

ABSTRACT

Thesis Title : Youth Alcoholic Drinking Behaviour in Thai
Society

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Degree Sought : Master of Arts

Major : Thai Studies

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Advisory Committee :

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This study is a quantitative research. The purposes of the research were to study and analyse factors related to youth alcoholic drinking behaviour. The conceptional framework was based on differential association theory, social bond theory and deterrence theory.

The sample (stratified random sampling) of this reseach was 307 high school students that had alcoholic drinking behaviour in Pathumthani province. The data were collected by questionnaires completed by the students and analysed using the computer programme SPSS for Windows Version 7.5. The data were sorted in the form of

frequency and percentage. Also, the relationship between the variables was found by using the Chi – square statistic.

The study revealed that there were only three variables significantly related to youth alcoholic drinking behaviour in Pathumthani province : (1) the influence of friends ; (2) attachment to parents (low- level); (3) attachment to school (low- level). Further analysis of youth alcoholic drinking behaviour and their social background, found that the drinking behaviour of their parents has an effect on the drinking behaviour of youth (significance $p < .05$).