

## APPENDIX A

### Questionnaire (English version)

#### Attitudes of Adolescents toward Consuming Imported Alcohol Beverage in Bangkok

This study is a part of an individual project required for the Master degree of Arts in English for Careers of the Language Institute, Thammasat University. The objective of this questionnaire is to study the attitude of adolescents toward consuming imported alcohol beverage, to survey the popularity among adolescents in consuming imported alcohol beverages, and to obtain the attitudes of adolescent drinker toward the government's alcohol control policy. Your response will be strictly confidential and will be used for research purposes only. Your cooperation is highly appreciated.

The questionnaire consists of three sections as follows:

Section 1 Demographic Characteristics

Section 2 Attitudes towards Imported Alcohol Beverage

Section 3 Attitudes toward Alcohol Control Policy

Section 4 Other Suggestions and Comments

#### Section 1: Demographic Characteristics

**Instruction:** Please mark ✓ in ☐ and fill in the blank that is suitable to you.

1. Gender

☐ 1. male

☐ 2. female

2. Age \_\_\_\_\_ years old

3. Education level

☐ 1. Lower than a Bachelor's Degree

☐ 2. Bachelor's Degree

☐ 3. . Master's Degree

4. Monthly income

☐ 1. lower or equal to 8,000

☐ 2. 8,001-16,000 baht

☐ 3. 16,001-24,000 baht

☐ 4. more than 24,000

5. Occupation

☐ 1. unemployed

☐ 2. student

☐ 3. government official

☐ 4. private company employee

☐ 5. freelance

☐ 6. Own business

## Section 2: The consumption behavior regarding imported alcohol beverages

**Imported alcoholic beverages** refers to alcoholic beverages produced in other countries and legally imported.

Example of alcoholic drink brands which are distributed in Thailand

Whisky : Johnnie Walker, Chivas, Swing, 100Pipers, Ballantines, Benmore, Master Blend, Crown99, Spey royal etc

Brandy : Hennessy, Remy Martin

Rum : Captain Morgan, Pampero, Barcadi

Vodka : Smirnoff, Absolute, Filandere, Belvedere

Beer : Heineken, Brudweiser, Carlsberg, Corona, Kloster

6. What is your favorite imported alcohol beverage ?

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> 1. whisky             | <input type="checkbox"/> 2. brandy |
| <input type="checkbox"/> 3. wine and champagne | <input type="checkbox"/> 4. vodka  |
| <input type="checkbox"/> 5. beer               | <input type="checkbox"/> 6. Rum    |

7. Who first introduced you to drink alcoholic drinks/beverages?

- |   |  |
|---|--|
| <input type="checkbox"/> 1. friends                     | <input type="checkbox"/> 2. yourself   |
| <input type="checkbox"/> 3. family members              | <input type="checkbox"/> 4. colleagues |
| <input type="checkbox"/> 5. other (please specify.....) |  |

8. Why did you start drinking alcohol drinks/beverages at the first time?

- |  |   |
|--|---|
| <input type="checkbox"/> 1. party with friends           | <input type="checkbox"/> 2. tried (by yourself) |
| <input type="checkbox"/> 3. family member support to try | <input type="checkbox"/> 4. social occasion     |
| <input type="checkbox"/> 5. other (please specify.....)  |   |

9. On what occasion, do you normally consume alcoholic beverages?

- |   |  |
|---|--|
| <input type="checkbox"/> 1. celebration on special occasion | <input type="checkbox"/> 2. drinking with girlfriend/boyfriend |
| <input type="checkbox"/> 3. party with friends              | <input type="checkbox"/> 4. in a social activity               |
| <input type="checkbox"/> 5. to present yourself             | <input type="checkbox"/> 6. like the taste                     |
| <input type="checkbox"/> 7. to release stress               |  |

10. How often do you drink? (choose only one)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 1. everyday         | <input type="checkbox"/> 2. 1-2 times a week | <input type="checkbox"/> 3. 3-4 times a week |
| <input type="checkbox"/> 4. 1-2 times a week | <input type="checkbox"/> 5. seldom           | <input type="checkbox"/> 6. occasionally     |

11. On average, how many glasses do you drink per occasion of alcoholic drinks/beverages ? (choose only one)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> 1. 1-2 glasses        | <input type="checkbox"/> 2. 3-5 glasses | <input type="checkbox"/> 3. more than 5 glasses |
| <input type="checkbox"/> 4. half of the bottle | <input type="checkbox"/> 5. 1 bottle    | <input type="checkbox"/> 6. more than 1 bottle  |

12. Whom do you drink with ?

- |  |                                     |  |
|--|-------------------------------------|--|
| <input type="checkbox"/> 1. alone                      | <input type="checkbox"/> 2. friends | <input type="checkbox"/> 3. family members |
| <input type="checkbox"/> 4. social activities' members |                                     |  |

13. Where do you usually drink ?

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 1. at home                     | <input type="checkbox"/> 2. entertainment outlet | <input type="checkbox"/> 3. restaurant          |
| <input type="checkbox"/> 4. friends/ relatives' house   | <input type="checkbox"/> 5. hotel                | <input type="checkbox"/> 6. tourist attractions |
| <input type="checkbox"/> 7. other (please specify.....) |  |   |

14. On what occasions do you buy imported alcohol beverages? (choose only one)

- ☐ 1. want to drink                      ☐ 2. to try a brand new product  
☐ 3. to collect                              ☐ 4. sales promotion is interesting  
☐ 7. other (please specify.....)

15. Where do you buy the imported alcohol beverage?

- ☐ 1. supermarket/department store    ☐ 2. convenience store  
☐ 3. restaurant                              ☐ 4. entertainment outlet  
☐ 5. shop in the gas station              ☐ 6. get from other people  
☐ 7. other (please specify.....)

16. How much do you normally spend on alcoholic drinks/beverages per month?

- ☐ 1. 100 – 300 baht                      ☐ 2. 301 – 500 baht  
☐ 3. 501 – 700 baht                      ☐ 4. 701 – 1000 baht  
☐ 5. 1001 – 1500 baht                  ☐ 6. more than 1500 baht  
☐ 7. none

17. Where do you get this income to purchase imported alcoholic beverage?

- ☐ 1. my own                                      ☐ 2. parents  
☐ 3. friends                                      ☐ 4. special income  
☐ 5. other (please specify.....)

### Section 3 Attitude and factors toward imported alcohol beverage

**Instruction:** Please mark ✓ in the box that matches your answer the most. Please leave blank the item for which you have no idea.

Attitude towards imported alcoholic beverages	Agreement level				
	Strongly agree	Agree	Uncertain	Disagree	Strongly Disagree
1. I drink imported alcoholic beverages because it is the standard drink in society					
2. I drink imported alcoholic beverages because it makes me look smart and elegant					
3. I drink imported alcoholic beverages because it doesn't cause a headache or hangover when I wake up after drinking					
4. I drink imported alcoholic beverages because its quality is standard					
5. I drink imported alcoholic beverages because they are less harmful than local spirits					
6. Drinking imported alcoholic beverages is appreciated among my friends					

Factors	Agreement level				
	Strongly agree	Agree	Uncertain	Disagree	Strongly Disagree
7. Imported alcoholic beverages are better quality than local alcohol beverages					
8. Imported alcoholic beverages' prices are commensurate to their quality					
9. Drinking imported alcoholic beverages is a good way to fit into society more easily					
10. Drinking imported alcoholic beverages is a better choice for the new generation					
11. Increasing the price of alcoholic products influences the frequency of purchase					
12. The brand of alcoholic product influences the purchasing behavior					
13. The place influences the consumption behavior of imported alcoholic beverages					
14. Sales promotion influences the consumption behavior of imported alcoholic beverages					
15. The reputation of an alcohol company influences the choice of imported alcohol beverage					
16. Advertising influences the choice of imported alcoholic beverages					
17. Sale persons influences the choice of imported alcoholic beverages					
18. Alcohol control policy influences the consumption behavior of imported alcoholic beverages					

**Section 5 Other suggestions and comments**

.....

.....

.....

.....

**“Thank you for your cooperation”**