

Thesis title	Opinion of People in Bangkok on the Alcoholic Beverage Control Act. 2551
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### Abstract

The research on “Opinion of people in Bangkok on the Alcoholic Beverage Control Act. 2551” is a survey research by collecting information from 400 samples who lived in Bangkok district. The purpose of this research are

1. To study the advertising exposure of alcoholic beverage of people in Bangkok
2. To study the opinion of people in Bangkok on alcoholic drinking
3. To study the opinion of people in Bangkok on the Alcoholic Beverage Control Act. 2551
4. To study the alcoholic drinking behavior of people in Bangkok
5. To study the relationship between the opinion on alcoholic drinking and the opinion on the Alcoholic Beverage Control Act. 2551
6. To study the relationship between the opinion on the Alcoholic Beverage Control Act. 2551 and the alcoholic drinking behavior of people in Bangkok
7. To study the relationship between the advertising exposure of alcoholic beverage and the alcoholic drinking behavior of people in Bangkok.

The result of this research found that, there are 250 female samples and 150 male samples, mostly aged between 26 - 35, bachelor's degree or equal graduated, worked as private employees and have income between 10,001- 20,000 baht per month.

On alcoholic drinking behavior found that there are 207 samples who have alcoholic drinking behavior and 193 are none alcoholic drinking. The sample who drink alcohol mostly have frequency of drinking at 1-5 times a month, also found that male have drinking behavior more than female and sample who aged between 26-35 have most drinking behavior.

The study of the advertising exposure of alcoholic beverage found that sample exposed the alcoholic beverage advertising from television most, second is from billboard and mostly sample have most frequently viewed the alcoholic beverage advertising from television and second is from billboard also. The study of alcoholic beverage advertising compositions that most attracted the sample, found that the advertising compositions that most attracted is brand or logo of the alcoholic beverage. And also found that 207 samples who have alcoholic drinking behavior mostly think that brand or logo of the advertising compositions are attracted to buy the alcoholic beverage most. The exposure of alcoholic beverage advertising separated by alcoholic type found that sample have viewed the advertising of beer, whisky and brandy from television most, and viewed the advertising of wine, vodka and rum most from magazine.

The study of the opinion on alcoholic drinking found that mostly sample have negative view on alcoholic drinking in high rate, and found that mostly sample have opinion on Alcoholic Beverage Control Act.2551 in medium rate.

The Hypothesis result found that sample who have different sex, age, level education, career and income will not have difference in the exposure of alcoholic beverage advertising, the opinion on alcoholic drinking and the opinion on Alcoholic Beverage Control Act. 2551. But in different sex found that male have drinking behavior more that female.

The Hypothesis result also found the relation of the opinion on alcoholic drinking and the opinion on Alcoholic Beverage Control Act.2551 which means sample who have negative view on alcoholic drinking might have positive view on Alcoholic Beverage Control Act.2551. But there are no relation of the opinion on Alcoholic

Beverage Control Act.2551 and alcoholic drinking behavior which means though samples have different drinking behavior but there're no effect on the opinion of people on Alcoholic Beverage Control Act.2551. And also found that there're no relation of the exposure of alcoholic beverage advertising and alcoholic drinking behavior.