

Kriengkrai Peungchuer 2012: Predicting Factors of Alcohol Consumption among Youth in Nakhon Pathom Province. Master of Science (Industrial and Organizational Psychology), Major Field: Industrial and Organizational Psychology, Department of Psychology. Thesis Advisor: Associate Professor Phuangphet Wacharayoo, Ed.D. 146 pages.

The objectives of this research were to study alcohol consumption and the predicting factors of alcohol consumption among youth in Nakhon Pathom province. Factors which would predict alcohol consumption among youth were: 1) personal characteristic (sex, age, education, accommodation, people whose living with and income) 2) the experience of alcohol consumption 3) attitude towards alcohol consumption 4) having seen advertising alcoholic beverages 5) having seen advertising to reduce alcohol consumption 6) recognition of alcohol consumption in closest people and 7) recognition of impact from closest drinker. This study was cross-sectional research with the youth in the schools in the Nakhon Pathom province (Grade 10-12, Vocational and Graduate) by systematically sampling the probability proportional to size at each level of education and educational institutions from 9 institutions. Samples were 382 students. The research instruments were 7 questionnaires: including 1) personal characteristic 2) the experience of alcohol consumption 3) attitudes toward alcohol consumption 4) ever seen an advertising alcoholic beverages 5) ever seen an advertising to reduce alcohol consumption 6) recognition of alcohol consumption in closest people 7) recognition of impact from closest drinker including Alcohol Use Disorder Identification Test (AUDIT) which was to identify the behavior of alcohol consumption from a low risk drinker, hazardous drinker, harmful drinker and dependent drinker. Data were analyzed by application program of computer. Statistics used were: percentage, mean, standard deviation and stepwise multiple regression analysis.

The results were: 1) alcohol consumption of youth in Nakhon Pathom province were in low risk drinker 37.7% and in alcohol-use disorder 23.3% and 2) the experience of alcohol consumption, sex (male), having seen advertising alcoholic beverages and attitude towards alcohol consumption could statistically jointly predict alcohol consumption among youth in Nakhon Pathom province 44.4% and at the significant level of .001. But the rest 3 factors which could not jointly predict were: having seen advertising to reduce alcohol consumption, recognition of alcohol consumption in closest people and recognition of impact from closest drinker. In conclusion: an interesting finding was that -having seen advertising to reduce alcohol consumption in youth still scarcely prepared and yet could not jointly predict alcohol consumption in youth. So, better system and content of advertising used in proper channel could be managed and released for practical results.

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Thesis Advisor's signature