etc. (Alcohol, Ethyl Alcohol)

Alcohol Beverages; WHO gives the meaning of alcohol beverage that is the liquid which has the mixture of alcohol at a kind of beverage or Ethanol to use for drinking and most of them are from fermentation or from the distillation after the fermentation.

For Thailand, there is the word use of “liquor” as well as alcohol beverage as follows:

Meaning or definition of liquor according to the liquor Act, B.E.2493 analyzed the definition that “liquor” means all objects or mixtures which have alcohol and can be consume like liquor water or if cannot be consumed but when it is mixed with water or other kinds of liquid, it can be consumed like liquor water.

Liquor according to this Act has the attributes as follows (Chanut Sriprab. 1956: 92-93)

Liquor is an object or there is alcohol mixed with it. The liquor was the mixed object or object which has alcohol mixed with it. If there is no any alcohol to be the mixture, it will not be called liquor. Moreover, it can be consumed, as well as liquor, namely, it should be the drink which people can drink without bitter taste or too chilly until it cannot be consumed. When it is consumed, it mustn't have any poison. Alcohol has 2 types of mixture from liquor, which are edible alcohol called Ethanol, and methanol which is inedible. The liquor mixture according to this Act must be edible alcohol. If it is inedible, it isn't called liquor because if it is mixed with poisonous alcohol, it will be considered as inedible alcohol.

2.5.2 Type of alcohol beverage

There are several types of liquor by various names according to the cook and manufacturing methods as well as intensity of alcohol mixed (Cited by Kamolsak Tangniyom, 1993: 217-219).

Type of Drink Mixed with Alcohol	Alcohol volume (Degree)	Heat volume (Calorie/1 litre liquor)
Cider	2-6	112-336
Beer	4-8	224-448
Wine	8-15	448-840
Whisky/Brandy	28-95	1568-5320
Rum	45-50	2520-2800
Leeker	20-65	1120-3640
Arperetip	15-75	840-4200

According to illegal liquor, such as non standard palm wine, white sugar and intensity of certain alcohol, although alcohol provides heat energy, there are no any nutrient thus it cannot be used to be useful for the body.

Tepin Pecharanurak (1998: 5) divides the liquor to be 2 big types, which are

1) Fermented liquors; liquor derived from the fermentation of yeast according to the procedure without distillation until it becomes liquor water and has the strength of alcohol no more than 15 degrees.

2) Distilled liquor means the liquor derived from fermentation of yeast to get the degree of alcohol then distill and some kinds have to keep for a long time in order to get good quality and then may flavor to get alcoholic degree more or less as needed. For both of liquor types, in Thailand, there are a lot of kinds of consumptions, i.e.

Brandy is liquor which has the best taste and expensive because it is the liquor which distilled by grape and has the procedure of manufacture and steps of ripeness which uses a long time in order to get good qualities and flavor according to the procedure to have color, smell, taste and degree of alcohol as needed. For Brandy

liquor in Thailand, it is both manufactured from both foreign countries and within the country.

Whiskey is the liquor distilled made from rice, barley, Rye, Oat, corn or sticky rice but whiskey full of quality must be made from barley by fermentation then distilled and kept and ripen in the Oak wooden bucket.

Rum is the liquor distilled by sugar cane, molasses and syrup. It may be mixed with orange peel and other fruits in liquor Rum in order to get the taste nearly wine. In Thailand, there is manufacture of Rum mixed with Chinese herb or Thai medicine as well.

Vodka is liquor which is similar to Whiskey but has high degree of alcohol more than Vodka made from wheat. At the present time, it is the famous liquor by mixing cocktail in various formula.

Rice whisky is liquor distilled by rice, sugar or molasses the material by liquor distilled without distilling machine or any other mixed things. People in the rural area and the persons who have low income prefer drinking rice whisky very much.

Champaign is liquor preserved by grape without the distilled process. Its characteristic is having bubble, which is having carbon dioxide mixed. This is similar to liquor manufacturing process. Each step of reservation makes the Champaign expensive.

Wine, wine is the kind of liquor the oldest preserved in the world. The material used in wine process is grape. Wine is different from Champaign as there is not bubbles on wine and its manufacturing procedure is not so complex as Champaign. In Thailand, there have been people who produce wine but it isn't popular among wine from foreign countries.

Beer, beer is a kind of liquor which has the highest quantity of consumption. Beer is made from Barley preserved, baked, pressed and boiled until it is ripe and put in the bucket. When it is finished preserving, it is put by Hop flower in order to let it have bitter taste. After that yeast will be put.

Folk fermented liquor, folklores at various localities can produce the fermented liquor or liquor soaked by fruit produced within the country, such as:

- 1) Palm wine / Kracham, liquor made from fermentation of palm juice by coconut tree or palm.

2) Palmyra, by bringing palm juice to be fermented together with other objects for several days until it causes alcohol and then can be consumed.

3) White water, it is liquor soaked by fermentation of rice mixed with lour for fermentation until it causes alcohol which is white and turbid color. It can be consumed like liquor.

4) Fermented rice liquor, it is soaked liquor from fermentation of brown rice and lour for fermentation left it until it causes alcohol power and can be consumed like liquor. The fermented rice liquor is called 'Sa-Toe' by North-East region.

Various kinds of liquor mentioned above have quantity of alcohol variously by having details as follows (Tepin Pecharanurak, 1998).

Type of liquor	Estimate of alcohol percentage
Brandy	40-50
Whiskey	40-50
Rum	40-50
Vodka	40-50
Rice whisky	35-40
Champaign	15-40
Wine	8-15
Beer	4-8

2.5.3 Cause of alcohol beverage

Cause of liquor drinking is in order to celebrate in festivals and for happiness as well as enjoyment to support the quests, drink in daily life, drink for social participation, drink because of some values. Teenager is the age of curiousness on strange and new things and he/she can be induced very easily or be easy to receive new things in his/her life, especially on the action which he or she thinks it is smart, charm or something about dignity, such as male has to wench or drink liquor, smoke cigarette otherwise he cannot be called macho, etc. Moreover someone drinks to remove shyness and create braveness, this is because alcohol has the depressant power so it can change behavior or someone drinks in order to escape problems

(Coordinative Committee of Private Organization for Primary Public Health, 1991) In addition, (Supat Teeravetcharearnchaikul, 2006) said about the cause of drinking liquor by dividing into 3 main causes as follows:

1) Physical cause; by drinking to help appetite, reduce pain when having illness. Some people solve the problems of insomnia and some people used for reducing the coldness, etc. Anyway, drinking liquor frequently can be addicted ultimately.

2) Mental cause; liquor drinker usually thinks that drinking liquor can make confidence to himself/herself in order to conceal or reduce some weakness points, reduce anxiety, tension, fear and remove disappointment, drink to inspire in order to use for being instruments to express the aggression towards others or create crime case.

3) Value of society; Youth usually drinks liquor because of curiousness, persuasion from friends and imitation from adults. Even adults themselves imitate from high society as well because they have meeting or party which involved with liquor drinking. Furthermore, someone may understand that drinking liquor will help the brain feel fresh and increase ability in art. Actually, this is totally be misunderstood.

The causes of alcohol beverage are mentioned as follows:

Freud (cite in Weera, 1990) believed that alcohol beverage is a result of influence from serious oral stage in childhood. The alcohol beverage makes change in emotion and thought. This is considered to be the regress to the first stage of mental development and gender which causes the escape of truth.

Sociologist believed that social participation or follow friends were usually the start point of drinking liquor. Some society regarded the liquor drinking as a crucial aspect of manfulness. In addition, bad environment help encouragement, for example, parents who drink liquor then them also persuaded their children to drink like them as well (Weera Chaisuksri, 1990).

Several psychiatrists viewed that people who were liquor addict after getting pressure from outside resources seriously. Some people drank liquor but the liquor made the symptom seriously depressed. Especially, when they didn't know the cause of pressure, they drank more often until getting addict. Some people drank to reduce the recognition of things which threatened their life or being mental obstruction, for example, some writers had to drink liquor before reading (cited in Weera Chaisrisuk, 1990).

2.5.4 Wickedness of alcohol beverage

(Supat Teerawechcharearnchaiyakul, 2006) said about the wickedness from drinking liquor that it caused a lot of disadvantage as follows:

1) Religious aspect; Buddhism and Islam Religion regarded liquor drinking as forbidden and all vices. Moreover, it was the origin of several evil things. Christ religion regarded as drinking liquor until getting drunk made the weak health and it caused sin because this would destroy body which is created by God and also could be the cause of other bad behaviors.

2) Disadvantage economic; the person who drank liquor and family had to waste their money for buying both personal drinking and using liquor for welcoming guests. According to the statistics of National Statistical Office of Thailand, it was found that in B.E. 2517, people paid money for buying liquor highly up to sixty thousand million baht and this amount was increased every year. This was in accordance with the statistic of income tax of liquor and beer both import and produced within the country from Excise Department, Ministry of Finance since B.E. 2540-2542 which increased respectively as follows; 44,146.45 million baht, 43,448.04 million baht and 47,792.24 million baht. These are regarded as very high numbers. Furthermore, it wastes money from the treatment and nursing the patients who addicted the liquor. This caused time waste from working. In addition, this reduces the labor and ability from work and the ordering liquor from foreign countries also damage economy of the country.

3) Social disadvantage; drinking liquor until getting drunk is the cause of quarrel in family, accident, sexuality and crime case, etc.

4) Health disadvantage on drinking too much liquor or high intensity of liquor; this will cause various diseases, such as alcoholic cirrhosis, gastritis, beriberi, anemia, heart disease and chronic alcoholism, etc. (Supat Teerawetcharearnchaiyakul, 2006) mentioned the poison of liquor on health that liquor caused abnormality on physical systems.

Effect on Physical Health

Drunk condition from alcohol; this condition from alcohol is from a result of alcohol level in the bloodstream affects the work result of the brain then it causes different symptoms according to the alcohol level in the bloodstream. How much the drinker has symptom depends on various factors, i.e. quantity of alcohol consumed. The increased rate of alcohol in the body; the faster it is absorbed, the more this rate will have which causes having faster and more symptoms, respectively. The physical condition of each individual which will respond towards alcohol, some people have to use alcohol in a much quantity so that the symptom will occur. Furthermore, genetic factor is the determination of brain response towards the level of alcohol and emotional condition and environment while drinking. The result of alcohol towards working of brain will relate to quantity of alcohol in bloodstream. At the low level, it will make a result of emotional control to let this feel cheerful, active and reduce anxiety. Later, when the level of alcohol starts increasing, it will make a result of coordination in system of brain working, the symptom of staggering, unclear speaking caused from the mistake of coordination between eyesight, brain and action, decision making was defective, cannot see pictures clearly or the picture is overlapped. When the level of alcohol is increased till 200 milligram per 100 milliliters, it will make a result of brain working seriously which causes the loss of work control of muscles. The system is fetching up, vomit, confused mind. If the level of alcohol is more increased, it will cause the unconsciousness. In addition, drunk condition from alcohol still causes disadvantage towards the body in various aspects, i.e. it causes the symptom of red face, fast heartbeat, fast breath, serious behavior, aggressive and causes disadvantage towards remembrance while getting drunk. In English language, this is called Blackout.

Lacking alcohol condition causes the reduction of level of alcohol which makes a result towards brain work which causes various symptoms consequently. This symptom depends on whether that person is alcohol addict. In general, the person who is not alcohol addict will have the symptom of alcohol lacking after drinking alcohol in much quantity. It is called hanging over in the morning. The symptom will occur after quit drinking around 4 - 6 hours. The symptoms include having a headache, hand shaking, upset or pissed off, anxiety and eyes cannot bear with light. This may have the symptom of trembling or flutter as well. These symptoms will exist around 24 - 48 hours. For the symptom of lacking alcohol in the person until it becomes addict. The symptoms start according to the stage of period and order of time as follows during 6 - 24 hours after quitting or reducing the quantity of drinking, the symptom is hand shaking, having headache, upset, anxious, trembled and insomnia. Some cases, it will cause the symptom of hallucination. Most of symptoms are auditory hallucination, suspicious, afraid of people and think these people will hurt them. Some person has symptom of convulse and flex all of bodies. Various symptoms will exist around 24 - 48 hours. If that person addicts alcohol seriously, this will cause various symptoms after this, which are around 36-72 hours after quitting drinking or reducing the quantity of drinking, it will cause confused symptom, cannot remember the date, time, place and person. Moreover, it will cause delirious seriously, anxious, hear in the distance, hallucination, cannot control oneself. These symptoms will occur increasingly. Some person may be troubled in these symptoms for a week. If he/she isn't treated in an appropriate way, this may affect or harm to his/her health. In addition, some alcohol addicts can cause alcohol lacking by chronic condition, the symptoms are insomnia, remember deficiency, weak and automatically systematic work is abnormal, such as shake, tachycardia. These symptoms will be continuously for 6-24 months although stop drinking alcohol.

Therapy: The most important which can help the cure or treatment of liquor addicts to be successful is sincerity to be treated or cured of liquor addicts themselves. This will be treated both physical and mental side by various methods, such as medicine cure, electronic stimulation tool and mental therapy, etc.

Prevention and Problem Solving of Liquor Drink or Addict (Supat Teerawechcharearnkul, 2006)

1) Using liquor to get more appetite or relieve illness of physical, mental and social sides have to realize that liquor cannot be solved by actually using these problems.

2) Parents or lecturers have to avoid liquor drinking to their students and youths by creating the correct values that being high social status or being manful is not depending on drinking liquor but strong mind and not to be under all vices.

3) Anyone who ever drinks or addicts liquor should avoid walking into liquor bar, night club or social party which has drinking liquor activity since this behavior can stimulate the person to relapse drinking liquor.

4) Not to drink liquor every day and not to drink alone. If anyone has never tried before, don't try it and if has already tried drinking, he/she should quit and will never tried it again.

5) If necessary, should drink during the meal and drink only a little.

2.5.5 Way to solve and prevention from problem of alcohol beverage

(Sriwong Hawanon, 1992) said that liquor is a problem which should be solved. This should be prevented and solved by various measures as follows:

1. Social measure to reduce social value

1) Point to the problem of "liquor that it is the problem both oneself and others."

2) Promote the value of health by supporting sport, beneficial nutrition, visual education, thamma practice, creating responsibility in family, creating discipline in nation to solve environmental problems, supporting children and youth development, preventing AIDs and supporting other values about reducing, quitting and stopping liquor.

3) Support religious aspects to let people perform according to 5 precepts until reaching strength, especially the 5th item, liquor service in religious ceremony; such as ordain ceremony, new house ceremony, funeral, etc.

4) Remove old traditions and customs, such as drinking for congratulating guests that come to help by giving liquor in every area, city, rural and hill tribe. Especially the hill tribes, there usually be drunk all of everybody for 7 days and 7 nights.

5) Campaign the important occasion especially in crucial days, such as support quitting liquor in religious days and occasion which may cause danger in various festivals, such as such as Songkran festival, Tod Ka Tin festival (present robes to monks at the end of Buddhist Lent) and New Year's Day, etc.

6) Integrate in educational institutes in schools and universities for all levels of target group in the campaign, i.e. parents and student in school, student outside school, community, hill tribes, etc.

2. Process

Give knowledge about health, education and public relations via various media, such as radio, television, newspaper, brochure, interview, etc., cooperation for the campaign together and do it to be in the form of network in various occupations, organizations, institutes, problem solving of environments by organizing with relaxation, for example, support warmth in family, security in work, support and praise person who behaves well and reduce Stimulating things and advertisement. The most important is reducing liquor both producing and importing, do the campaign to let people active so that the results can adjust behavior into the correct way further.

3. Law measure and tradition

Both measures are difficult to conduct but still be able to do by removing value of giving presents of alcohol beverage to the elderly or friends.

4. Educational measure and knowledge determination

Personnel development/lecturer development in the campaign should be obtained in the training curriculum of various organizations, group creation/lecturer networks, allies for performing the campaign and research study, creating knowledge base and the form of reducing, quitting and stopping liquor.

5. Service measure

Set up the clinic of stopping liquor and give the consultancy service.

6. Management measure

Set up the organizations in every level from community, unit, department, division to nation level. The support to organization which has the same aspects, such as Buddhist Club in the university, volunteer organization, network setting to cooperate among organizations, etc.

2.6 Causes and Factors in Alcohol Beverage

The sociologists believe that to access or follow friends is usually the origin of liquor drink. Some societies consider that drinking liquor is a kind of crucial aspect which presents the male-ship. Moreover, bad environments support this case as well, for example, when parents drink liquor, so they also persuade their children to join them.

Several psychiatrists view that the liquor addicts occur after they have passed pressures from outside seriously. Some persons drink and then they have a serious depression symptom, and if they don't know the real cause so they drink more heavily until they face addict, for example, some authors have to drink liquor in order that they will have an idea to write the stories, etc.

Furthermore psychologists have tried to study the cause of alcohol beverage and there are several psychological theories fundamentally explained as follows:

1) Tension Reduction Theory; found that alcohol beverage could reduce tension.

2) Personality Theory; found that drinker who drinks alcohol beverage has certain or specific personality and the ones frequently found were having low self-esteem and couldn't resist others.

3) Interaction Theory; this mentioned alcohol beverage was interpersonal relationship, environments that the person lives and behavioral factor.

It can be seen that alcohol beverage is the results from individual, i.e. personality of each individual both physical and mental sides, social value, environments which cause of support on alcohol beverage.

Reinforcing factors in terms of biological, social and cultural factors, background of family factor, personality, mind and factor of crisis in life all cause the origin of behavioral alcohol. The details are described as follows

1. Biological factors

According to the study, it was found that biological factor had relationship with the liquor drinking, which were genetic and gender factor. The liquor addict was the genetic disease (Awassada Chansantor, 1998; cited from Riggin and Redding, 1996). In addition, the study of factors from gender towards liquor addiction by Dunham found that the gender was the factor which could predict behavior drinking liquor more than other factors. Male tends to drink liquor more than female and male usually makes problem from drinking liquor more than female.

2. Family background factors

Factor of background of family means the background of family and raise of family which makes a result of drinking alcohol beverage, style of bringing up of persons who drink alcohol beverage, strict bringing up and lack of emotional security, insufficient love the person gets, difficulty in life of childhood, family background is not good, such as parents are not harmony in style of brining up their children. This is related to the cause of inter-personality of each individual.

3. Personality and psychological factors

Liquor drinker has personality which is contradictory in terms of dependency more outstanding than independency so the person cannot face contradiction. They will keep independency or dependency to escape the contradiction. Therefore, they drink liquor in order to solve the liquor problem.

Anger and disappointment of anger usually happen from not to be able to expose feeling of worthless and failure. The liquor makes him be able to relieve anger and feel relaxed. The person who drinks liquor will have the resistance towards disappointment lowly and disappointment is the cause of not be able to encounter problems of tension in daily life. This could lead to drinking liquor further.

4. Social group factors

Factor of society which is a part of person who has alcoholic beverage consumption from other groups.

1) Family attitude; value, belief, way of life from family is the frame of life for new generations. Family who has alcohol beverage, so the new generations usually drink alcohol as well. The relationship in family is regarded as a factor which causes behavior alcohol beverage or not to drink alcohol.

2) Thought system about consuming liquor for health or social purpose, or drink to relieve distress tend to increase in quantity of drinking alcohol.

3) Group of friends, the person who has friends like drinking alcohol beverage tend to drink alcohol as well by having motivation in drinking, such as persuasion from friends or want to try out, etc.

4) Models which the person upholds will be the result of decision making of alcohol beverage consumption on teenager group, adult group, work group and class in society.

5. Environmental factors

Factor of society which support the alcohol beverage consumption are as follows:

1) Physical factor, convenience on transportation help finding alcohol beverage easily and this makes increasing on consumption.

2) Free economic makes price of alcohol drink cheap and affordable in increasing quantity.

3) Advertisement in terms of using alcohol beverage to be the symbol of modern style.

4) Government gives knowledge of alcohol drink only a little so people don't realize its importance derived from alcohol beverage.

Factor supporting consumption of alcohol, the factors encourage drinking alcohol are as follows:

Curiosity, curiosity is a nature of human to encounter novel things especially if the situation is challenge, exciting, fun for teenager, etc. Several group of friends don't dare to reject when they are persuaded by friends to drink alcohol or some persons have an attitude that drinking alcohol with the group of friends means having love to friends and this express the unique, amused, and Thai society and culture view the drinking of alcohol that to be common. It can be seen that party, celebration occasion and various traditional festival, almost all of the fair have alcohol beverage to be the components so this makes the person who grows up in this aspect of society view that drinking is common and for himself/herself is just waiting for the opportunity. As long as the person thinks that the behavior he or she is doing is not harmful and can control the situation, thus she or he has only a little anxiety to behave bad things. In addition this attitude is in accordance with the belief on alcohol which people usually believe that they have always believe in qualification of herbal liquor and believe that drinking alcohol sometimes or light degree of alcohol may not be the problem to themselves.

Current of advertising media at the present time, various media influence the way of life of people very much. In addition, alcohol beverage has competition highly. There are a lot of advertisements about alcohol beverage which is the strategy of the company which produces alcohol beverage that it has to try hard for creating advertising media in order that the consume will have the feeling to try out and feel that alcoholic beverage consumption is a good thing and should be proud with or it is a kind of pride for Thai people. Actually, it is irrelevant absolutely. Furthermore, it is believed that male should try out to express real manful. Some products will emphasize the special target group, such as lady group persuaded to have a value in drinking alcohol increasingly. Not only the advertising media in terms of drink type,

media of entertainment, such as movie, drama but even song which can motivate audiences to have the feeling of following. There are a lot of products convenient for the purchase which is the part for supporting consumption this kind of beverage. According to tension, the qualifications of alcohol can make the drinker relieve distress and feel active instead. Several times of drinking which the person uses for reduce tension, thus this is the one reason of drinker and it is still be the factor which supports drinking continuously. According to the study, it is found that when drinking alcohol in high quantity, it will cause the contradictory feelings, which are, anxious, tense or annoyed especially at the time which alcohol level in blood vessel starts to decrease.

Factor risk towards alcohol addiction

Alcohol is the substance which its qualifications can make the addiction by stimulating the brain in the appetite part. The addiction is the cycle of brain which is about appetite and satisfaction which is the part of brain related to drug addiction which makes the addicts feel satisfaction and need to relapse. If they cannot control themselves thus they become relapse, ultimately. Therefore, the problem to be unable to quit alcohol does not depend on mind only but also about the work of brain in the part of this cycle. In addition, when having alcohol drinking in a lot of quantities and during a time which causes the symptom of physical addiction, it means that when a person quits drinking or reduce the quantity of drinking alcohol, so it causes a lot of symptoms, such as the symptom of anxiety, annoy, insomnia, heart shaking and vomit. Some persons have serious symptoms, such as having hallucination, hearing in distance, confusion and the symptom of convulsion altogether. This problem make the persons have to drink alcohol to relieve the symptoms. These genes at the present time found that there is a relationship between the gene and alcohol addiction.

Other biological factors found that the person who responds the alcohol in terms of stubborn towards the power of this substance, this may consume alcohol in the quantity which more than average criteria so it causes drunk symptom. This group of person has high risk to become the alcohol addict when he or she is older.

Personality, the persons who have the personalities in terms of bashfulness, anxious, unconfident, if this is unconfident and if consume alcohol, this help make these disappeared, such as feel braver and more confident which will be the person who has high risk towards alcohol addiction. In addition, the person who has personality in terms of anti-society, such as like aggression, severity, no courteousness and no respect others, don't feel bad with bad behaviors the person do towards others, this is the group which is risk for the person who addicts alcohol as well.

Factors support to have consumption of alcohol continuously

Learning that when we have consumed alcohol, it makes happiness and satisfaction will be the cause of need and have consumption of alcohol continuously called mental symptom. The happiness and satisfaction is related to time during at the alcohol level in high blood after starting consumption not for a long time. The person who has tension easily will lack of skills for adjustment or problem solving. It may be found that the consumption of alcohol help forgetting tension for a while. While lacking skills in solving life problem, those persons will depend on alcohol until it causes addiction. Finally, the condition of stubborn to the power of alcohol when consuming alcohol for a while will stubborn to the power of alcohol. This may be because the it causes more metabolism of alcohol in the body so the powers of alcohol are finished quickly so that there has to be drunk in more quantities or it may cause from body especially our brain has adjustment in terms of being familiar towards the power of all alcohol which will lead to the consumption of alcohol in more quantity in order to get the power as desirable as before. The condition of lacking alcohol causes symptoms, like the condition of lacking common drug addicts or it is called the symptom of suffering from excessive bloody flux because of consumption of alcohol in a quantity continuously. It will be the result of adjustment of the brain. Therefore, when quantity of alcohol in the body reduce, it will make the result of brain of work which causes the symptom of anxiety, shaking, insomnia and has to relapse of alcohol drinking in order to relieve these symptoms.

In conclusion, the cause and factor affecting alcohol beverage of each individual is different which is the internal factor within individual and another part is external factor. The person for this study is the people who studies and takes the frame

of concept in analyzing the behavior of health by using PRECEDE Framework to study the behavior of consumption of drink alcohol for bachelor degree students in Bangkok area.

2.7 Review Literature

Duncane, et.al. (2006) studied the risk factors on consumption of alcohol drink in children and teenagers by using the way to study from random sampling of telephone interview. The sample group is the teenagers age between 9 – 16 years old found that the statistic significance of risk factor, i.e. gender. According to this study, it was found that female is the gender which has risk rate to consume the alcohol drink more than male. Moreover, the behavior of drinking liquor of parents makes a result to the children. The children will imitate behavior of parents. If parents have consumption of alcohol drink at a high level, it will cause the children to drink alcohol since they were young. Furthermore, if family lack warmth and bringing up and has no the method of punishment when children behave the wrong things and don't follow as well as the relationship within the family is not good enough, this will be the crucial factor which causes the children to have the consumption of alcohol drink more. Moreover, the influence of the group of friends, if friends persuade in bad way, this will be the stimulant to make the children consume alcohol drink and use addict drugs more according to the age further.

Steenhosen and et.al (2003) studied the type of drinking alcohol drink of teenager and related factor towards consumption alcohol drink in youth group age between 6 – 17 years old living in the city of anton of Zurich, Switzerland found that the style of drinking alcohol drink in teenagers can be divided into behavior clearly in terms of frequency and quantity in drinking for each time including the drunk symptom by diving according to the level of these behaviors divided into 3 groups, called heavy drinkers , moderate drinkers and social drinkers. The heavy drinkers will have the difference from moderate drinkers at the frequency of creating problem different from the power of alcohol. The study found that male, the quantity of drinking in each time is more than gender female. The older the age, the more quantity

of drinking is. Mental factor, social factor, family and factors within school have relationship with the behavior of consumption of alcohol drink. Factors of child age experience can affect the attitudes towards parents, friends, teachers and the child himself/herself which make the child feel have emotional condition, such as anxious, depressed, lack of concentration and want to separate from others. These will cause children use the way to make themselves feel relax by drinking liquor. And for drinking liquor, they will be accepted from friends more than the children who never drink liquor.

Aonsri Nuangate (2008) studied about the result of program to control oneself towards behavior of drinking alcohol of persons who drink by risk, Sermngam Hospital, Lampang province. This study is about semi-experiment. The instrument used for the research, i.e. questionnaire of personal data and assessment form of behavior of drinking alcohol. According to the study result, it indicates the effectiveness of program to control oneself towards reducing quantity of drinking alcohol, so it is necessary to have training on nurses who take care of program of control oneself to increase the effectiveness of treating and controlling the behavior of risk alcohol drink further.

Pintuorn Wirultungtrakul (2007) studied about factors affecting relationship towards decision making of alcohol drink consumption of the bachelor students studying in the university, Bangkok area. The purpose of the study was to study the situations as a whole in alcohol drink consumption and study the personal factors. The economic factors and factors beyond the economic factor which has relationship with the decision making of consumption, the study found that the students with male gender consumed alcohol drink more than female gender. Most of the sample groups have the study results between 2.50–3.00 or 28.8% and have average income for 8,096.45 baht per month during 1 month. The sample group had the frequency in consumption 6 times in average and consumed 2.95 bottles per time and usually drank with friends the most or 79.8%. Most of them bought and consumed in the entertainment places by consuming when required for 57%. In addition, when calculated the flexibility value of demand per income found that it is equal to 0.672.

This indicates that alcohol drink is a necessary products because of the flexibility is less than 1 and factors which had relationship with decision making if alcohol drink consumption of the sample group by statistical significance at .05 level, gender, living aspects, leisure time, value of alcohol consumption of alcohol drink, relationship of persons in family, influences of friends and influences of advertising media. This study result found that the educational institutes and organizations related to youth as well as government should determine the policy and various measures to reduce the alcohol drink consumption of teenager group especially students by passing the control measure of students staying in the dormitories within and without university, cultivation the value of correct alcohol drink consumption as well as the control of advertising media related to the alcohol drink.

Anong Ditsang (2007) studied the factors affecting the behavior of alcohol beverage of secondary students of Mattayom Prachanivet School, Chatuchak district, Bangkok. This research is a kind of descriptive research. The purpose of the study was to study the factors affecting the behavior of alcohol beverage of secondary students school of Mattayom Prachanivet School, Chatuchak district, Bangkok by studying from sample group got by random sampling of strata dividing for 290 persons. The research results found that the behavior of alcohol beverage was at a high level. The biosocial factors had relationship with behavior of alcohol beverage of the students by statistical significance at 0.05 level, which were gender, age, educational level. The study result and variables in predisposing factor, enabling factor and reinforcing factor all had relationship with the behavior of alcohol beverage of students by statistical significance at 0.01 level. The variables which can mutual predict the behavior of alcohol beverage, i.e. predisposing factor is attitudes towards alcohol beverage, enabling factor is available of alcohol beverage, residence condition and community support the alcohol beverage, policy towards alcohol beverage, leisure time of student and reinforcing factor is the control and support of alcohol beverage by family support, group of friends, support of media in alcohol beverage and alcohol beverage of neighbors which can mutual predict the behavior of alcohol beverage at 41.2%. The variable which can predict the best is the variables in all enabling factors which can predict at 30.9%.

Saowanee Taweewanich (2005) studied the factors affecting the behavior of alcohol drink consumption of governmental officers, soldiers in Nakornrachasrma province area. The purpose of the study was to study the behavior of alcoholic beverage consumption of soldier officers in Nakornrachasrma province area by using the concept frame from Precede-Proceed Model studied the relationship of Predisposing Factor, i.e. characteristics of population knowledge about alcohol beverage, attitude and value of alcohol beverage, motivation before alcohol beverage, perception of effect from alcohol beverage, enabling factor, i.e. access of purchase and sell resources, relationship in family, leisure time, economic conditions, party, reinforcing factor, i.e. alcohol beverage of closed friends, parents, commanders and influences from advertising media towards the behavior of consumption of alcohol beverage. The population and sample group used for the study were 60 students. The research result found that governmental officers mostly drank alcohol at a risk level to the health at least they drank 14-28 dinks/week. Most of them were 41-50 years old and mostly were married and drank at a harmful level for their health. The group which has income of family low or not good and moderate income drank alcohol a lot. Most of the governmental soldier officers had drunk for 26-30 years or 4 days per week in average. They drank alcohol beverage for 29.4 drinks/week. The motive for them to drink alcohol beverage at that time was for social participation, needed to drink for 65.0%, had attitude and value in alcohol beverage at moderate level but perceived the effect from drinking alcohol at a high level. When finding relationship between predisposing factors, enabling factors and reinforcing factors with behavior of alcohol beverage found that the knowledge of alcohol beverage had negative relationship with behavior of alcohol beverage by statistical significance at 0.05 level.

Nantiya (2002) studied about factors which had influence towards behavior of self-defence from drinking of liquor of male students in dormitory of Kasetsart University found that the behavior of self-defence from drinking liquor was at a moderate level. The biosocial factors, i.e. year of study, age, money got for the expenses and income got while studying had relationship with the self-defence behavior from drinking liquor by statistical significance at 0.01 levels. History of drinking liquor of family had relationship with self-defence behavior from drinking

liquor by statistical significance at 0.05 level and income of family had no relationship with the self-defence behavior from drinking liquor. Pre-disposing factor, enabling factors, reinforcing factors, i.e. knowledge of liquor attitude on self-defence from drinking liquor, severity perception of diseases caused from drinking liquor, leisure time use, service resources access, information got from various resources, suggestion from parents/teachers/friends had relationship with self-defence behavior from drinking liquor by statistical significance at 0.01 level. Every variable and variables which have power to predict the highest had predisposing factors, enabling factors and reinforcing factors for all 6 variables, i.e. expense, service resource access, suggestion got from friends and knowledges about liquor, information and news got from various resources, attitudes towards self-defence from drinking liquor can mutually predict the behavior of self-defence from drinking liquor at 37.2%.

Rangsima Puttangkuranon (2002) studied about behavior of alcoholic drink consumption in Bangkok. The study found that the sample group which liked drinking liquor the most mostly drank imported liquor by buying thorough group of friends at restaurants and entertainment places. The drinkers themselves had influence in choosing to drink the most. The marketing mix factors influenced the purchase is the taste and the appropriate price to quality, atmosphere in sitting to drink and sales price by the age of income and occupation is the personal factor affecting the behavior of consumption. Age and occupation still affected the marketing mix factor in decision making to buy the liquor whereas the sample groups who liked drinking beer the most mostly drank beer produced within the country by drinking with group of friends according to the restaurant and the drinkers themselves influenced the drink selection the most. Most of them chose to buy beer at convenience shops and grocery shops. Marketing mix factors affecting the purchase decision were taste, reasonable price, location available for purchase conveniently. Price reduction by gender, age and career were personal factors affecting behavior consumption. Gender and education still affected the marketing mix factor in decision making on beer purchase. For sample group who liked drinking wine the most mostly drank imported wine by drinking with friends group at the social party. In addition, the drinkers themselves affected the drinking selection the most. Most of them bought from restaurant and entertainment

place. Marketing mix factors affecting the purchase selection were taste, price reasonable for the quality, the place which had a lot of products to choose alternatively and price reduction by having gender was the personal factor affecting the behavior of consumption and affecting the marketing mix factors used for decision making of wine purchase.

Research related to influence from advertising media on liquor drinking behavior

Jiraporn Tepnu (1997) studied about factors affecting alcohol beverage of 1,251 High school students in Pattalung province. The study result of relationship found that the influence from the media had positive relationship with alcohol beverage. The group which mass media affected highly and moderately had the opportunity of risk towards alcohol beverage by 18.20 and 3.62 times of the sample group which the mass media had low influence.

Prakit Potiart (1998) studied factors affecting the behavior of alcohol beverage on 411 teenagers students in Phra Nakornsriyuttaya province, age between 15 – 19 years old. The research result found that reinforcing factors, i.e. receiving the influence from advertising media had relationship with behavior of alcohol beverage by statistic significance.

Prapapen, et.al.(1998) studied the behaviors and factors related to drinking alcohol in the Thai youth by survey research method from sample group 1,141 persons and found that receiving advertising media and being interested in media influenced the alcohol beverage by statistic significance.

Kamoltip Wjitsoontornkul (1999) studied about factors affecting alcohol beverage of 614 high vocational male students in Bangkok found that satisfaction on alcohol beverage could predict alcohol beverage into the wrong way by statistic significance.

CHAPTER III

MATERIALS AND METHODS

3.1 Scope of the Study

This study used the method of survey research by focusing on behavior alcoholic beverage consumption of bachelor degree students in Bangkok and in order to get the information according to the purposes set. The researcher performed the scope of study as follows:

3.2 Target Population and Sample group

Researcher randomized the sample group of population as follows;

Population for this study was 600,871 bachelor degree students in Bangkok area (cited from Office of the Higher Education Commission, Ministry of Education)

The sample group used in this research by the calculation of finding the size of the sample group of population from formula of Yamane (1976: 886)

$$\text{Formula} \quad n = \frac{N}{1 + Ne^2}$$

Where

- n = Size of the sample
- N = Size of the population
- e = Size of deviation (0.05)

$$\begin{aligned} \text{Substitute} \quad n &= \frac{600,871}{1,503.17} \\ &= 399.73 \quad \text{peoples} \end{aligned}$$

Accordingly, the total number of subject in this study is at least 400.

According to the calculation, it provided the size of sample group minimum in the research which had deviation at .05. Population used in this study was bachelor degree students who were studying in 32 universities in Bangkok area including:

- 1) Chulalongkorn University
- 2) Kasetsart University (Bangkhen)
- 3) Pathumwan Institute of Technology
- 4) Ramkhamhaeng University
- 5) Mahidol University (Phyathai)
- 6) Silpakorn University (Wangthapra)
- 7) King Mongkut's Institute of Technology Ladkrabang
- 8) King Mongkut's Institute of Technology Thonburi
- 9) King Mongkut's Institute of Technology North Bangkok
- 10) Rajamangala University of Technology Krungthep
- 11) Rajamangala University of Technology Phra Nakhon
- 12) Rajamangala University of Technology Rattanakosin
- 13) Mahanakorn University of Technology
- 14) Bangkok University (kluaynamthai)
- 15) Krirk University
- 16) Kasem Bundit University
- 17) Dhurakij Pundit University
- 18) Thai-Nichi Institute of Technology
- 19) Chandrakasem Rajabhat University
- 20) Bansomdejchaopraya Rajabhat University
- 21) Phranakhon Rajabhat University
- 22) Suan Dusit Rajabhat University
- 23) Suan Sunandha Rajabhat University
- 24) Dhonburi Rajabhat University
- 25) Sripatum University
- 26) Siam University
- 27) University of the Thai Chamber of Commerce
- 28) Assumption University

- 29) South East Asia University
- 30) Rajapark Institute
- 31) Bangkok Thonburi University
- 32) Saint John's University

For the sample group used in this research, the researcher randomized the sample group as follows:

3.2.1 The selection of university used to be the sample of this study was simple random sampling by determining the code to 32 universities where located in Bangkok area. The university where located in Bangkok area were divided into 3 areas, i.e. internal Bangkok area, central Bangkok area and external Bangkok area.

Then, draw lotting to determine 6 universities the substitute of the area, The sample group was as follows:

- 1) Kasetsart University (Bangkhen)
- 2) Chulalongkorn University
- 3) University of the Thai Chamber of Commerce
- 4) Bansomdejchaopraya Rajabhat University
- 5) Suan Sunandha Rajabhat University
- 6) Siam University

3.2.2 The size of the samples for this research used the calculation to find the size of appropriate sample group by using the calculation principle of Yamane's. The error value was equal to 0.05 which was calculated to be equal to 400 persons and in the determination of the size of sample group for each university could be considered by the number of students in each university of Bangkok area, after that the researcher used the Stratified Landom Sampling method according to Table 1 and Table 2.

Table 3.1 Number and percentage of the students in university in Bangkok area

Institution of Education	Population	Percentage
Kasetsart University (Bangkhen)	42,592	31.51
Chulalongkorn University	21,789	16.12
University of the Thai Chamber of Commerce	20,202	14.95
Bansomdejchaopraya Rajabhat University	18,847	13.94
Suan Sunandha Rajabhat University	17,998	13.32
Siam University	13,730	10.16
Total	135,158	100

Table 3.2 Number of sample group used in the research

Institution of Education	Population (person)	Number of Sample (person)
Kasetsart University	42,592	400 x <u>42,592</u> 135,158 = 126 persons
Chulalongkorn University	21,789	400 x <u>21,789</u> 135,158 = 64 persons
University of the Thai Chamber of Commerce	20,202	400 x <u>20,202</u> 135,158 = 60 persons
Bansomdejchaopraya Rajabhat University	18,847	400 x <u>18,847</u> 135,158 = 56 persons
Suan Sunandha Rajabhat University	17,998	400 x <u>17,998</u> 135,158 = 53 persons
Siam University	13,730	400 x <u>13,730</u> 135,158 = 41 persons
Total	135,158	400 persons

According to the Table, the sample group was got according to the proportion of population number of each university, after that they would be divided into each study year level equally.

3.2.3 Gave out the questionnaires to the sample group by accidental sampling method. The sample group was bachelor students in Bangkok area in educational institutes during the time the researcher was giving out the questionnaires.

3.3 Research Instrument

The instrument for collecting data in this study was questionnaire by dividing the questionnaire into 8 parts as follows:

Part 1: Questionnaire about personal factor of the responders. The characteristics of questionnaire was in terms of Check-List and opened-question items consisted of question items about gender, age, year of study, grade result of last term, relationship of parents, residence, income per month. The data analysis was carried out by using the descriptive statistics, frequency and percentage.

Part 2: Part 1 was questionnaire about behavior consumption of alcohol beverage consisted of question items about consumption and behavior aspects after drinking alcohol beverage.

Part 2 was questionnaire in terms of Rating Scale which had 14 question items. The criteria to determine the scale value of assessment was divided into 4 levels as follows:

<u>Behavioral level</u>	<u>Score provide for Positive message</u>	<u>Score provide for Negative message</u>
Regularly	4	1
Frequently	3	2
Scarcely	2	3
Never	1	4

Criteria; meaning translation in order to manage or set the average score level, behavior level by setting to be a score range as follows:

1.00 – 1.99	means	has behavior of consumption alcohol beverage at the low level
2.00 – 2.99	means	has behavior of consumption alcohol beverage at the medium level
3.00 – 4.00	means	has behavior of consumption alcohol beverage at the high level

Part 3: is the questionnaire about attitudes towards the consumption of alcohol beverage in terms of Rating Scale questionnaire by having 10 items of the question. The criteria of setting the score weight value of assessment into 4 levels as follows:

<u>Attitude level</u>	<u>Score provide for</u> <u>Positive message</u>	<u>Score provide for</u> <u>Negative message</u>
Strongly agree	4	1
Agree	3	2
Disagree	2	3
Strongly disagree	1	4

Meaning translation of criteria to set the average score level and attitude level towards the alcoholic beverage consumption and gets the scores according to the criteria divided into 3 levels by Wichian Ketsing (1995:9) determined to be the score range as follows:

1.00 – 1.99	means	has attitudes towards the consumption of alcohol beverage at the low level
2.00 – 2.99	means	has attitudes towards the consumption of alcohol beverage at the medium level
3.00 – 4.00	means	has attitudes towards the consumption of alcohol beverage at the high level

Part 4: is the questionnaire in terms of the knowledge about consumption of alcohol beverage

It consists of 12 items, the questionnaire aspects are about Check-List by answering Yes - No – Don't know. The score range value is between 0 – 12.

Criteria of score giving:

Answer correctly	1	score
Answer incorrectly	0	score
Answer is “don't know”	0	score

Criteria of meaning translation: to set the average score level and knowledge level about consumption of alcohol beverage by setting to be the score range of Wichian Ketsing (1995: 9) as follows:

0.00 – 3.99	means had knowledge about consumption of alcohol beverage at the low level
4.00 – 7.99	means had knowledge about consumption of alcohol beverage at the medium level
8.00 – 12.00	means had knowledge about consumption of alcohol beverage at the high level

Part 5: is the questionnaire about the support from group of friends in alcoholic beverage consumption. The questionnaire aspect is Rating Scale by having 5 items of question. The criteria in setting the value of assessment can be divided into 4 levels as follows:

<u>The support from group of friends</u>	<u>Score provide for Positive message</u>	<u>Score provide for Negative message</u>
Often	4	1
Sometime	3	2
Seldom	2	3
Never	1	4

A criterion of meaning translation is to set the average score level and support level from group of friends in consumption of alcohol beverage. It is set to be the score range of Wichian Ketsing (2538: 9) as follows:

1.00 – 1.99	means friends involve with drinking alcohol beverage at a low level
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2.00 – 2.99	means friends involve with drinking alcohol beverage at a medium level
3.00 – 4.00	means friends involve with drinking alcohol beverage at a high level

Part 6: is a kind of questionnaire about influence receiving from advertising media and public relation. The aspect of questionnaire is Rating Scale. The 10 question items which have criteria in setting the weight value of assessment can be divided into 4 levels as follows:

<u>Influence receiving from advertising media and public relation</u>	<u>Score provide for Positive message</u>	<u>Score provide for Negative message</u>
Strongly agree	4	1
Agree	3	2
Uncertain	2	3
Disagree	1	4

Criteria of meaning translation, this is to set the average score level and influence receiving level from the advertisement and public relation media determined to be score range of Wichian Ketsing (1995: 9) as follows:

1.00 – 1.99	means the advertising media which influenced the behavior of alcohol beverage at the low level
2.00 – 2.99	means the advertising media which influenced the behavior of alcohol beverage at the medium level
3.00 – 4.00	means the advertising media which influenced the behavior of alcohol beverage at the high level

Part 7: is the questionnaire about accessing the purchase and selling of alcohol beverage

It consists of 10 items of question. The aspect or attribute of questionnaire is Check-List which has to be answered Yes-No. The score range is between 0 – 10 points.

Criteria of score giving:

Answer Yes	1	score
Answer No	0	score

Criteria of meaning translation to set the average score level, knowledge level about consumption of alcohol beverage by setting into score range of Wichian Ketsing (1995: 9) as follows:

0.00 – 3.33	means the access of purchase and selling resources of alcohol beverage at the low level
3.34 – 6.67	means the access of purchase and selling resources of alcohol beverage at the medium level
6.68 – 10.00	means the access of purchase and selling resources of alcohol beverage at the high level

Part 8: is the questionnaire about relationship of the person within the family.

The aspect of questionnaire by Rating Scale has 5 question items which has the criteria of setting the weight score value of assessment to be 4 levels as follows:

<u>About relationship of the person within the family</u>	<u>Score provide for Positive message</u>	<u>Score provide for Negative message</u>
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Often	4	1
Sometime	3	2
Seldom	2	3
Never	1	4

Criteria of meaning translation is to set the average score level, relationship level of persons in family to be set by score range of Wichian Ketsing (1995: 9) as follows:

1.00 – 1.99	means having relationship within the family at the low level
2.00 – 2.99	means having relationship within the family at the medium level
3.00 – 4.00	means having relationship within the family at the high level

3.4 Data Collection

The researcher collected the data by the questionnaires from the sample group in each university given.

3.5 Tool Testing

For the investigation of quality of the instruments for this study, the researcher performed as follows:

3.5.1 Investigated or check the validity by letting the experts to check, give opinions and improve.

3.5.2 Improved and adjusted the questionnaires to be appropriate and correct.

3.5.3 Took the questionnaire to do the Pre- test with the group of university students for 30 persons similar to the population group which the researcher would like to collect the data in real situation, then, the researcher adjust and amend the defects, after that took the questionnaire to analyze by items and find the total reliability by using Cronbach's Alpha method to estimate the value of validity of the instrument. The alpha coefficient got was equal to .89 (Pornchai khantee, et.al.; 2003)

3.6 Data Analysis

The researcher collected the data and investigated the completeness and correctness of questionnaire, then did the coding and processed the result by computer using the instant package and the details were as follows:

3.6.1 Described the target group characteristics by using the Percentage, Mean and Standard Deviation.

3.6.2 Seek for the relationship between independent variables and dependent variables according to the statistic value, t- test, analysis of Pearson Product Moment Correlation and analysis of Post Hoc value or multiple comparison test by using Scheffe and Chi-Square Test (χ^2).

This research determined the statistical significance at .05 level.

CHAPTER IV

RESULTS

The research result on alcohol consumption behavior of the university students at bachelor's degree in Bangkok area found that there were factors which had relationship with alcohol consumption behavior. The data were collected by the university 400 students at bachelor's degree in Bangkok area by using the questionnaire. The data analysis was carried out by package program analysis result in each variable and relationship among factors, representation of research analysis result on alcohol consumption behavior of the university students at bachelor's degree in Bangkok area, data analysis result, each variable and relationship among the factors.

Alcohol consumption behavior of the university students at bachelor's degree according to the study found that:

4.1 Predisposing Factors

From data analysis in terms of personal factors of the sample from the students, the data of the sample included gender, age, year of study, average grade, income, residence and relationship between father and mother. The data analysis was done by using value of descriptive statistics by frequency and percentage. The analysis results were as follows:

Table 4.1 Number and percentage of questionnaire for the respondents classified by personal traits

Personal traits	Number (persons)	Percentage
<u>Gender</u>		
Male	191	47.8
Female	209	52.2
Total	400	100.0
<u>Age (years)</u>		
17 - 18	84	21.0
19 - 20	141	35.5
21 - 22	152	38.0
≥ 23	23	5.5
Total	400	100.0
<u>Educational Level</u>		
the 1 st year	99	24.8
the 2 nd year	99	24.8
the 3 rd year	100	25.0
the 4 th year	102	25.4
Total	400	100.0
<u>Average grade</u>		
2.00 - 2.50	77	19.2
2.51 - 3.00	218	54.5
3.01 – 3.50	95	23.8
3.51 – 4.00	10	2.5
Total	400	100.0

Table 4.1 Number and percentage of questionnaire for the respondents classified by personal traits (cont.)

Personal traits	Number (persons)	Percentage
<u>Income</u>		
< 6000	170	42.5
6000 – 7000	132	33.0
≥ 7001	98	24.5
Total	400	100.0
<u>Residence</u>		
Parents	119	29.8
Father	6	1.4
Mother	5	1.2
Relative	51	12.8
Rented with their friends	219	54.8
Total	400	100.0

According to table 4.1, the personal data survey of the sample for 400 persons found that the respondents were mostly female by 52.3%, the second was male by 47.8%. Most of them were between 21 - 22 years old by 38.0%, the second was 19 – 20 years old by 35.5%, 17 – 18 years old by 21.0% and 23 years old up by 5.89%, respectively. They were studying at Bachelor's degree of the 4th year, the 3rd year, the 2nd year and the 1st year, respectively. For the past grade point average, it was found that most of the students had the grade point average between 2.51- 3.00 for the percentage of 54.5%, the second was the grade point average between 3.01- 3.50 for the percentage of 23.8% and the grade point average between 2.00 - 2.50 for the percentage of 19.3, respectively. Most of them had income less than 6,000 baht for the percentage of 42.5%, the second was 6000 - 7000 baht for the percentage of 33.0% and had income 7001 baht up for the percentage of 24.5%, respectively. The residence of students found that most of the sample rented houses and stayed together with their

friends for the percentage of 54.8%, the second was stayed with parents by 29.8% and stayed with relatives by 12.8%, respectively.

Table 4.2 Number and percentage of questionnaire for respondents about alcohol consumption behavior represented the drinking alcoholic beverage

Drinking alcoholic beverage	Number (persons)	Percentage
<u>Alcohol consumption</u>		
never drank	110	27.5
ever drank and still drank at that time	273	66.75
ever drank but already quit drinking	17	4.25
<u>Age for first start drinking alcohol</u>		
≤ 11 years	37	12.8
12 - 14	134	46.2
15 – 17	66	22.8

According to table 4.2, it represented the drinking alcoholic beverage of the sample found that most of the sample ever drank and still drink at the present time for the percentage of 66.75%, the second was never drank for the percentage of 27.5% and ever drank but already quit drinking at this present time for the percentage of 4.25%, respectively. The age started to drink alcoholic beverage for the first time found that most of them started drinking at the age of 12 – 14 years old for the percentage of 46.2%, the second was at the age of 15-17 years old for the percentage of 22.8% and 18 years old up, respectively.

Table 4.3 Number and percentage of questionnaire for respondents about alcohol consumption behavior represented the reason of the first drinking

Reason of the first drinking	Number (persons)	Percentage
Wanting to try out	228	57.0
For relaxation/anxiety	67	16.8
For health	23	5.8
Participate with the society	92	23.0
Persuasion from members in family	16	4.0
For cold weather	6	1.5
Broken heart	70	17.5
Family problem	20	5.0
Smart person	31	7.8
Mature person	9	2.3

According to the table 4.3, it represented the reason of drinking at the first time of the sample found that the most was would like to try out by the percentage 57.0%, the second was drank for social participation for the percentage of 23.0% and drank because broken heart for the percentage of 17.5%, respectively.

Table 4.4 Number and percentage of questionnaire for the respondents about alcohol consumption behavior represented the popular beverages

Kind of alcoholic beverages	Number (persons)	Percentage
Liquor	154	53.1
Beer	91	31.4
Wine	8	2.8
Whisky	2	0.7
Bootleg liquor	2	0.7
Cocktail	31	10.7
Brandy	2	0.7

According to the table 4.4, it represented the type of alcoholic beverages popular among the sample the most. According to the survey, it was found that most popular alcoholic beverage was liquor for the percentage of 53.1%, the second was beer for the percentage of 31.4% and cocktail for the percentage of 10.7%, respectively.

Table 4.5 Number and percentage of questionnaire for respondents about alcohol consumption behavior represented the frequency of drinking

Frequency of drinking	Number (persons)	Percentage
Drank every day	34	11.8
Drank 1-2 time per week	95	33.0
Drank 3-4 times per week	29	10.1
Drank only in the party	130	45.1

According to the table 4.5, it represented the frequency of alcoholic beverage drinking of the sample found that most of them drank only in the party for the percentage of 45.1%, the second was drank 1-2 time per week for the percentage of 33.0%, respectively.

Table 4.6 Number and percentage of questionnaire for the respondents about the alcohol consumption behavior represented the reasons of drinking at the present time

Reasons of drinking	Number (persons)	Percentage
Taste maniac	105	26.3
Persuasion of friends	169	42.3
For relaxation	116	29.0
Society participation	136	34.0
Persuasion from members in family	6	1.5
Friendship	32	8.0
Broken heart	73	18.3
Family problem	18	4.5

According to the table 4.6, it represented the reasons that the sample still drink at the present time found that they mostly drink because their friends persuaded for the percentage of 42.3%, the second was drank for social participation for the percentage of 34.0% and drank for relaxation for the percentage of 29.0%, respectively.

Table 4.7 Number and percentage of questionnaire for the respondents about alcohol consumption behavior represented the drinking with close people

With whom	Number (persons)	Percentage
Drinking alone	98	24.5
Friends	256	64
Girlfriend/boyfriend	74	18.5
Relative	37	9.3
Father	21	5.3
Mother	8	2.0

According to the table 4.7, it represented the drinking alcoholic beverage of the sample with close people found that the sample mostly drank with friends for the percentage of 64%, the second was drank alone for the percentage of 24.5% and drank with boy or girl friends for the percentage of 18.5%, respectively.

Table 4.8 Number and percentage of questionnaire for respondents about alcohol consumption behavior represented the opportunity of drinking

Opportunity of drinking	Number (persons)	Percentage
Party among friends	174	60.8
Various festivals	78	27.3
Every day after class	18	6.3
Feeling worried or upset	7	2.4
Brave wanted	1	0.3
Having good mood	5	1.7
Broken heart	3	1.0

According to the table 4.8, it represented the opportunity to drink alcoholic beverage of the sample, it was found that the sample mostly drank in the party among friends for the percentage of 60.8%, the second was in the various festivals at the percentage of 27.3% and drank every day after class or for the percentage of 6.3%, respectively.

Table 4.9 Number and percentage of questionnaire for respondents about alcohol consumption behavior which represented the place of drinking

Place of drinking	Number (persons)	Percentage
Home	150	37.5
restaurants, liquor shops	195	48.8
department stores	18	4.5
friends' dormitory	114	28.5
Garden and travel place	12	3.0

According to the table 4.9, it represented the place in drinking alcoholic beverage of the sample, it was found that the sample mostly drank from restaurants, liquor shops for the percentage of 48.8%, the second was at the friends' dormitory for the percentage of 28.5% and department stores for the percentage of 4.5%, respectively.

Table 4.10 Number and percentage of the sample classified by experience from the result of alcoholic beverage drinking

Result of alcoholic beverage drinking	Number (persons)	Percentage
<u>Frequency of drunk</u>		
never drunk	34	11.5
rarely being drunk	154	53.1
Often being drunk	20	6.9
drunk almost all the time	20	17.2
Every time to drunk	32	11.0
<u>Quarrel after drinking</u>		
Never	197	66.2
Ever	98	33.8

According to the table 4.10, it represented the experiences from the result of drinking alcoholic beverage of the sample, it was found that in general when the sample drank, they were rarely being drunk for the percentage of 53.1%, the second was drunk almost all the time for the percentage of 17.2% and when they had drunk, they were never drunk for the percentage of 11.5%, respectively. For the quarrel after drinking, it was found that most of the sample never had a quarrel when they had drunk the alcoholic beverage for the percentage of 66.2% and only a few which found that when they had drunk, they had a quarrel for the percentage of 33.8%.

Table 4.11 Number and percentage of students about behavior of alcoholic beverage consumption classified by each item

Question about alcohol consumption behavior	Opinion level			
	Regularly Number (%)	Frequently Number (%)	Scarcely Number (%)	Never Number (%)
1. You usually drink alcoholic beverage when you are at the meeting with friends	57 (14.0)	135 (60.0)	51 (12.0)	57 (14.0)
2. When you drink alcoholic beverage, you feel happy	31 (10.7)	149 (51.3)	102 (35.2)	8 (2.8)
3. After you drink alcoholic beverage, you feel happy	13 (4.5)	106 (36.6)	112 (38.6)	59 (20.3)
4. Whenever you stay alone, you will drink alcoholic beverage	20 (6.9)	104 (35.9)	106 (36.6)	60 (20.6)
5. After you drink alcoholic beverage, you usually have hangover symptom	29 (10.0)	119 (41.0)	116 (40.0)	26 (9.0)
6. When you drink alcoholic beverage, you feel active	21 (7.2)	114 (39.4)	121 (41.7)	34 (11.7)
7. You ever felt guilty with your liquor drinking	33 (11.4)	91 (31.4)	136 (46.9)	30 (10.3)
8. You will have hands shaking symptom when you don't drink alcoholic beverage	12 (4.2)	81 (27.9)	121 (41.7)	76 (26.2)
9. When you have a free time, you usually drink alcoholic beverage	13 (4.5)	108 (37.2)	104 (35.9)	65 (22.4)
10. You usually drink alcoholic beverage in order to get relaxation	14 (4.8)	92 (34.5)	140 (48.3)	44 (15.2)
11. After you drink alcoholic beverage, you have the feeling of sexuality	10 (3.4)	100 (34.5)	129 (44.5)	51 (17.6)
12. You will drink a lot of water in order to get recover from the symptom of being drunk	26 (9.0)	108 (37.2)	123 (42.4)	33 (11.4)
13. You will sleep for taking a rest in order to recover from being drunk	20 (6.9)	95 (32.8)	148 (51.0)	27 (9.3)
14. When you feel like you want to drink alcoholic beverage, you will avoid by going to exercise instead	15 (5.2)	87 (35.4)	142 (40.5)	46 (18.9)

According to the information about alcohol consumption behavior of the students at Bachelor's degree in Bangkok area classified by each item was found that most of the samples had the behavior of alcoholic beverage consumption was at moderate level for the percentage of 64.8%, the second was at the low level for the percentage of 22.8% and was at the high level for the percentage of 12.4%, respectively (Table 4.12).

Table 4.12 Number and percentage of students classified by the level of alcohol consumption behavior

Behavior level	Number (persons)	Percentage
Low (1.00 – 1.99)	93	22.8
Medium (2.00 – 2.99)	259	64.8
High (3.00 – 4.00)	48	12.4
Total	400	100.0

Mean = 2.39 , S.D. = 0.44 , Max = 3.50 , Min = 1.29

Table 4.13 Number and percentage of questions about knowledge of alcoholic beverage classified by each item

Questions about knowledge of alcoholic beverage	Opinion level		
	Yes Number (%)	No Number (%)	Don't know Number (%)
1. Drinking alcoholic beverage for a long time can cause Dementia	355 (88.5)	44 (11.2)	1 (0.3)
2. Drinking alcoholic beverage is illegal	202 (50.5)	197 (49.2)	1 (0.3)
3. Pancreatitis usually happens with the person who drinks liquor heavily	291 (72.6)	108 (27.1)	1 (0.3)

Table 4.13 Number and percentage of questions about knowledge of alcoholic beverage classified by each item (cont.)

Questions about knowledge of alcoholic beverage	Opinion level		
	Yes Number (%)	No Number (%)	Don't know Number (%)
4. Alcohol is the substance which its qualification can cause the addiction	215 (54.0)	183 (46.4)	2 (0.6)
5. Type of alcohol mixed in the alcoholic beverage is Ethanol	205 (51.0)	193 (48.4)	2 (0.6)
6. Alcohol causes alcohol heart failure	188 (47.1)	209 (52.0)	3 (0.9)
7. Law determines that the driver must have degree of alcohol not more than 100 percent milligram	183 (46.1)	214 (53.0)	3 (0.9)
8. The term of 'degree' means the unit for measuring alcohol in liquor calculated by percentage by volume	197 (48.7)	203 (51.3)	0 (0.0)
9. 'Wine' is a kind of ferment fruit liquor the oldest in the world	193 (48.4)	205 (51.0)	2 (0.6)
10. 'Liquor' means water which causes being drunk by being distilled or fermented already	199 (49.8)	201 (50.2)	0 (0.0)
11. Drinking alcoholic beverage in numerous quantities causes weakness through arms and legs	173 (43.2)	226 (56.5)	1 (0.3)
12. Alcoholic beverage of each kind will have alcohol in an equal quantity	117 (29.3)	282 (70.4)	1 (0.3)

According to the study about knowledge level about alcoholic beverage of Bachelor's level students in Bangkok area, it was found that most of the sample had knowledge at a moderate level for the percentage of 75.2%, the second was at the low level for the percentage of 22.8% and the high level at the percentage of 2.0%, respectively (Table 4.14).

Table 4.14 Number and percentage of students classified by the level of knowledge about alcoholic beverage

Knowledge level	Number (persons)	Percentage
Low (0 – 4 scores)	93	22.8
Medium (5- 8 scores)	299	75.2
High (9-12 scores)	8	2.0
Total	400	100.0

Mean = 5.54 , S.D. = 1.67 , Max = 10 , Min = 0

Table 4.15 Number and percentage of students who had attitudes on consumption of alcoholic beverage classified by each item

Questions about attitudes on consumption of alcoholic beverage	Opinion level			
	Regularly Number (%)	Frequently Number (%)	Scarcely Number (%)	Never Number (%)
1. Drinking alcoholic beverage represents mature-ship	20 (5.0)	183 (45.8)	141 (35.2)	56 (14.0)
2. Drinking alcoholic beverage is a way of solving life problems	11 (2.8)	171 (42.8)	138 (34.4)	80 (20.0)
3. Drinking alcoholic beverage causes the disadvantages to the drinkers themselves	80 (20.0)	152 (38.0)	152 (38.0)	16 (4.0)
4. Drinking alcoholic beverage help removing the anxiety	24 (6.0)	134 (33.5)	205 (51.2)	37 (9.3)
5. Women who drink alcoholic beverage look modern, smart and interesting	21 (5.2)	118 (29.5)	211 (52.8)	50 (12.5)
6. Buying alcoholic beverage to drink causes waste	55 (13.8)	184 (46.0)	144 (36.0)	17 (4.2)
7. Drinking alcoholic beverage makes the drinkers be accepted by friends	13 (3.2)	178 (44.5)	174 (43.5)	35 (8.8)
8. Drinking alcoholic beverage make your grade result lower	32 (8.0)	149 (37.3)	194 (48.5)	25 (6.2)
9. Alcoholic beverage is a kind of addiction substance	34 (8.4)	147 (36.8)	199 (49.8)	20 (5.0)
10. If the party has no alcoholic beverage, that party will never be enjoyed	22 (5.5)	159 (39.8)	194 (48.5)	25 (6.2)

According to the data of attitudes on alcoholic beverage consumption of students Bachelor's level in Bangkok area classified by each item, it was found that the level of attitudes on alcoholic beverage consumption of the university students at bachelor's degree in Bangkok area found that the sample mostly had attitude at the moderate level for the percentage 75.2%, the second was at the high level for the percentage of 22.3% and at the low degree for the percentage of 2.2%, respectively (Table 4.16)

Table 4.16 Number and percentage of students classified by the level of attitude on consumption alcoholic beverage

Attitude level	Number (persons)	Percentage
Low (1.00 – 1.99)	8	2.2
Medium (2.00 – 2.99)	302	75.5
High (3.00 – 4.00)	90	22.3
Total	400	100.0

Mean = 2.45 , S.D. = 0.34 , Max = 3.60 , Min = 1.30

4.2 Enabling Factors

According to the data analysis of enabling factors on the university students at bachelor's degree in Bangkok area, it was found that the enabling factors could make us know the information of the sample, which were relationship among members in the family and the access of selling and buying resources of alcoholic beverage, the researcher analyzed the data and got the results as follows:

Table 4.17 Number and percentage of students about relationship of members in the family classified by each item

Questions about relationship of members in the family	Opinion level			
	Often Number (%)	Sometime Number (%)	Seldom Number (%)	Never Number (%)
1. Your members in the family have a quarrel regularly	39 (9.7)	121 (30.3)	162 (40.5)	78 (19.5)
2. Members in your family take care of you in terms of preventing alcohol drinking	82 (20.5)	180 (45.0)	109 (27.5)	29 (7.0)
3. You and members in the family members in the family have time to do activity mutually	60 (15.0)	159 (39.8)	157 (39.2)	24 (6.0)
4. You can talk to or consult with the members in the family when you have various problems or frustrations	56 (14.0)	207 (51.8)	126 (31.4)	11 (2.8)
5. You get the warmth by the members in the family, closed people and the persons who can make you feel warm	50 (12.4)	175 (43.8)	148 (37.0)	27 (6.8)

According to the information about personal relationship of members in the family of students at Bachelor level in Bangkok area classified by each item. According to the study, it was found that the level of relationship of members in the family of students Bachelor's degree in Bangkok area found that the relationship of members in the family of most of the students had relationship at the moderate level for the percentage of 63.0%, the second was at the high level for the percentage of 28.0% and was at the low level for the percentage of 9.0%, respectively (Table 4.18).

Table 4.18 Number and percentage of students classified by the level of relationship of members in the family

Relationship level	Number (persons)	Percentage
Low (1.00 – 1.99)	36	9.0
Medium (2.00 – 2.99)	252	63.0
High (3.00 – 4.00)	112	28.0
Total	400	100.0

Mean = 2.61 , S.D. = 0.52 , Max = 3.80 , Min = 1.00

Table 4.19 Number and percentage of students about the access of selling and buying resources of alcoholic beverage classified by each item

Question	Yes	No
1. The area you are living have alcoholic beverage shops	326 (81.5)	74 (18.5)
2. You buy the alcoholic beverage around your house regularly	241 (60.2)	159 (39.8)
3. Every time you go to the entertainment places, you will order alcoholic beverage	219 (54.8)	181 (45.2)
4. Children age less than 20 years can buy alcoholic beverage alone without prohibited	213 (53.2)	187 (46.8)
5. You can buy alcoholic beverage in everywhere and every time you want	209 (52.3)	191 (47.7)
6. To buy alcoholic beverage easily makes you have the frequency in drinking alcoholic beverage more	219 (54.8)	181 (45.2)
7. Cocktail is a kind of beverage which makes you drink alcoholic beverages more and available	214 (53.5)	186 (46.5)
8. You buy alcoholic beverage because you think that it is cheap	201 (50.2)	199 (49.8)
9. Although there is the law which prohibits children age less than 18 years from buying alcoholic beverages but some places are still available for the children less than 18 years	236 (59.0)	164 (41.0)
10. You can let other persons buy alcoholic beverage	233 (58.0)	167 (42.0)

According to the data study about the access of selling and buying resources of alcoholic beverage of students at Bachelor's degree in Bangkok area classified by each item, the study found that the opinion level about the access of selling and buying resources of alcoholic beverage on students of Bachelor's degree in Bangkok area found that most of the students access the selling and buying resources of alcoholic beverage in the moderate level for the percentage of 48.8%, the second was at the high level for the percentage of 38.2% and at the low level for the percentage of 13.0%, respectively (Table 4.20).

Table 4.20 Number and percentage of students classified by the level of access on selling and buying resources

Access of selling and buying resources level	Number (persons)	Percentage
Low (0.00 – 3.33)	52	13.0
Medium (3.34 – 6.67)	195	48.8
High (6.68 – 10.00)	153	38.2
Total	400	100.0

Mean = 5.78 , S.D. = 1.72 , Max = 10.00 , Min = 1.00

4.3 Reinforcing Factors

According to the data analysis of reinforcing factors of the university students at bachelor's degree in Bangkok area, it was found that the sample receiving the influence from advertising and public relations media and support from group of friends in drinking alcoholic beverage. The researcher analyzed the data as follows:

Table 4.21 Number and percentage of students about receiving the influence from advertising and public relations media classified by each item

Questions about receiving the influence from advertising and public relations media	Opinion level			
	Strongly agree Number (%)	Agree Number (%)	Uncertain Number (%)	Disagree Number (%)
1. When seeing the image on advertisement of alcoholic beverage, it makes you feel like to drink alcoholic beverage more than ever	74 (18.5)	205 (51.2)	40 (10.0)	81 (20.3)
2. The strange and modern advertising media about alcoholic beverage makes you would like to drink alcoholic beverage more	64 (16.0)	176 (44.0)	78 (19.5)	82 (20.5)
3. The advertisement about alcoholic beverage makes you feel that it can be consumed and not a bad thing	60 (15.0)	178 (44.5)	112 (28.0)	50 (12.5)
4. The advertisement in the television about alcoholic beverage is the image that is reasonable for your age	48 (12.0)	164 (41.0)	125 (31.2)	63 (15.8)
5. The advertisement makes you know alcoholic beverage and make you feel like to try drinking	54 (13.5)	167 (41.8)	102 (25.5)	77 (19.2)
6. Advertisement about alcoholic beverage should have the warning about its disadvantages	89 (22.1)	185 (46.3)	83 (20.8)	43 (10.8)
7. The role of advertisement of alcoholic beverage mostly represents the happiness when having drunk because they believe that their life will be happy	75 (18.7)	168 (42.0)	84 (21.0)	73 (18.3)

Table 4.21 Number and percentage of students about receiving the influence from advertising and public relations media classified by each item (cont.)

Questions about receiving the influence from advertising and public relations media	Opinion level			
	Strongly agree Number (%)	Agree Number (%)	Uncertain Number (%)	Disagree Number (%)
8. You drink alcoholic beverage because you have seen the ads of drinking alcoholic beverage among their groups of friends enjoy to one another	48 (12.0)	186 (46.5)	100 (25.0)	66 (16.5)
9. The saying used in the advertisement of alcoholic beverage is the urge which stimulates more need of alcohol	45 (11.3)	179 (44.8)	135 (33.8)	41 (10.1)
10. The alcoholic beverage advertisement made you feel like want to imitate that drinking	32 (8.0)	195 (48.8)	111 (27.8)	62 (15.4)

According to the study data on receiving from advertising and public relations media of Bachelor's students in Bangkok area classified by each item found that the degree of receiving influence from advertising and public relations media about alcohol drink of the Bachelor's degree students in Bangkok area found that most of the students got influence from the advertising and public relations media at the moderate level of percentage 48.2%, the second was at the high level percentage of 34.0% and was at the low level for the percentage of 17.8%, respectively (Table 4.22).

Table 4.22 Number and percentage of students classified by the level of receiving influence from advertising and public relations media

Receiving influence from media level	Number (persons)	Percentage
Low (1.00 – 1.99)	71	17.8
Medium (2.00 – 2.99)	193	48.2
High (3.00 – 4.00)	136	34.0
Total	400	100.0

Mean = 2.58 , S.D. = 0.59 , Max = 3.70 , Min = 1.00

Table 4.23 Number and percentage of students about receiving support from group of friends on drinking alcoholic beverage classified by each item

Questions about support from group of friends	Opinion level			
	Often Number (%)	Sometime Number (%)	Seldom Number (%)	Never Number (%)
1. Friends usually persuade you to drink alcoholic beverage	79 (19.8)	133 (33.2)	132 (33.0)	56 (14.0)
2. Friends usually persuade you to play hooky to drink alcoholic beverage	29 (7.3)	162 (40.5)	113 (28.2)	96 (24.0)
3. Friends are the moral supporter and give suggestions and help you to avoid drinking alcoholic beverage	43 (10.6)	155 (38.8)	153 (38.3)	49 (12.3)
4. Friends usually tell you that (loser) when they persuade you to drink alcoholic beverage then you reject it	31 (7.8)	141 (35.3)	149 (37.3)	79 (19.6)
5. Group of friends usually drink alcoholic beverage until being drunk	36 (9.0)	149 (37.2)	159 (39.8)	56 (14.0)

According to the data about support from group of friends of the students at the Bachelor's degree level in Bangkok area classified by each item, the study found that the level of support from group of friends in drinking alcoholic beverage of the sample found that most of the samples usually get support from group of friends in drinking alcoholic beverage at the moderate level for the percentage of 50.5%, the second was at the low level for the percentage of 34.5% and at the high level for the percentage of 15.5%, respectively (Table 4.24).

Table 4.24 Number and percentage of students classified by the level of support from group of friends

Support from group of friends level	Number (persons)	Percentage
Low (1.00 – 1.99)	136	34.5
Medium (2.00 – 2.99)	202	50.5
High (3.00 – 4.00)	62	15.5
Total	400	100.0

Mean = 2.42 , S.D. = 0.61 , Max = 3.80 , Min = 1.00

4.4 Analysis Result Relationship between the Factors

4.4.1 Relationship between alcohol consumption behavior and personal data

In this part, it is about the representation of the analysis result relationship between alcohol consumption behavior and personal data of the sample by having general information, i.e. gender, age, year of study, grade point average, the relationship between father-mother by using the statistics of Chi – Square.

Table 4.25 Number and percentage of relationship between alcohol consumption behavior and gender of Bachelor’s degree students in Bangkok area

Gender	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Male	17	(10.0)	134	(78.8)	19	(11.2)
Female	26	(21.7)	80	(67.3)	14	(11.0)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$\chi^2 = 7.88$ df = 2 p – value = 0.01

According to the table 4.25, it was found that gender had relationship with alcohol consumption behavior of Bachelor’s degree students in Bangkok area by statistical significance at .05 level by the students which had alcohol consumption behavior at the low level, female more than male for the percentage of 21.7% and 10.0%, respectively whereas the students who had the consumption behavior at the moderate level, male more than female at the percentage of 78.8% and 66.7%, respectively. And the students who had the consumption behavior at the high level was male more than female for the percentage of 11.2% and 11%, respectively.

Table 4.26 Number and percentage of relationship between alcohol consumption behavior and age of the Bachelor’s degree students in Bangkok area

Age	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
17-19	20	(10.0)	120	(78.8)	15	(11.2)
20-22	20	(21.7)	80	(67.3)	14	(11.0)
≥ 23	3	(39.5)	14	(50.0)	4	(10.5)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$\chi^2 = 22.44$ df = 6 p – value = 0.10

According to the table 4.26, it was found that age had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area

Table 4.27 Number and percentage of relationship between alcohol consumption behavior and year of study of Bachelor's degree students in Bangkok area

Year of study	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
the 1 st year	7	(15.0)	37	(80.0)	2	(5.0)
the 2 nd year	4	(4.6)	57	(65.5)	26	(29.9)
the 3 rd year	26	(33.4)	49	(62.8)	3	(3.8)
the 4 th year	6	(7.6)	71	(89.9)	2	(2.5)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 69.57 \text{ df} = 6 \text{ p-value} = 0.08$$

According to the table 4.27, it was found that the year of study had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

Table 4.28 Number and percentage of relationship between alcohol consumption behavior and grade point average of Bachelor's degree students in Bangkok area

Grade point average	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
2.00-2.50	9	(14.3)	50	(79.4)	4	(6.3)
2.51-3.00	24	(15.4)	116	(74.4)	16	(10.2)
3.01-3.50	8	(12.1)	46	(69.7)	12	(18.2)
3.51-4.00	2	(40.0)	2	(40.0)	1	(20.0)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 8.28 \text{ df} = 6 \text{ p-value} = 0.21$$

According to the table 4.28, it was found that the grade average point had no relationship with the alcohol consumption behavior of the Bachelor’s degree students in Bangkok area.

Table 4.29 Number and percentage of relationship between alcohol consumption behavior and relationship between parents of Bachelor’s degree students in Bangkok area

Relationship between parents	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Living together happily	38	(22.2)	126	(73.7)	7	(4.1)
Had a quarrel sometimes	5	(4.3)	88	(73.9)	26	(21.8)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$\chi^2 = 34.80$ df = 2 p – value = 0.00

According to the table 4.29, it was found that the relationship between parents had relationship with the alcohol consumption behavior of Bachelor’s degree students in Bangkok area by statistical significance at .05 level. The students which had alcohol consumption behavior at the high level was the students who had parents had a quarrel sometimes higher than the students who had parents living together happily for the percentage of 21.8%.

Table 4.30 Number and percentage of relationship between alcohol consumption behavior and residence of Bachelor's degree students in Bangkok area

Residence	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Parents	19	(18.0)	67	(69.7)	11	(12.3)
Relative	1	(2.5)	41	(90.2)	4	(7.3)
Rented with their friends	23	(15.6)	106	(72.2)	18	(12.2)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 9.93 \text{ df} = 8 \text{ p-value} = 0.26$$

According to the table 4.30, it was found that the residence had no relationship with the alcohol consumption behavior of Bachelor's degree students in Bangkok area

Table 4.31 Number and percentage of relationship between alcohol consumption behavior and the income per month of Bachelor's degree students in Bangkok area

Income	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
< 6000	26	(20.5)	89	(70.1)	12	(9.4)
6000 – 7000	9	(10.0)	65	(72.2)	16	(17.8)
≥ 7001	8	(11.0)	60	(82.2)	5	(6.8)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 10.81 \text{ df} = 4 \text{ p-value} = 0.29$$

According to the table 4.31, it was found that the income per month had no relationship with the alcohol consumption behavior of Bachelor's degree students in Bangkok area

Table 4.32 Number and percentage of relationship between alcohol consumption behavior and knowledge about alcoholic beverage of Bachelor's degree students in Bangkok area

Knowledge about alcoholic beverage	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Low	13	(26.5)	31	(63.3)	8	(10.2)
Medium	28	(12.4)	172	(76.4)	13	(11.2)
High	2	(20.6)	11	(57.4)	12	(22.0)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 7.79 \text{ df} = 4 \text{ p-value} = 0.10$$

According to the table 4.32, it was found that the residence had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

Table 4.33 Number and percentage of relationship between alcohol consumption behavior and attitude about alcoholic beverage of Bachelor's degree students in Bangkok area

Attitude about alcoholic beverage	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Low	0	(0.0)	18	(94.7)	1	(5.3)
Medium	25	(14.0)	124	(69.7)	29	(16.3)
High	18	(19.4)	72	(77.4)	3	(3.2)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 15.71 \text{ df} = 4 \text{ p-value} = 0.00$$

According to the table 4.33, it was found that the attitudes about alcoholic beverage had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area by statistical significance at .05 level. The students who had alcohol consumption behavior at the high level was the students who had parents had a quarrel sometimes higher than the students who had parents living together happily for the percentage of 21.8%.

4.4.2 Relationship between behavior of drinking alcoholic beverage and enabling factors enabling factors

In this part, the analysis result relationship between the behavior of drinking alcoholic beverage and enabling factors of the sample had 2 variables analyzed, which were relationship of members in the family and the access of selling and buying beverage resources.

Table 4.34 Number and percentage of relationship between alcohol consumption behavior and relationship of members in the family of Bachelor's degree students in Bangkok area

Relationship of members in the family	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Low	5	(17.9)	22	(78.6)	1	(3.5)
Medium	25	(18.1)	96	(69.6)	17	(12.3)
High	13	(10.5)	96	(77.4)	15	(12.1)
Total	43	(14.8)	214	(73.8)	33	(11.4)

$$\chi^2 = 5.06 \quad df = 4 \quad p - \text{value} = 0.28$$

According to the table 4.34, it was found that relationship of members in the family had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area

Table 4.35 Number and percentage of relationship between alcohol consumption behavior and the access of selling and buying resources of alcoholic beverage of Bachelor's degree students in Bangkok area

Access of selling and buying resources	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Low	11	(25.6)	32	(74.4)	0	(0.0)
Medium	27	(20.1)	101	(75.4)	6	(4.5)
High	5	(4.4)	81	(71.7)	27	(23.9)
Total	43	(14.8)	214	(73.8)	33	11.4)

$$\chi^2 = 40.33 \quad df = 4 \quad p - \text{value} = 0.00$$

According to the table 4.35, it was found that the access of selling and buying resources of alcoholic beverage had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area by statistical significance at .05 level. The students who accessed the selling and buying resources of alcoholic beverage at the high level would have alcohol consumption behavior at the high level for the percentage of 23.9%, the second was the access of selling and buying resources at the moderate level would have the consumption behavior at the moderate level for the percentage of 6.0%, respectively.

4.4.3 Relationship between the behavior of drinking alcoholic beverage and reinforcing factors

In this part, it represented the analysis result relationship between the behavior of drinking alcoholic beverage and reinforcing factors of the sample by 2 variables analyzed, which were receiving from advertising and public relations media and support from group of friends in drinking alcoholic beverage.

Table 4.36 Number and percentage of relationship between alcohol consumption behavior and receiving from advertising and public relations media of Bachelor's degree students in Bangkok area

Receiving from advertising and public relations media	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Low	4	(80.0)	1	(20.0)	0	(0.0)
Medium	37	(14.7)	194	(77.0)	21	(8.3)
High	2	(6.0)	19	(57.6)	12	(36.4)
Total	43	(14.8)	214	(73.8)	33	11.4)

$$\chi^2 = 40.24 \quad df = 4 \quad p - \text{value} = 0.00$$

According to the table 4.36, it was found that receiving from advertising and public relations media had relationship with alcohol consumption behavior of Bachelor’s degree students in Bangkok area by statistical significance at .05 level. The most of students were influenced from advertising and public relations media at the moderate level and had alcohol consumption behavior at the moderate level for the percentage of 77.0%.

Table 4.37 Number and percentage of the relationship between alcohol consumption behavior and support from group of friends in the drinking alcoholic beverage of Bachelor’s degree students in Bangkok area

Support from group of friends	Alcohol consumption behavior level					
	Low		Medium		High	
	Number	%	Number	%	Number	%
Low	11	(25.6)	32	(74.4)	0	(0.0)
Medium	5	(4.4)	101	(75.4)	6	(4.5)
High	27	(20.1)	81	(71.7)	27	(23.9)
Total	43	14.8)	214	73.8)	33	(11.4)

$\chi^2 = 40.33$ df = 4 p – value = 0.00

According to the table 4.37, it was found that the support from group of friends in drinking alcoholic beverage had relationship with alcohol consumption behavior of Bachelor’s degree students in Bangkok area by statistical significance at .05 level. The sample who had alcohol consumption behavior mostly were at the moderate level and at the high level for the percentage of 75.4% and 71.4%, respectively. The support from group of friends in drinking alcoholic beverage was found that there were students who had the level of support from group of friends at the high level would have the alcohol consumption behavior at the high level for the percentage of 23.9%.

CHAPTER V

DISCUSSION

The study of alcohol consumption behavior of Bachelor's degree university students in Bangkok area aimed to study the alcohol consumption behavior of students in Bachelor's degree in Bangkok area and study the factors which had relationship with alcohol consumption behavior of students by studying various factors. The factors studied were leading factors, i.e. gender, age, year of study, grade point average, relationship between parents, residence, income per month, knowledge about alcoholic beverage, attitude about alcoholic beverage. For the enabling factors, they included relationship of members in the family, access of selling and buying resources of alcoholic beverage and the reinforcing factors included receiving from advertising and public relations media, support from group of friends. The data were analyzed by finding the value of frequency, percentage, grade average point, standard deviation and Chi – Square. The research result discussion was as follows:

According to the survey result, alcohol consumption behavior of Bachelor's degree students in Bangkok area by most of the students was ever drunk and at the present time was still drinking. The age which drank at the first time mostly started between 12-14 years old. The reason for drinking at the first time was would like to try out. The kind of alcoholic beverage the most popular was liquor, the frequency on drinking mostly drank 1-2 times per week. The reason still drink in nowadays because friends persuade and for social participation. Most of them drank with friends in the party or at the meeting among their friends group. The place for drinking was usually the restaurant and liquor shop. The result of drinking, rarely being drunk, had a quarrel only a little bit quantity. The sample of this study mostly had alcohol consumption behavior at the moderate level because at the whole part, it could be seen that most of the students had the drinking behavior because they were curious, persuaded by friends. This is in accordance with the study of Prapassorn Suwannabongkoch (2006) who studied the drinking alcoholic beverage in the group of

public personnel. Seksan Wittayapreechakul (2008) studied the group of students, and Sirirat Sukanta and et.al (2008) studied in general people and it was found that the reasons which drank alcohol beverage was because of social participation or persuaded by friends. The person whom drank together the most was friends. According to the study of Tepin Pacharanurak (1998) said that the social and cultural and environmental factors affected the decision making determination on drinking alcoholic beverage. The social group which was very important was friends. The research result found that the cause of drinking alcoholic beverage in the youth was mostly from the persuasion of friends, curiousness, follow friends that made them could easily adjust with or familiar with their friends more easily. Therefore, the influence of friends were very crucial towards drinking alcoholic beverage. In addition, drinking in the familiar group or had activities together or the same career usually made understanding to one another, hence there was drinking with friends more than drinking with any other groups.

The data analysis result to test the hypothesis by finding the relationship of alcohol consumption behavior of the university students at bachelor's degree in Bangkok area in terms of leading factors.

Hypothesis 1: Leading factors, which were gender, age, year of study, grade point average, relationship between father- mother, residence, income per month, knowledge about alcoholic beverage and attitude about drinking alcoholic beverage had relationship with alcohol consumption, behavior of Bachelor's degree students in Bangkok area which could be divided into sub-hypothesis as follows:

Hypothesis 1.1 Gender had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that gender had the relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area by statistical significance. This is because gender was the factors which could predict the behavior of drinking liquor more than other factors. Male tended to drink liquor more than female and male would cause problem from

liquor more than female. This is in accordance with the research of Prakrit Potiart (1998) who studied the factors affecting the drinking behavior of alcoholic beverage of teenagers. The study found that the gender factor had relationship with the behavior of drinking alcoholic beverage by statistical significance. Moreover, this is also in accordance with the research of Prapapen and et.al (1998) who studied the behavior and factors involved with drinking alcohol in Thai youths found that the male youth influenced or affected the behavior of drinking alcoholic beverage by statistical significance.

Hypothesis 1.2 Age had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that age had no relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area because the sample had age range close to one another so the process of decision making was at the same direction. The living in university, they had similarity of activities, the expression of various behaviors were at the same direction. This is in accordance with the research of Doljai Wonrittikrai (2009:101). The study of factors which influenced the attitudes towards drinking alcohol beverage of Royal Thai Air Force officers found that age had no relationship with the attitudes towards the drinking alcoholic beverage.

Hypothesis 1.3 Year of study had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that year of study had no relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area because the aspects of students were similarity. The behavior expressed in each individual was not different. This can be regarded as the age which started to the mature age so they were more reasonable when they had to make a decision on anything. Hence, it could be divided the responsibility of learning on own duties that when and what they should do. This is in accordance with the research of the study of Yupa Chusittikul (1991) who found that the behavior of drinking liquor had no relationship with the grade point average of the

students. However, this is contradictory with the study of Jiraporn Tepnu (1997:87) who found that the students who had low and moderate grade point average had a risk of drinking alcoholic beverage more than the students who had high grade point average.

Hypothesis 1.4 Grade point average had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that the grade point average had no relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area. This is because the study result of alcohol consumption behavior with the grade point average had no difference about the value of number. Thus, whether the students had high or low grade point average, there had no difference of alcohol consumption behavior among the Bachelor's degree students who studied in the university of Bangkok area. This is in accordance with the study of Yupa Chusitkul (1991) who found that the behavior of drinking liquor had no relationship with the grade point average of the students but it was contradictory with the study result of Jiraporn Tepnu (1997:87) who found that the students who had low and moderate level of grade point average had a risk of drinking alcoholic beverage more than the students who had high grade point average.

Hypothesis 1.5 Relationship between parents had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the result of the study found that the relationship between parents had relationship with the behavior of alcohol beverage consumption of the Bachelor's degree students in Bangkok area by statistical significance. This is because having good relationship within the family made the members in the family were far away from drinking alcoholic beverage which was the first basis of preventing the students or individual from drinking alcoholic beverage in the future. This is as well as the research of YU and Perine, 1997 who found that behavior drinking alcoholic beverage of members in the family had relationship with alcohol consumption behavior by statistical significance.

Hypothesis 1.6 Residence had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that the residence had no relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area. This is because the survey of most of the students staying together with friends and staying with parents. Both groups of students had no difference on the level of consumption behavior, whether whom they were staying with. The students who rented the dormitory with their friends without any control from their parents and could do anything independently, they could do anything they wanted. This is similar with the group staying with parents who had independence as well. The sample was the teenager group which was the group who loved enjoyment and followed their friends as well as environments, they might have made a decision like the group staying with friends. Therefore, the alcohol consumption behavior had no difference. This contradicted with the study of Jiraporn Tepnu (1997: 105) who found that the students staying with parents usually had no drinking alcoholic beverage or had but in a less quantity than the students staying with friends or staying alone.

Hypothesis 1.7 Income per month had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that income per month had no relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area. The income got per month was the factors which had no relationship with the alcohol consumption decision making of the Bachelor's degree students studying at the university in Bangkok area because the students had no different income per month, so they might find special income from special working. Nowadays, both governmental and private sections allowed the students to work part-time job so it was difficult for them to do it. Moreover, alcoholic beverage consumption was usually done among group of teenager friends which this expense could be shared then it didn't affect them. The alcoholic beverage also was not expensive much, so how much the income they got didn't affected the decision making of them. This is in accordance with the study of Prakij Potiart (1998: 142) who

found that the income the students got had no relationship with the behavior of drinking alcoholic beverage among the teenagers group.

Hypothesis 1.8 Knowledge about alcoholic beverage had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that the knowledge about alcoholic beverage had no relationship with the behavior of alcohol beverage consumption of the Bachelor's degree students in Bangkok area. This is because the students drinking the alcoholic beverage would understand that alcoholic beverage had no disadvantages or severe effects and didn't cause the trouble towards themselves and others. Whether they drank or not, it didn't depend on knowledge about alcoholic beverage. This is contradictory with the study of Jintana Wongpan (2003). The study found that the perception of effect from drinking alcoholic beverage had relationship with the drinking alcoholic beverage.

Hypothesis 1.9 attitude about alcoholic beverage which had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that attitude about alcoholic beverage had relationship with behavior of alcohol beverage consumption of the Bachelor's degree students in Bangkok area by statistical significance. This is because the students who had positive attitude about alcoholic beverage would drink alcoholic beverage easier than the group who had negative attitude about alcoholic beverage because the students had opinion on alcoholic beverage that it was not a kind of addict drugs or drinks which were dangerous or had the opinion about alcoholic beverage in the positive way. If the persons had either good or bad while they were thinking about one thing, such as while they were missing or thinking of alcoholic beverage which might express by different ways, it indicated that the persons had the both positive and negative feeling, respectively towards alcoholic beverage. This is in accordance with the research of Panittaka Sriwattanaphrom (1977) who studied the factors affecting the attitudes and alcohol

consumption behavior and cigarette of female teenagers in Bangkok area, the research result found that the attitude of the sample towards the consumption of alcoholic beverage and cigarette by the whole had the average higher than good attitudes towards consumption.

In conclusion: the leading factors related to the alcohol consumption behavior of Bachelor's degree students in Bangkok area included gender, relationship of parents and attitudes about alcoholic beverage

Hypothesis 2: enabling factors included the relationship of members in the family and the access of selling and buying resources of alcoholic beverage had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area which could be divided into the sub-hypothesis as follows:

Hypothesis 2.1 Relationship of members in the family had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that the relationship of members in the family had relationship with behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area by statistical significance. This is because the persons who had bad relationship in the family had the opportunity to access the alcoholic beverage consumption more than the persons who had warm family. The belief of the way of life from family would be the frame of life for the new generations members in the family further. The family which had drinking alcoholic beverage from further members usually drank alcohol as well. The relationship in the family was a factor caused the behavior drinking alcoholic beverage. Thus, having good relationship within the family had warmth and the members in the family had love and harmony which could help them far beyond the alcoholic beverage. This result is in accordance with the research of Wipa Dantamrongkul (1995) who studied the liquor drinking and addict drugs using in groups of children and youths of detention home, Bangkok. The research result found that the sample who did not live with their parents, or separated had rather high rate.

The sample who drank liquor at the first time after they didn't live with parents. It is also in accordance with the research of Sittinan Charearnrat (2000) who studied the behavior drinking of alcoholic beverage from the high school students. The research result found that the relationship in the family had relationship with the behavior of drinking alcoholic beverage.

Hypothesis 2.2 Access the selling and buying resources of alcoholic beverage had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area

According to the research result, it was found that the access of selling and buying resources of alcohol beverage had relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area by statistical significance because the alcoholic beverage could be available in everywhere and every time. Therefore, when the finding of alcohol beverage was available, it was easy for the persons to consume the alcoholic beverage more. Today, this could be seen that the alcoholic beverage was the products available almost every place of restaurant, supermarket, pub, bar by having a lot of types and the price was also affordable. To buy alcoholic beverage affordable would cause the frequency of drinking. This is in accordance with the research of Jiraporn Tepnu (1997) who studied the factors affecting the drinking of alcoholic beverage of the high school students in Pattalung province. The research result found that the access of buying and selling resources had relationship with the behavior of consumption of alcoholic beverage.

In conclusion: enabling factors which had relationship with the alcohol consumption. The behavior of Bachelor's degree students in Bangkok area included the relationship of members in the family and the access of selling and buying resources of alcoholic beverage.

Hypothesis 3: Reinforcing factors included the receiving advertising and public relations media and support from group of friends in drinking alcoholic beverage had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area divided into the sub-hypothesis as follows:

Hypothesis 3.1 Receiving the advertising and public relations media had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area

According to the research result, it was found that receiving advertising and public relations media had relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area by statistical significance. This is because the advertising and public relations about alcoholic beverage. It was the social process stimulated the behavior and the intensity of stimulate object which stimulated behavior. Although the habit characteristics of the persons including belief, value, attitude, personality would affect the behavior but the behavior would occur if there was no the stimulate object to urge the behavior. This was the factor originated from the internal side of the individual including the knowledge accumulation of various experiences ever got or it might be received from the external side, such as from the information, saying of person, advertising and public relations, etc. This became the crucial media motivate the persons to drink alcoholic beverage more. This was in accordance with the research of Prakrit Potiart (1998) the study found that receiving the influence from advertising media had relationship with behavior of drinking alcoholic beverage by statistical significance. The simulation of behavior from the advertising media that drinking alcoholic beverage caused smart which made the need of drinking alcoholic beverage more.

Hypothesis 3.2 Support from group of friends in drinking alcoholic beverage had relationship with alcohol consumption of behavior of the Bachelor's degree students in Bangkok area

According to the research result found that support from group of friends in drinking alcoholic beverage had relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area by statistical significance because the behavior and support from friends pushed them and influenced the consumption of alcoholic beverage of the sample. Most of the students were at the teenage range and tended to drink alcohol beverage. The motivation of drinking, such as friends persuade, would like to try out. The learning by having interaction to one another usually made the simulation for that person which could

lead to drinking alcoholic beverage. The person group who had friends who drank alcoholic beverage, most of them tended to drink alcohol beverage by having the motivation in drinking. This is in accordance with the research of Doljai Wongrattikrai (2008) who studied the research in terms of factors affecting the attitudes towards drinking alcoholic beverage of Royal Thai Air Force officers. The research result found that the behavior of drinking, there were parents and friends who affected the attitudes towards consumption of alcoholic beverage of Royal Thai Air Force officers.

In conclusion: Reinforcing factors had the relationship with the alcohol consumption behavior of Bachelor's degree students degree in Bangkok area included the receiving advertising and public relations media and support from group of friends in drinking alcoholic beverage.

CHAPTER VI

CONCLUSION AND RECOMMENDATION

This study was quantitative research. The purpose was to study the factors had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area. These factors included gender, age, year of study, grade point average, relationship between parents, residence, income per month, knowledge about alcoholic beverage, attitude about alcoholic beverage. The enabling factors included the relationship among members in the family, the access of selling and buying resources of alcoholic beverage and reinforcing factors, which included the receiving advertising and public relations media and support from group of friends.

The sample used for this study was the university students at bachelor's degree in Bangkok area. The instrument used for data collection was questionnaire. The data analysis was package program of SPSS by using the statistics as follows, i.e. percentage, mean, standard deviation, Chi-square. In conclusion, the research result and recommendations were as follows:

6.1 Research Conclusion

The behavior of alcoholic beverage consumption of the university students at bachelor's degree in Bangkok area from the study, it was found that most of the students had the level of behavior consumption of alcohol beverage at the moderate level for the percentage of 73.8%, the second was at the low level for the percentage of 14.8% the high level percentage for the percentage of 11.4%, respectively.

6.1.1 Predisposing factors

According to the survey of the sample which were the university students of Bachelor's degree in Bangkok area for 400 persons found that there were 191 male, the

percentage of 47% and female for 209 persons, at the percentage of 52.2%. Most of the samples had the average age between 21 - 22 years old for the percentage of 38.0%, the second range was between 19 – 20 years old for the percentage of 35.5%, 17 – 18 was 21.0% and over 23 years old was 5.8 9%, respectively. The samples were studying on the level of undergraduate at 4th, 3rd, 2nd, and 1st level, respectively. Most of them had the grade point average between 2.51- 3.00 for the percentage of 54.5%, the second range was between 3.01- 3.50 for the percentage of 23.8% and the grade point average was between 2.00- 2.50 for the percentage of 19.3%, respectively. Most of the students had income lower than 6,000 baht for the percentage of 42.5%, the second range was between 6,000 - 7,000 baht for the percentage of 33.0% and over 7,001 baht for the percentage of 24.5%, respectively. For the residence, it was found that most of samples rented and stayed together with their friends for the percentage of 54.8%, the second range was living with their parents for the percentage of 29.8%, living with their relatives for the percentage of 12.8%, respectively. According to parents' relationship, it was found that most of them lived together happily for the percentage of 57.8%, the second range was having a quarrel sometimes for the percentage of 42.3%.

The drinking of alcoholic beverage of the samples found that most of them ever drank and still continuously drank for the percentage of 66.75%, the second range was never drank before for the percentage of 27.5% and ever drank but had already quitted for the percentage of 4.25%, respectively. The age of the first time drinking was between 12 – 14 years old for the percentage of 46.2%, the second was between 15-17 years old for the percentage of 22.8% and over 18 years old, respectively.

The reasons the sample drank at the first time was from wanting to try the most for the percentage of 57.0%, the second was for society participation for the percentage of 23.0% and the last reason was from broken heart for the percentage of 17.5%, respectively.

According to the type of alcoholic beverage which the samples drank the most was liquor for the percentage of 53.1%, the second was beer for the percentage of 31.4% and cocktail frozen for the percentage of 10.7%, respectively.

The type of alcoholic beverage which the samples drank the most from the survey was liquor for the percentage of 55.3 %, the second was beer for the percentage of 38.7%, and rice whiskey for the percentage of 3.8%, respectively.

The reasons that the sample still drank continuously was found that the samples mostly drank because friends persuaded for the percentage of 42.3%, the second was for society participation for the percentage of 34.0% and drank for relaxation for the percentage of 29.0%, respectively.

According to drinking alcoholic beverage of the sample and closed persons, it was found that most of the samples usually drink with friends for the percentage of 64%, the second was drinking alone for the percentage of 24.5% and drinking with girlfriend/boyfriend for the percentage of 18.5%, respectively.

The opportunity of drinking alcoholic beverage was found that most of the samples usually drank when having party among friends for the percentage of 60.8%, the second was occasion from festival for the percentage of 27.3% and drank every day after finishing study for the percentage of 6.3%, respectively.

According to the place of drinking alcoholic beverage, it was found that most of the samples usually drank from the restaurants, liquor shop for the percentage of 48.8%, the second was friends' dormitory for the percentage of 28.5% and department store for the percentage of 4.5%, respectively.

The experiences of drinking the alcoholic beverage found that most of the samples would be drunk rarely for the percentage of 53.1%, the second was ever been drunk almost every time for the percentage of 17.2% and never been drunk for the percentage of 11.5%, respectively. According to the quarrel after drinking, it was found that most of the samples never had a quarrel for the percentage of 66.2% and only a few which was found they had a quarrel for the percentage of 33.8%.

The level of knowledge about alcoholic beverage of students at Bachelor's degree in Bangkok area found that the most of the sample had knowledge at the moderate level for the percentage of 75.2%, the second was at the low level for the percentage of 22.8% at the high level for the percentage of 2.0%, respectively.

The level of attitudes on consumption of alcoholic beverage of the university students at bachelor's degree in Bangkok area found that most of the samples had attitude at the moderate level for the percentage of 75.2%, the second was at the high level for the percentage of 22.3% and low level for the percentage of 2.2%, respectively.

6.1.2 Enabling factors

The opinion level of the access on selling and buying resources of alcoholic beverage for Bachelor's degree students in Bangkok area found that most of the students had access of selling and buying resources of beverage. According to the data analysis in terms of enabling factors of the university students at bachelor's degree in Bangkok area let us know about the information of the sample including the relationship among members in the family and the access of selling and buying resources alcoholic beverage. The researcher analyzed the information as follows:

The relationship level of members in the family of Bachelor's degree students in Bangkok area found that the relationship of members in the family of most of the students had relationship at the moderate level for the percentage of 68.0%, the second was at the low level percentage of 28.5% and at the high level for the percentage of 3.5%, respectively. The alcohol was at the moderate level for the percentage of 48.8%, the second was at the high level for the percentage of 38.3% and at the low level for the percentage of 13.0%, respectively.

6.1.3 Reinforcing factors

According to the data analysis in terms of reinforcing factors of the university students at bachelor's degree in Bangkok area let us know about the information of the sample including the receiving advertising and public relations media and support from group of friends in drinking alcoholic beverage.

The level of influenced from advertising and public relations media about alcoholic beverage of Bachelor's degree students in Bangkok area found that most of the students influenced the advertising and public relations media at the moderate level for the percentage of 48.3%, the second was at the percentage of 34.0% and at the low level for the percentage of 17.8%, respectively.

The level of receiving the support from group of friends in drinking alcoholic beverage of the sample found that most of the sample received support from group of friends in drinking alcoholic beverage at the moderate level for the percentage of 50.5, the second was at the low level for the percentage of 34.5% and was at the high level for the percentage of 15.5%, respectively.

6.1.4 Analysis Result Relationship between the Factors

6.1.4.1 The research result found that gender had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area by statistical significance at .05 level. The students students who had alcohol consumption behavior at the low level was female more than male for the percentage of 21.7% and 10.0%, respectively whereas the students which had behavior of consumption was at the moderate level was male more than female for the percentage of 78.8% and 66.7%, respectively. The students who had the behavior consumption at the high level was male more than female for the percentage o 11.2% and 11%, respectively.

6.1.4.2 The research result found that age had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.3 The research result found that year of study had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.4 The research result found that the grad point average had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.5 The research result found that relationship between parents had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area by statistical significance at .05 level. The students who had alcohol consumption behavior at the high level were the students who had parents had a quarrel to each other sometimes higher than the students who had parents living together happily for the percentage of 21.8%.

6.1.4.6 The research result found that residence had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.7 The research result found that income per month had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.8 The research result found that the residence had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.9 The research result found that the attitude about alcoholic beverage had relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area by statistical significance at .05 level. The students who had alcohol consumption behavior at the high level was the students who had parents had a quarrel sometimes higher than the students who had parents living together happily for the percentage of 21.8%.

6.1.4.10 The research result found that the relationship of members in the family had no relationship with alcohol consumption behavior of Bachelor's degree students in Bangkok area.

6.1.4.11 The research result found that access the selling and buying resources alcoholic beverage had relationship with alcohol consumption behavior of the Bachelor's degree students in Bangkok area by statistical significance at .05 level. The students who had the access of selling and buying resources of alcoholic beverage at the high level had alcohol consumption behavior at the high level for the percentage 23.9%, the second was access selling and buying resources at the moderate level which had the consumption behavior at the moderate level for the percentage of 6.0%, respectively.

6.1.4.12 The research result found that receiving from advertising and public relations media had relationship with alcohol consumption behavior of the university students at bachelor's degree in Bangkok area by statistical significance at .05 level. Most of the students influenced from advertising and public relations media at the moderate level and had alcohol consumption behavior at the moderate level for the percentage of 77.0%.

6.1.4.13 The research result found that support from group of friends in drinking alcoholic beverage had relationship with alcohol consumption behavior of the students of Bachelor's degree in Bangkok area by statistical significance at .05 level. The students which were the sample who had alcohol consumption behavior mostly were at the moderate level and at the high level for the percentage of 75.4% and 71.4%, respectively support from group of friends. According to the drinking alcoholic beverage, it was found that the students who had the level of support from group of friends at the high level had alcohol consumption behavior at the high level for the percentage of 23.9%.

6.2 Recommendation of Results

According to this research, it made us realize the various information affecting alcohol consumption behavior of Bachelor's degree students in Bangkok area. The recommendations got from this research were as follows:

6.2.1 According to the result of study, relationship between parents found that there was relationship with the behavior of alcohol beverage consumption of the Bachelor's degree students in Bangkok area. Hence, the government should give knowledge to the parents that how it was good to have good relationship mutually within the family or how affects the children. These could help the members in family far away from drinking alcoholic beverage which was first basis in terms of preventing the students or persons from relapse or drank alcoholic beverage again.

6.2.2 According to the research result, it was found that attitudes about alcoholic beverage had relationship with the behavior of alcohol beverage consumption of Bachelor's degree students in Bangkok area. Hence, the educational organizations should determine the teaching staff in every subject insert or embed the values, attitudes of consumption of alcoholic beverage correctly as well as the value about behaviors in other aspects.

6.2.3 According to the information research result, the influence from advertising and public relations media affected the alcohol consumption behavior of the students. Thus, to create the advertising and public relations media via various media affected the symptom of alcohol consumption behavior of the students, such as it makes the students want to try out the alcoholic beverage or the students who have drunk regularly increase their need. Hence, the government should be strict and have clear policies about advertising of various media in order to get the content to be appropriate and not stimulate to drink more alcoholic beverage, and increase the determination and rules or regulations about advertising and public relations about alcoholic beverage more.

6.2.4 From the research result, it was found that the access of selling and buying resources of alcohol beverage had relationship with the behavior of alcohol beverage consumption of the university students at bachelor's degree in Bangkok area. This was because the alcoholic beverage could be available to buy due to selling and buying resources were spread in everywhere which made convenience and easy to acquire alcoholic beverage. Thus, the involved organization should strict in terms of the distribution of alcoholic beverage and let the authorities check regularly.

6.3 Recommendation for Future Research

According to this research, the researcher has recommendations for further researches as follows:

6.3.1 It should have the study of other factors other than leading factors, enabling factors and reinforcing factors of the consumers, such as social and cultural factors whether they affect the behavior of consumers on alcoholic beverage.

6.3.2 It should have the comparison study between Bachelor's degree students in Bangkok area and Bachelor's degree students in other areas that what factors that make the behaviors different. This study focused on the certain group of consumers who were the university students at Bachelor's degree in Bangkok area, thus this study cannot be used to conclude other groups of consumers. Hence, it should be studied in other areas as well to know the different and various behaviors and apply it to be the way for determining policies and rules and regulations.

6.3.3 Because this study is about the sample of Bachelor's degree students. The further researches should study other groups of students to see the variety of factors affecting the drinking alcoholic beverage.

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APPENDIX

แบบสอบถาม

คำชี้แจงในการตอบแบบสอบถาม

แบบสอบถามชุดนี้ เป็นแบบสอบถาม เพื่อการวิจัยเรื่อง พฤติกรรมการบริโภคเครื่องดื่มแอลกอฮอล์ของนักศึกษามหาวิทยาลัยระดับปริญญาตรีในเขตกรุงเทพมหานคร แบบสอบถามทั้งหมดมี 8 ส่วนดังนี้

ส่วนที่ 1 แบบสอบถามเกี่ยวกับปัจจัยส่วนบุคคล เป็นแบบสอบถามข้อมูลปัจจัยส่วนบุคคลของกลุ่มตัวอย่าง จำนวน 7 ข้อ ประกอบด้วยข้อคำถามเกี่ยวกับเพศ อายุ ชั้นปีที่ศึกษา ผลสัมฤทธิ์ทางการเรียน ค่าใช้จ่ายต่อเดือน ความสัมพันธ์ระหว่างบิดามารดา

ส่วนที่ 2 แบบสอบถามเกี่ยวกับพฤติกรรมการบริโภคเครื่องดื่มแอลกอฮอล์

ส่วนที่ 3 แบบสอบถามเกี่ยวกับทัศนคติต่อการบริโภคเครื่องดื่มแอลกอฮอล์

ส่วนที่ 4 แบบสอบถามด้านความรู้เกี่ยวกับเครื่องดื่มแอลกอฮอล์

ส่วนที่ 5 แบบสอบถามเกี่ยวกับแรงสนับสนุนจากกลุ่มเพื่อน ในการบริโภคเครื่องดื่มแอลกอฮอล์

ส่วนที่ 6 แบบสอบถามเกี่ยวกับการรับอิทธิพลจากสื่อโฆษณาประชาสัมพันธ์

ส่วนที่ 7 แบบสอบถามเกี่ยวกับการเข้าถึงแหล่งซื้อขายเครื่องดื่มแอลกอฮอล์

ส่วนที่ 8 แบบสอบถามเกี่ยวกับความสัมพันธ์ของบุคคลภายในครอบครัว

การวิจัยครั้งนี้ เป็นการศึกษาเพื่อจัดทำวิทยานิพนธ์ของนักศึกษาปริญญาโท สาขาวิทยาการเสพติด สถาบันพัฒนาสาธารณสุขอาเซียน มหาวิทยาลัยมหิดล จึงขอให้ท่านตอบคำถามตามความเป็นจริงและเป็นความรู้สึกรของท่านมากที่สุด โดยไม่ต้องระบุชื่อ นามสกุล คำตอบของท่านถือเป็นความลับไม่มีผลกระทบใดๆ ต่อตัวผู้ตอบ และถือเป็นเอกสารทางวิชาการที่เป็นประโยชน์ต่อไปที่ยังผลไปสู่การศึกษา และการหาแนวทางในการแก้ปัญหาอันเนื่องมาจากการดื่มเครื่องดื่มแอลกอฮอล์

ให้ท่านอ่านคำชี้แจงของแบบสอบถามแต่ละส่วน ก่อนลงมือทำ และโปรดตอบคำถามให้ครบทุกข้อ เพราะถ้าตอบไม่ครบทุกข้อ จะทำให้ผู้วิจัยไม่สามารถนำคำตอบมาประมวลผลได้

ขอขอบคุณในการให้ความร่วมมือของท่านมา ณ โอกาสนี้

นางสาวรัตติยา บัวสอน

นักศึกษาระดับปริญญาโท สาขาวิทยาการเสพติด

สถาบันพัฒนาสาธารณสุขอาเซียน มหาวิทยาลัยมหิดล

ส่วนที่ 1 ข้อมูลทั่วไป

คำชี้แจง 1. ทำเครื่องหมาย/ในช่องว่าง () ของแต่ละข้อ ซึ่งตรงกับความเป็นจริงของท่านมากที่สุด
2. ในแต่ละข้อตอบได้ 1 คำตอบ ยกเว้นบางคำตอบได้มากกว่า 1 ข้อ และบางข้อสามารถเขียนคำตอบได้ นอกเหนือจากคำตอบที่ให้ไว้

1. เพศ () 1. ชาย () 2. หญิง

2. ปัจจุบันท่านอายุ.....ปี (อายุเต็มปี)

3. ชั้นปีที่ศึกษา.....

4. เกรดเฉลี่ยของเทอมที่ผ่านมา.....

5. ท่านได้รับค่าจ้าง.....บาท/เดือน

6. ปัจจุบันท่านพักอาศัยอยู่กับใคร

- | | |
|----------------------|----------------------------------|
| () 1. บิดา และมารดา | () 4. ญาติ พี่น้อง |
| () 2. บิดา | () 5. ภรรยา/สามี |
| () 3. มารดา | () 6. เจ้าที่พักร่วมกับเพื่อน ๆ |
| | () 7. อื่น ๆ ระบุ |

7. ความสัมพันธ์ระหว่างบิดามารดา ของท่านเป็นอย่างไร

- () 1. อยู่ด้วยกันอย่างมีความสุข
() 2. มีการทะเลาะกันบ้างเป็นบางครั้ง
() 3. มีการทะเลาะกันบ่อยครั้ง
() 4. มีการทะเลาะกันพร้อมกับการใช้กำลัง

ส่วนที่ 2 (ตอนที่ 1) คำถามเรื่องพฤติกรรมการดื่มเครื่องดื่มที่มีแอลกอฮอล์

คำชี้แจง 1. ทำเครื่องหมาย / ในช่องว่าง () ของแต่ละข้อ ซึ่งตรงกับความเป็นจริงของท่านมากที่สุด

2. ในแต่ละข้อตอบได้ 1 คำตอบ ยกเว้นบางข้อตอบได้มากกว่า 1 ข้อ และบางข้อสามารถ

เขียนคำตอบได้ นอกเหนือจากคำตอบที่ให้ไว้

1. ในชีวิตท่านเคยดื่มเครื่องดื่มแอลกอฮอล์หรือไม่

- () ไม่เคย (ข้ามไปตอบส่วนที่ 3)
 () เคย และปัจจุบันยังคงดื่มอยู่
 () เคย แต่ปัจจุบันเลิกดื่มแล้ว
 () เคยเลิก แต่ปัจจุบันกลับมาดื่มต่ออีกเพราะ.....

2. ท่านเริ่มดื่มเครื่องดื่มที่มีแอลกอฮอล์ครั้งแรกเมื่ออายุ.....ปี

3. ท่านดื่มเครื่องดื่มแอลกอฮอล์ครั้งแรกเพราะสาเหตุใด (ตอบได้มากกว่า 1 ข้อ)

- | | |
|--------------------------------------|----------------------------------|
| () 1. อยากลอง | () 7. ดื่มเพราะออกหัก |
| () 2. ดื่มเพื่อคลายเครียด/วิตกกังวล | () 8. ดื่มเพราะมีปัญหาครอบครัว |
| () 3. ดื่มเพื่อสุขภาพ | () 9. ดื่มเพื่อความโก้เก๋ |
| () 4. ดื่มเพื่อเข้าสังคม | () 10. ดื่มเพื่อความเป็นผู้ใหญ่ |
| () 5. บุคคลในครอบครัวชักชวน | () 11. อื่น ๆ ระบุ..... |
| () 6. ดื่มเพราะอากาศหนาว | |

4. ท่านนิยมดื่มเครื่องดื่มแอลกอฮอล์ชนิดใด (กรุณาเลือกเพียงคำตอบเดียว)

- | | |
|---------------|-------------------------|
| () 1. สุรา | () 5. เหล้าเถื่อน |
| () 2. เบียร์ | () 6. เหล้าปั่น |
| () 3. ไวน์ | () 7. บรันดี |
| () 4. วิสกี้ | () 8. อื่น ๆ ระบุ..... |

5. ปัจจุบันท่านดื่มเครื่องดื่มแอลกอฮอล์น้อยเพียงใด

- () 1. ดื่มทุกวัน
 () 2. ดื่ม 1-2 ครั้งต่อสัปดาห์
 () 3. ดื่ม 3-4 ครั้งต่อสัปดาห์
 () 4. ดื่มเฉพาะงานเลี้ยงสังสรรค์ ประมาณครั้ง ต่อเดือน.

6. เหตุผลที่ท่านยังคงดื่มเครื่องดื่มแอลกอฮอล์ในปัจจุบันเพราะอะไร (ตอบได้มากกว่า 1 ข้อ)

- | | |
|---|--|
| <input type="checkbox"/> 1. คิดใจในรสชาติ | <input type="checkbox"/> 6. ดื่มเพราะอยากมีเพื่อน |
| <input type="checkbox"/> 2. เพื่อนชักชวน | <input type="checkbox"/> 7. ดื่มเพราะออกหัก |
| <input type="checkbox"/> 3. ดื่มเพื่อคลายเครียด | <input type="checkbox"/> 8. ดื่มเพราะมีปัญหาครอบครัว |
| <input type="checkbox"/> 4. ดื่มเพื่อเข้าสังคม | <input type="checkbox"/> 9. อื่น ๆ ระบุ..... |
| <input type="checkbox"/> 5. บุคคลในครอบครัวชักชวน | |

7. เวลาที่ท่านดื่มเครื่องดื่มแอลกอฮอล์ท่านดื่มกับใคร (ตอบได้มากกว่า 1 ข้อ)

- | | |
|--|--|
| <input type="checkbox"/> 1. ดื่มคนเดียว | <input type="checkbox"/> 5. ดื่มกับบิดา |
| <input type="checkbox"/> 2. ดื่มกับเพื่อน | <input type="checkbox"/> 6. ดื่มกับมารดา |
| <input type="checkbox"/> 3. ดื่มกับแฟน | <input type="checkbox"/> 7. อื่น ๆ ระบุ..... |
| <input type="checkbox"/> 4. ดื่มกับญาติพี่น้อง | |

8. ท่านมักดื่มเครื่องดื่มแอลกอฮอล์ในโอกาสใดบ้าง (กรุณาเลือกเพียงคำตอบเดียว)

- | | |
|--|---|
| <input type="checkbox"/> 1. งานเลี้ยงสังสรรค์ระหว่างเพื่อน | <input type="checkbox"/> 5. ดื่มเมื่อต้องการให้เกิดความกล้า |
| <input type="checkbox"/> 2. เทศกาลงานต่าง ๆ | <input type="checkbox"/> 6. ดื่มเมื่ออารมณ์ดี |
| <input type="checkbox"/> 3. ดื่มทุกวันหลังเลิกเรียน | <input type="checkbox"/> 7. ดื่มเมื่อไม่สมหวังในความรัก |
| <input type="checkbox"/> 4. ดื่มเมื่ออกลุ่มใจ โมโห | <input type="checkbox"/> 8. อื่น ๆ ระบุ..... |

9. ท่านมักจะดื่มเครื่องดื่มที่มีแอลกอฮอล์ในสถานที่ใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

- | |
|---|
| <input type="checkbox"/> 1. ที่บ้าน |
| <input type="checkbox"/> 2. ร้านอาหาร ร้านขายเหล้า |
| <input type="checkbox"/> 3. ห้างสรรพสินค้า |
| <input type="checkbox"/> 4. หอพักเพื่อน |
| <input type="checkbox"/> 5. ตามสวนสาธารณะ แหล่งท่องเที่ยวต่าง ๆ |
| <input type="checkbox"/> 6. อื่น ๆ ระบุ..... |

10. จากประสบการณ์การดื่มเครื่องดื่มแอลกอฮอล์ของท่าน ท่านเคยมีอาการเมาบ่อยแค่ไหน

- | | |
|---|---|
| <input type="checkbox"/> 1. ไม่เคยเมา | <input type="checkbox"/> 4. เคยเมาเกือบทุกครั้ง |
| <input type="checkbox"/> 2. นาน ๆ ครั้งจึงจะเมา | <input type="checkbox"/> 5. เมาทุกครั้งที่ได้ดื่ม |
| <input type="checkbox"/> 3. เคยเมาบ่อยครั้ง | |

11. เมื่อท่านดื่มเครื่องดื่มที่มีแอลกอฮอล์แล้วท่านเคยมีการทะเลาะวิวาทหรือไม่

- | |
|------------------------------------|
| <input type="checkbox"/> 1. ไม่เคย |
| <input type="checkbox"/> 2. เคย |

ส่วนที่ 2 (ตอนที่ 2)

คำชี้แจง โปรดทำเครื่องหมาย (/) ลงในช่องว่างที่ตรงกับความเป็นจริงในการปฏิบัติตัวของท่านมากที่สุด เพียงคำตอบเดียวในแต่ละข้อคำถาม และทำให้ครบทุกข้อ

ข้อคำถาม	เป็นประจำ	บ่อยครั้ง	นานๆครั้ง	ไม่เคยเลย
1. ท่านมักดื่มเครื่องดื่มแอลกอฮอล์ เมื่ออยู่ในงานเลี้ยงกับเพื่อนๆ				
2. เมื่อท่านดื่มเครื่องดื่มแอลกอฮอล์จะทำให้ท่านมีความสุข				
3. หลังดื่มเครื่องดื่มแอลกอฮอล์ท่านมีพฤติกรรมก้าวร้าว				
4. เมื่อท่านอยู่ตามลำพังท่านจะดื่มเครื่องดื่มแอลกอฮอล์				
5. หลังจากดื่มเครื่องดื่มแอลกอฮอล์ท่านมักจะมีอาการเมาค้าง				
6. เมื่อท่านดื่มเครื่องดื่มแอลกอฮอล์แล้วท่านจะรู้สึกกระปรี้กระเปร่า				
7. ท่านเคยรู้สึกไม่ดีกับการดื่มสุราของท่าน				
8. ท่านจะมีอาการมือไม้สั่นเมื่อไม่ได้ดื่มเครื่องดื่มแอลกอฮอล์				
9. เมื่อท่านมีเวลาว่างท่านมักจะไปดื่มเครื่องดื่มแอลกอฮอล์				
10. ท่านมักจะดื่มเครื่องดื่มแอลกอฮอล์เพื่อผ่อนคลายความเครียด				
11. หลังดื่มเครื่องดื่มแอลกอฮอล์ทำให้ท่านมีความรู้สึกต้องการทางเพศ				
12. ท่านจะดื่มน้ำมากๆเพื่อให้หายจากการเมา				
13. ท่านจะนอนพักผ่อนเพื่อให้หายจากการเมา				
14. เมื่อท่านอยากดื่มเครื่องดื่มแอลกอฮอล์ท่านจะหลีกเลี่ยง โดยการไปออกกำลังกาย				

ส่วนที่ 3 แบบสอบถามเกี่ยวกับเรื่องทัศนคติต่อการดื่มเครื่องดื่มแอลกอฮอล์
คำชี้แจง ให้ทำเครื่องหมายลงใน (/) ตามความเป็นจริง

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่เห็น ด้วย	ไม่เห็น ด้วย อย่างยิ่ง
1. การดื่มเครื่องดื่มแอลกอฮอล์เป็นการแสดงออกถึง ความเป็นผู้ใหญ่				
2. การดื่มเครื่องดื่มแอลกอฮอล์เป็นวิธีแก้ไขปัญหา ชีวิต				
3. การดื่มเครื่องดื่มแอลกอฮอล์ทำให้เกิดผลเสียต่อ ตัวเอง				
4. การดื่มเครื่องดื่มแอลกอฮอล์ทำให้ท่านหาย กังวลใจ				
5. ผู้หญิงที่ดื่มเครื่องดื่มที่มีแอลกอฮอล์ดูเป็นคน ทันสมัย เก่ง น่าสนใจ				
6. การซื้อเครื่องดื่มแอลกอฮอล์มาดื่มทำให้ สิ้นเปลือง				
7. การดื่มเครื่องดื่มแอลกอฮอล์เป็นสิ่งที่ทำให้เพื่อน ยอมรับในตัวท่าน				
8. การดื่มเครื่องดื่มแอลกอฮอล์ทำให้ผลการเรียน ของท่านต่ำลง				
9. เครื่องดื่มแอลกอฮอล์เป็นสารเสพติดชนิดหนึ่ง				
10. งานเลี้ยงใดไม่มีเครื่องดื่มแอลกอฮอล์งานเลี้ยง นั้นไม่สนุก				

ส่วนที่ 4 แบบสอบถามด้านความรู้เกี่ยวกับเครื่องดื่มแอลกอฮอล์

ชี้แจง ให้ทำเครื่องหมายลงใน (/) ตามความเป็นจริงที่คิดว่าถูกต้องที่สุดในแต่ละข้อคำถาม

ข้อความ	ใช่	ไม่ใช่	ไม่ทราบ
1. การดื่มเครื่องดื่มแอลกอฮอล์เป็นระยะเวลานานสามารถทำให้เกิดโรคสมองเสื่อมได้			
2. การดื่มเครื่องดื่มแอลกอฮอล์เป็นสิ่งผิดกฎหมาย			
3. ดับอ่อนอีกเสบมักจะเกิดในผู้ที่ดื่มสุราหนัก			
4. แอลกอฮอล์เป็นสารที่มีคุณสมบัติทำให้เกิดการเสพติดได้			
5. . ชนิดของแอลกอฮอล์ที่ผสมอยู่ในเครื่องดื่มแอลกอฮอล์ คือ เอทานอล (Ethanol)			
6.แอลกอฮอล์ทำให้เกิดภาวะโรคกล้ามเนื้อหัวใจ (Alcohol heart failure)			
7. กฎหมายได้กำหนดว่าผู้ขับขี่ต้องมีระดับแอลกอฮอล์ในเลือดไม่เกิน 100 มิลลิกรัม เเปอร์เซ็นต์			
8. คำว่าดีกรีหมายถึงหน่วยวัดแรงแอลกอฮอล์ในสุราคิดเป็นร้อยละโดยปริมาตร			
9. ไวน์ คือเหล้าผลไม้หมักที่เก่าแก่ที่สุดในโลก			
10. สุรา หมายถึง น้ำเมาที่กลั่นหรือหมักแล้ว			
11. การดื่มเครื่องดื่มแอลกอฮอล์ปริมาณมากทำให้เกิดแขนขาอ่อนแรง			
12 .เครื่องดื่มแอลกอฮอล์แต่ละชนิดจะมีปริมาณแอลกอฮอล์เท่ากัน			

ส่วนที่ 5 แบบสอบถามเกี่ยวกับแรงสนับสนุนจากกลุ่มเพื่อนในการดื่มเครื่องดื่มแอลกอฮอล์

คำชี้แจง ให้ทำเครื่องหมายลงใน (/) ตามความเป็นจริง

บ่อย	หมายถึง	ปฏิบัติสิ่งนั้นมากที่สุด
ปานกลาง	หมายถึง	ปฏิบัติสิ่งนั้นเป็นบางครั้ง
น้อย	หมายถึง	ปฏิบัติสิ่งนั้นเป็นบางครั้งไม่สม่ำเสมอ
ไม่เคย	หมายถึง	ไม่ปฏิบัติสิ่งนั้นเลย

ข้อความ	บ่อย	ปานกลาง	น้อย	ไม่เคย
1. เพื่อนๆมักชวนท่านไปดื่มเครื่องดื่มแอลกอฮอล์				
2. เพื่อนๆมักชวนท่าน โอดเรียนเพื่อไปดื่มเครื่องดื่มแอลกอฮอล์				
3. เพื่อนคอยเป็นกำลังใจ และแนะนำช่วยเหลือท่านในการหลีกเลี่ยงการดื่มเครื่องดื่มแอลกอฮอล์				
4. เพื่อนมักจะพูดกับท่านว่า (ไม่เอาไหน) เมื่อชวนให้ท่านดื่มเครื่องดื่มที่มีแอลกอฮอล์แล้ว ท่านไม่ดื่ม				
5. กลุ่มเพื่อนของท่านมักจะดื่มเครื่องดื่มที่มีแอลกอฮอล์จนมีอาการเมา				

**ส่วนที่ 6 แบบสอบถามเกี่ยวกับเรื่องการได้รับอิทธิพลจากสื่อโฆษณาประชาสัมพันธ์เกี่ยวกับ
เครื่องดื่มแอลกอฮอล์**

คำชี้แจง ให้ท่านทำเครื่องหมายลงใน (/) ตามความเป็นจริงมากที่สุดเพียงคำตอบเดียวในแต่ละข้อ
คำถามและทำให้ครบทุกข้อ

ข้อความ	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย
1. เมื่อเห็นภาพโฆษณาเครื่องดื่มแอลกอฮอล์ทำให้ท่าน รู้สึกอยากดื่มเครื่องดื่มแอลกอฮอล์มากขึ้น				
2. จากสื่อโฆษณา เกี่ยวกับเครื่องดื่มแอลกอฮอล์ที่มี ความแปลกทันสมัย ทำให้ท่านอยากดื่มเครื่องดื่ม แอลกอฮอล์มากขึ้น				
3. จากโฆษณาเกี่ยวกับเครื่องดื่มแอลกอฮอล์ท่านรู้สึก ว่าเป็นเครื่องดื่มชนิดหนึ่งที่ดื่มได้ ไม่เลวร้าย				
4. โฆษณาในโทรทัศน์เกี่ยวกับเครื่องดื่มแอลกอฮอล์ เป็นภาพที่เหมาะสมกับวัยของท่าน				
5. จากโฆษณาทำให้ท่านรู้จักเครื่องดื่มแอลกอฮอล์ทำ ให้ออยากลองดื่มบ้าง				
6. โฆษณาเกี่ยวกับเครื่องดื่มแอลกอฮอล์น่าจะมีค่า เตือนเกี่ยวกับโทษ				
7. บทบาทของโฆษณาเครื่องดื่มแอลกอฮอล์ส่วนใหญ่ จะแสดงถึงความสุขเมื่อดื่ม จึงดื่มตามเพราะเชื่อว่าจะ ทำให้ชีวิตมีความสุข				
8. ท่านดื่มเครื่องดื่มแอลกอฮอล์เพราะเห็น โฆษณาที่มี การดื่มเครื่องดื่มแอลกอฮอล์ในกลุ่มเพื่อนรู้สึก สนุกสนาน				
9. คำกล่าวที่ใช้ในการโฆษณาเครื่องดื่มแอลกอฮอล์ เป็นสิ่งเร้าที่ทำให้อยากดื่มเครื่องดื่มแอลกอฮอล์มากขึ้น				
10. จากโฆษณาเครื่องดื่มแอลกอฮอล์ ทำให้ท่านรู้สึก อยากเลียนแบบการดื่ม				

ส่วนที่ 7 แบบสอบถามเกี่ยวกับเรื่องการเข้าถึงแหล่งซื้อขายเครื่องดื่มนแอลกอฮอล์

คำชี้แจง ให้ท่านทำเครื่องหมายลงใน (/) ตามความเป็นจริง

ข้อความ	ใช่	ไม่ใช่
1. บริเวณที่ท่านอาศัยอยู่มีร้านขายเครื่องดื่มนแอลกอฮอล์		
2. ท่านซื้อเครื่องดื่มนแอลกอฮอล์ในระแวกแถวบ้านเป็นประจำ		
3. ทุกครั้งที่ท่านไปเที่ยวสถานบันเทิงท่านจะมีการสั่งเครื่องดื่มนแอลกอฮอล์ทุกครั้ง		
4. เด็กอายุต่ำกว่า 20 ปี สามารถหาซื้อเครื่องดื่มนที่มีแอลกอฮอล์ได้ตามลำพัง โดยไม่ถูกห้าม		
5. ท่านสามารถหาซื้อเครื่องดื่มนแอลกอฮอล์ได้ในทุกที่ ทุกเวลาที่ท่านต้องการ		
6. การหาซื้อเครื่องดื่มนแอลกอฮอล์ได้ง่าย ทำให้ท่านมีความถี่ในการดื่มนเครื่องดื่มนแอลกอฮอล์เพิ่มมากขึ้น		
7. เหล้าป่นเป็นเครื่องดื่มที่ทำให้ท่านดื่มนเครื่องดื่มนแอลกอฮอล์เพิ่มมากขึ้นเพราะหาซื้อได้ง่าย		
8. ท่านซื้อเครื่องดื่มนแอลกอฮอล์เพราะท่านคิดว่าราคาถูก		
9. ถึงแม้จะมีกฎหมายห้ามเด็กอายุต่ำกว่า 18 ปี ซื้อเครื่องดื่มนแอลกอฮอล์แต่ในบางที่ก็ยังให้เด็กอายุต่ำกว่า 18 ปี ซื้อได้ง่าย		
10. ท่านสามารถให้บุคคลอื่นไปซื้อเครื่องดื่มนแอลกอฮอล์ให้ท่านได้		

ส่วนที่ 8 แบบสอบถามเกี่ยวกับความสัมพันธ์ภายในครอบครัว

คำชี้แจง ให้ท่านทำเครื่องหมายลงใน (/) ตามความเป็นจริง

- บ่อย หมายถึง ปฏิบัติสิ่งนั้นมากที่สุด
- ปานกลาง หมายถึง ปฏิบัติสิ่งนั้นเป็นบางครั้ง
- น้อย หมายถึง ปฏิบัติสิ่งนั้นเป็นบางครั้งไม่สม่ำเสมอ
- ไม่เคย หมายถึง ไม่ปฏิบัติสิ่งนั้นเลย

ข้อความ	บ่อย	ปานกลาง	น้อย	ไม่เคย
1.คนในครอบครัวของท่านมักทะเลาะกันเป็นประจำ				
2. คนในครอบครัวของท่านเอาใจใส่ท่านในเรื่องการป้องกันการดื่มเครื่องดื่มที่มีแอลกอฮอล์				
3. ท่านและบุคคลในครอบครัวมีเวลาทำกิจกรรมร่วมกัน				
4. ท่านสามารถพูดคุยกับบุคคลในครอบครัวได้เมื่อท่านมีปัญหาหรือข้อคับข้องใจต่างๆ				
5. ท่านได้รับความอบอุ่นจากสมาชิกในครอบครัวคนใกล้ชิดที่ทำให้ท่านรู้สึกอบอุ่นใจ				



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(Thesis for Master Degree)

Principal Investigator: Miss Rattiya Buasorn

Name of Institution: ASEAN Institute for Health Development, Mahidol University


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Signature of Chairman: 
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Signature of Head of the Institute: 
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