

Thesis Title	Social and Psychological Factors Predicting Intention to Drink Alcoholic Beverages of Secondary Education Male Students
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Date of Graduation	November 7, 1986

### Abstract

The purposes of this research are to study the influence of attitude towards drinking alcoholic beverages and to examine the influence of subjective norm about drinking alcoholic beverages on intention to drink alcoholic beverages of secondary education male students by using the theory of reasoned action established by Ajzen and Fishbein as a frame of analysis.

The sample group consisted of 587 Mathayom Suksa 3 (Grade 9) and Mathayom Suksa 6 (Grade 12) male students from 12 schools under the Department of General Education in Bangkok during 1985 academic year. These students were selected by systematic sampling method. The employed tool was a set of questionnaire constructed by the researcher applied from the conceptual framework of Ajzen and Fishbein. The data were analyzed using percentage calculations and multiple regression analysis.

Findings showed that attitude towards drinking alcoholic beverages and subjective norm about drinking alcoholic beverages could significantly predict 22.78 percent of the variance in intention to drink alcoholic beverages of these students. ( $R^2 = 0.2278$   $p < .01$ ) Both the attitude towards drinking alcoholic beverages and the subjective norm had significant influence on intention to drink alcoholic beverages. The attitude towards drinking alcoholic beverages was found to be a little more important factor. ( $\beta_A = 0.31$   $p < .01$ ,  $\beta_{SN} = 0.29$   $p < .01$ )