

Chonlada Tantikittichai 2012: Influences of Online Social Marketing Communication on Reducing Alcohol Consumption among Undergraduate Students in Bangkok. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Nottakrit Vantamay, Ph.D. 169 pages.

This research aims to investigate: 1) Patterns of Online Social Marketing Communication on Reducing Alcohol Consumption among Undergraduate Students in Bangkok. 2) Influences of Online Social Marketing Communication on Reducing Alcohol Consumption among Undergraduate Students in Bangkok. 3) The Opinions of Undergraduate Students in Bangkok about Online Social Marketing Communication on Reducing Alcohol. This study has been divided into two parts: Part one is an analysis of website content based on the analysis model created by researchers. Part two is survey research based on results from a questionnaire with a sample group size of 400 undergraduate students aged 18-24 years who have studied in Bangkok. Analysis and data processing methods used included: frequency, percentage, mean, standard deviation and inferential statistical analysis. Multiple regression analysis was also used at a statistically significant level of 0.05.

The results found that 1) Patterns of Online Social Marketing Communication on Reducing Alcohol Consumption among Undergraduate Students in Bangkok mostly used Online Public Relation, Online Advertisement and Online Direct Marketing. Respectively 2) Influences of Online Social Marketing Communication on Reducing Alcohol Consumption among Undergraduate Students in Bangkok had four factors as follows: Online Social Network ( $\beta = -.136$ ), Premium ( $\beta = -.143$ ), Celebrity ( $\beta = -.151$ ) and Close Person ( $\beta = -.119$ ) 3) The Opinions of Undergraduate Students in Bangkok about Online Social Marketing Communication on Reducing Alcohol raised the idea about creating the Variety of Advertising Campaign that will cover all campaigns about reducing alcohol consumption (31.79 percent) and increase online advertisement.

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Thesis Advisor's signature