

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

At present, liquor or spirit plays a greater role in human society than in the past. It is accepted extensively in numerous places and it is accepted as part of global culture. Besides, it earns incomes for humans. In Thailand, part of the country's revenue is from the alcohol tax, which is collected from alcohol producers by the Excise department. Moreover, when we observe this revenue, we can see that this income has been increasing for the past few years; for example, the government gained 29,145.77 million baht from alcohol taxes in the fiscal year of 2006 (Oct.48 – Sep.49) and for the fiscal year of 2005 the government gained 28,619.97 million baht. When comparing the incomes from these two fiscal years, 525.80 million baht was a higher value for the fiscal year 2006 or 1.84%. Moreover, according to the statistics for the tax revenue year 2007 by the Excise department, alcohol tax income is the fourth revenue earner. These statistics are evidence of the large amount of the country's income derived from the alcohol business.

The above ranking shows that the higher the rate of taxes the more income government gains. It proves that although the liquor tax is very high, the businesses of importing liquor and spirits are still growing up and gaining a lot of profit. The major reason which increases the popularity of consuming imported alcoholic beverages by Thai people is from belief that imported alcoholic beverages represent elegance and prestige for the consumer due to the high price of these products. Moreover, the influence of cross-cultural advertising, the development of production technology, and the success of international businesses are also influential to the popularity of imported alcohol (พระไพศาล วิสาโล, 2537).

While the alcohol consumption is reaching the saturation point in Europe and America; alcohol producers have expanded their distribution and manufacturing sites to Asia since 1990. From this expansion, Carlsberg and Denmark beer producers have become the biggest beer producers in the world. Carlsberg has its branches in Malaysia, Indonesia, Thailand, Vietnam, Nepal, Hong Kong, and China. In Asia,

Thailand is the biggest market having 20% of overall market share, which used to be 95% by Boon-rod Brewery Company. Since 1990, Carlsberg Heineken Miller and Anheuser-Bush started to invest in Thailand. Until the beginning of 1997 when the economy was critical, cheaper imported alcoholic beverages were imported. Then, in the year 2000 imported alcoholic beverage was more preferred by Thais and these products which were famous. They are Spey Royal, Blue Eagle, and, Red Suntory.

Great profits from imported alcoholic beverages are now gaining the attention of entertainment outlet owners, shopkeepers, and other related sectors to invest in alcohol businesses. However, behind the success of alcohol businesses, there are a lot of problems and harm caused by this product as well. Alcohol is a powerful and addictive drug that causes harm to society. Excessive use of alcohol cause liver cirrhosis, cancers, heart disease and psychological problems. WHO pointed out that alcohol is the fifth factor which puts the world at risk to illness and disease. The Alcohol control policy contributes to the relief and solution of problems caused by drinking which affects the living standards of the world.

This study aims to investigate the attitude of adolescents towards alcohol consumption because alcohol has been a part of our culture for a long time (พระไพศาล วิสาโล, 2537). It is urgently needed to manage teenage drinking appropriately and comprehensively, and to guide young people to a “healthy norm” for adolescent alcohol consumption. According to Yvonne’s studies, it was found that a fifth of young people aged 16 – 24 years drink to intoxication most times they drink, and 42% of drinkers report memory loss after drinking. Further, between 20% and 40% of young people report alcohol-related violence and around 30% report alcohol-related sexual risk taking. Dr.Morakod, the Deputy Minister of Health claimed from research which studied the behavior of alcohol and drug consumption of 6,000 adolescents who broke the law and misbehaved at the department of Juvenile Observation and Protection. It was found that 85% of them aged 7 – 18 years used to drink and 35% of them reportedly committed crimes while drinking. When studying each crime committed by them, 40 – 50 % committed serious violence causing injury or death and sexual crimes, 41% of them committed violence after drinking within five hours, and 77% of all crime cases were caused by drunkenness. Therefore, it

would be important to study Thai adolescent alcoholic consumption and their attitude toward alcohol consumption especially imported alcoholic beverages.

This study focused on Bangkok because Bangkok is the biggest market in Thailand and there are a lot of consumers who can afford to purchase imported alcoholic beverages and respond to brand new products immediately. Moreover, the study will be beneficial to companies and distributors to plan strategy and develop product folders to conform to personal factors and overcome the current economic crisis. However, this study will not only give an advantage to business' owners but also enable reasonable choices to be made of imported alcoholic beverages by respondents who are consumer. Additionally, this study will identify the factors which affect the drinking behavior and adolescent attitudes toward imported alcohol in order that the relevant sectors such as Thai Health Organization and the Center for Alcohol Studies and government authorities will understand adolescent problems and find proper solutions to them.

1.2 STATEMENTS OF THE PROBLEM

1.2.1 What are the attitudes of adolescents in Bangkok toward the consumption of imported alcoholic beverages?

1.2.2 What are the factors in choosing imported alcoholic beverages?

1.2.3 What is the drinking behavior of adolescents in Bangkok?

1.3 OBJECTIVES OF THE STUDY

1.3.1 To investigate the attitudes of adolescents in Bangkok toward the consumption of imported alcoholic beverages

1.3.2 To find out the factors in choosing imported alcohol beverages by adolescent drinkers

1.3.3 To discover what influences the drinking behavior of adolescents

1.4 DEFINITION OF TERMS/ VARIABLES AND DEFINITIONS

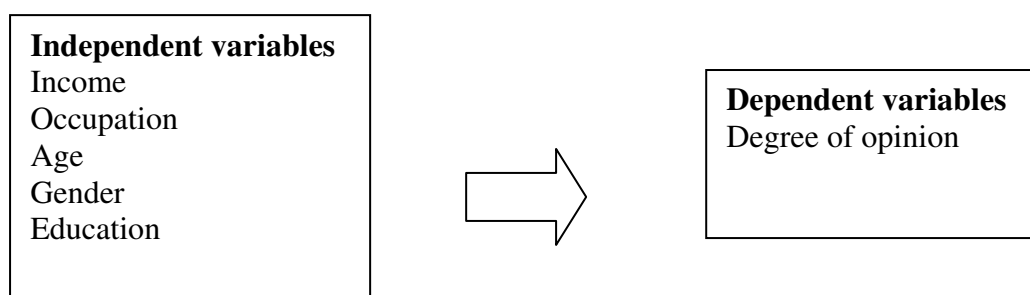
	Conceptual definition	Operational definition	Indicator
Sex	Gender characteristics	The state of being male or female	Male or female
Age	The length of time in which the individual lives	The number of years that an individual has lived since that individual was born	Aged between 18 – 25 yrs
Education	A process of learning especially in school	Academic level that a person has studied since birth	Secondary, Diploma, Bachelor's Degree, Higher than bachelor's degree
Income	Money received over a certain period	The money that a person earns monthly	Lower or equal to, 8,000 baht, 8,001 – 16,000 baht, 16,001 24,000 baht, more than 24,000 baht
Attitude	Refers to the way someone reflects on something	Refers to the reflection of feeling towards consuming or choosing foreign liquors	5 scales of Likert scale to access their positive and negative opinion
Adolescent	Refers to the period of people developing from a child into an adult	Refers to youth who have the right to buy alcoholic beverages legally	Refers to youth aged between 18 - 25 years
Imported alcoholic beverage	Refers to alcoholic beverages that are	Refers to alcoholic beverages	Kinds of alcoholic beverage; whisky,

	produced in other countries and legally imported		brandy, wine, champagne, rum, vodka, and beer
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Independent variables are the individual's factors, gender, age, education level, monthly income, and occupation

Dependent variables are attitude of the target group to imported alcoholic beverages.

Figure 1. Conceptual Framework



1.5 SCOPE OF THE STUDY

This study explores the attitudes of adolescents in Bangkok toward consuming imported alcoholic beverages of any category of alcohol like whisky, brandy, rum, beer, wine, champagne, and vodka. The attitude is studied in terms of the quality, price, brand, place, sales promotion, reputation of alcohol distributor, sales person and legal regulations. Moreover, the consumption behavior is also investigated in terms of the most preferred imported alcoholic beverage, frequency of purchase, monthly expenses, when and where they buy imported alcoholic beverages, the person influenced them to consume and the reasons for consuming imported alcoholic beverages. 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.

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 The study of attitude and consumption behavior toward imported alcoholic beverage will allow the related sectors to improve their measures and policies about responsible drinking by adolescents and to prevent further problems from the abuse of alcoholic drinks.

1.6.2 The study of attitude and consumption behavior toward imported alcoholic beverage will be beneficial to alcohol distributors in developing sales activities or marketing strategies and in promoting responsible drinking by drinkers.

1.7 ORGANIZATION OF THE STUDY

This study is divided into five chapters. The first chapter presents background, statement of the problem, objectives and scope of the study, definition of terms and significance of the study. The second chapter reviews related literature as well as research. The third chapter covers research methodology such as subjects, materials, procedures, and data analysis. The fourth chapter presents the results of the study, commencing with the application of the questionnaires, as well as the completed data. The last part of the study presents the conclusions, discussions, and recommendations of the study and findings.