The research is designed as a Cross-sectional Survey Research aimed to study the factors influencing adolescent alcohol drinking behavior in Pranakhon Si Ayuthaya Province. The subjects were selected by stratified random sampling method from adolescents aged 15-19 years old who were students of the high schools, vocational colleges and the informal education centers of the province. The total of 411 subjects included 55.5% males and 44.5% females. The data were collected through the use of a questionnaire and indepth interviews developed by the researcher. The data were analyzed by using the following statistics: frequency, percentage, mean, standard deviation, Chi-square, Pearson's Product Moment Correlation and Multiple Classification Analysis.

It was found that 2.7% of the sampled population stated that they drank alcohol frequently and 46.7% drank occasionally. The predisposing factors significantly related to alcohol drinking behaviors were gender, age, grade average, type of residence, types of education, attitudes toward alcohol drinking, values and perceived impacts of alcohol drinking. Place of alcohol sale and family relationship were the enabling factors significantly related to alcohol drinking behaviors. In addition, the reinforcing factors which significantly related to alcohol drinking behaviors were the alcohol drinking behaviors of close friends and the influence of information received from media. Multiple Classification Analysis showed that the alcohol drinking behaviors of close friends were the first significant predictor; other predictors were attitudes toward alcohol drinking, gender and the influence of information received from media,