

Lukkana Pitaksapaisal 2010: The Policies of Controlling Alcohol Consumption in Thailand.
Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor:
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The objectives of this thesis are to study the impacts of the policies of controlling alcohol consumption in Thailand. By employed simultaneous equation model and estimated model based on two-stage least squares method, we simulated the impacts of alcohol-control policies during 1987 to 2007.

The results indicate that the advertising control, the minimum drinking age law, the restrictions on time of sale, the restrictions on place of sale and the tax policy generate a negative impacts on the equilibrium quantity of alcohol consumption. In addition, for the cause of increase tax rate by 5 percent, the alcohol consumption was decrease. When increasing tax over 10 percent, it generate same effect as introducing the advertising control, the minimum drinking age law, the restrictions on time of sale and the restrictions on place of sale. Therefore, the advertising control, the minimum drinking age law, the restrictions on time of sale and the restrictions on place of sale are more effective in decrease the alcohol consumption than the tax policy. Moreover, the result of this study shown that these policy finally, reduce health problem and accident from alcohol consumption with statistical significant.

Therefore, the results of this study suggest that the policy should be concentrated on the advertising control, the minimum drinking age law, the restrictions on time of sale and the restrictions on place of sale to reducing amount alcohol consumption and social loss caused by alcohol consumption.

Student's signature

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