

## **ABSTRACT**

This research is a study regarding the attitudes of adolescents in Bangkok toward consuming imported alcoholic beverages. It aimed to investigate the attitudes of adolescents in Bangkok toward consumption of imported alcoholic beverages, to find out the factors in choosing imported alcohol beverages by adolescent drinkers, and to discover what influences the drinking behavior of adolescents.

For this study, the sample size will be 200 residents of the Huay-khwang area who are Thai adolescents, both men and women over 18 years of age but not over 25 years of age. The survey questionnaire will be used to collect data by distributing it to customers of imported alcoholic beverages every weekend at shopping malls, retail, stores, restaurants and entertainment outlets. Purposive sampling will be used to select the adolescents for the study until the total number of 200 respondents will be reached. The Statistical Package for the Social Sciences (SPSS) is used for analyzing the collected data.

The results show that the majority of the respondents were females and most of them were aged 25 years. Most of them like to drink whisky. From studying the consumption behavior and factors leading to consumption behavior, it was found that friends were the most important factors leading to such consumption behavior in terms of being to first introduce a person to drink alcoholic beverages. For following occasions of drinking alcoholic beverages, it was found that these were the persons with whom respondents usually drank. The overall picture of the level of attitudes that the respondents paid for imported alcoholic beverages was at the agree level. It was shown that product, price, channels of distribution, and sales promotions influence respondents' characteristics, process of decision, and consumption behavior. The findings of this present study suggested that the relevant organizations should promote more drinking responsibly knowledge among adolescents and their peers. This was because market stimulus significantly influenced the purchase of alcohol. So companies can use this information to develop their market strategies to be more moral and responsible to this group of consumer.