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KAMOLTHIP VIJITSOONTHORNKUL : FACTORS INFLUENCING ALCOHOL USE OF MALE STUDENTS IN VOCATIONAL TRAINING COLLEGES IN BANGKOK. THESIS ADVISORS : VASON SILPASUWAN, Dr.P.H., PRAPAPEN SUWAN, Ph.D., CHANINAT VAROTHA, Dr.P.H. 226 p. ISBN 974- 662-969-7

It can be said that adolescence is the age at which alcohol drinking is typically starts at which but the maturity and self-responsibility to control alcohol use have not developed yet. This may result in alcohol dependence and harm to health. This study was to determine the rate of alcohol consumption, behaviors and factors related to alcohol drinking among male vocational college students. The research concept was based and focused on psychosocial factors and environmental factors as recommended by Tone and others (1990). The subjects, 614 male high vocational certificate students from vocational training colleges under the Administration of Department of Vocational Education and the Private Education Commission of the Bangkok Metropolitan Administration, were randomly sampled. The data were collected by using self- administered questionnaire from February 28 to April 5, 1999.

The results of the study showed that 66.8 % of male vocational students in the Bangkok Metropolitan area consumed alcohol; of those who consumed alcohol, 2 % were heavy drinkers, 34.4% were moderate to heavy drinkers, 30.0% were moderate drinkers, 21.5% were light drinkers, and 11.7% were occasional drinkers. Sixty-five percent of those who consumed alcohol increased their consumption over the post year. Of those alcohol consumers, eighty-one percent started using alcohol at the age of 14-18. Patterns of alcohol use varied according to age. The percentage of students who drink alcohol increased with age. Alcohol drinking behavior was mainly for social reasons: some drank together in a group; some drank because of persuasion by the peer group and some preferred drinking heavily at every social occasion. It was found that the peer factor accounted for the tendency of taking alcohol with variance of 0.34 and price of the alcohol could account for misuse with variance of 0.20. It was also found that perception and attitude towards alcohol drinking were significantly related to drinking behavior. Regarding the findings, it is recommended that healthy public policies and effective strategic plans for health promotion and prevention of alcohol use among students of vocational training colleges have to be formulated.