

Thesis Title           Caffeine Drink Consumption Behavior  
                          of Male Workers and Laborers in Bangkok  
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### **ABSTRACT**

The study aimed at determining Caffeine Drink consumption behavior and related factors among male workers and laborers in Bangkok. A sample of 215 male workers and laborers aged between 15-56 years from factories and construction sites located in Bangkok were interviewed using constructed questionnaires. The studied variables included socio-demographic characteristics, Caffeine Drink consumption behavior, knowledge, perception on warnings in the label, perception on the advertisement, consumption reasons, perception on expected of consumption results and perceived consequential problems.

The results showed that Caffeine Drink consumption prevalence among study subjects was 73.3 percent with the average consumption of  $21.43 \pm 19.55$  bottles per month and the range was 1 - 150 bottles per month. Few consumers consume Caffeine Drink by

mixing with alcoholic beverage and analgesic drug, "Tamjai". Duration of consumption, perception on the advertisement and perception on expected of consumption results were significantly associated with consumption level.

Majority of reasons for consumption was against drowsiness. Most consumers could get the results as they expected. Duration of consumption ranged between 1 month to 20 years, with the mean  $4.22 \pm 4.09$  years. The average age at the first time started drinking was  $23.13 \pm 6.68$  years. Seven consumers have started their drinking when at the age below 15 years, the youngest age of started was only 10 years old.

The expenditure for consumption of Caffeine Drink ranged between 10 - 1,500 baht per month. Consumers who have the lowest income interval are burdened of expenditure on total income at least 1.73 times greater than those who have higher income.

Nearly half of consumers showed pros perception on the advertisement. The study revealed that the advertisement of Caffeine Drink could mislead understanding of Caffeine Drink's results on the body.