

**THE RATIONALIZED PROCESSING MODEL BASED ON THE
INFORMATION PROCESSING THEORY OF CONSUMERS
ALCOHOL CONSUMPTION DECISION IN BANGKOK
METROPOLITAN**



Kritsada Nurakkhe

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Communication Arts and Innovation)
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Innovation
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ABSTRACT

Title of Dissertation	THE RATIONALIZED PROCESSING MODEL BASED ON THE INFORMATION PROCESSING THEORY OF CONSUMERS ALCOHOL CONSUMPTION DECISION IN BANGKOK METROPOLITAN
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This research aims to study the influence, strategies and marketing communication management of the alcoholic beverage manufacturers. The campaign communication in reducing, avoiding and quitting alcohol consumption of the Thai Health Promotion Foundation (Thai Health) and influential people that affect consumption behavior based mainly on the Information Processing Theory. In order to stop the alcohol consumption to have a great impact on the overall society, all the relevant factors must be integrated with the policy planning related to the government and private sectors marketing communication and the concerned parties' that conduct the reduce-avoid-quit alcohol drinking campaigns.

Research methodology is the integration of both quantitative and qualitative methods. Findings show that:

1) Marketing communication of the alcohol manufacturers and influential people communication have statistically significant positive influence. Both affect the positive sensory perception and memory. Later, these communications will send positive influence to alcohol consumers' analytical thinking and processing. Finding also showed that when the communications passed through analytical thinking and processing it was not related to alcohol consumption behavior. The external factors such as values, attitudes and emotions that mixed together as an internal sensory had no influence on the alcohol consumption behavior.

2) The integrated marketing communication patterns and strategies by alcohol manufacturers are more flexible, immediate adjustable and can reach the target group better than those of the Thai Health communication campaigns due to the difference of

important factors such as operational procedures, budgets and resources. This difference has the direct influence to the level of success of the set goal of each organization.



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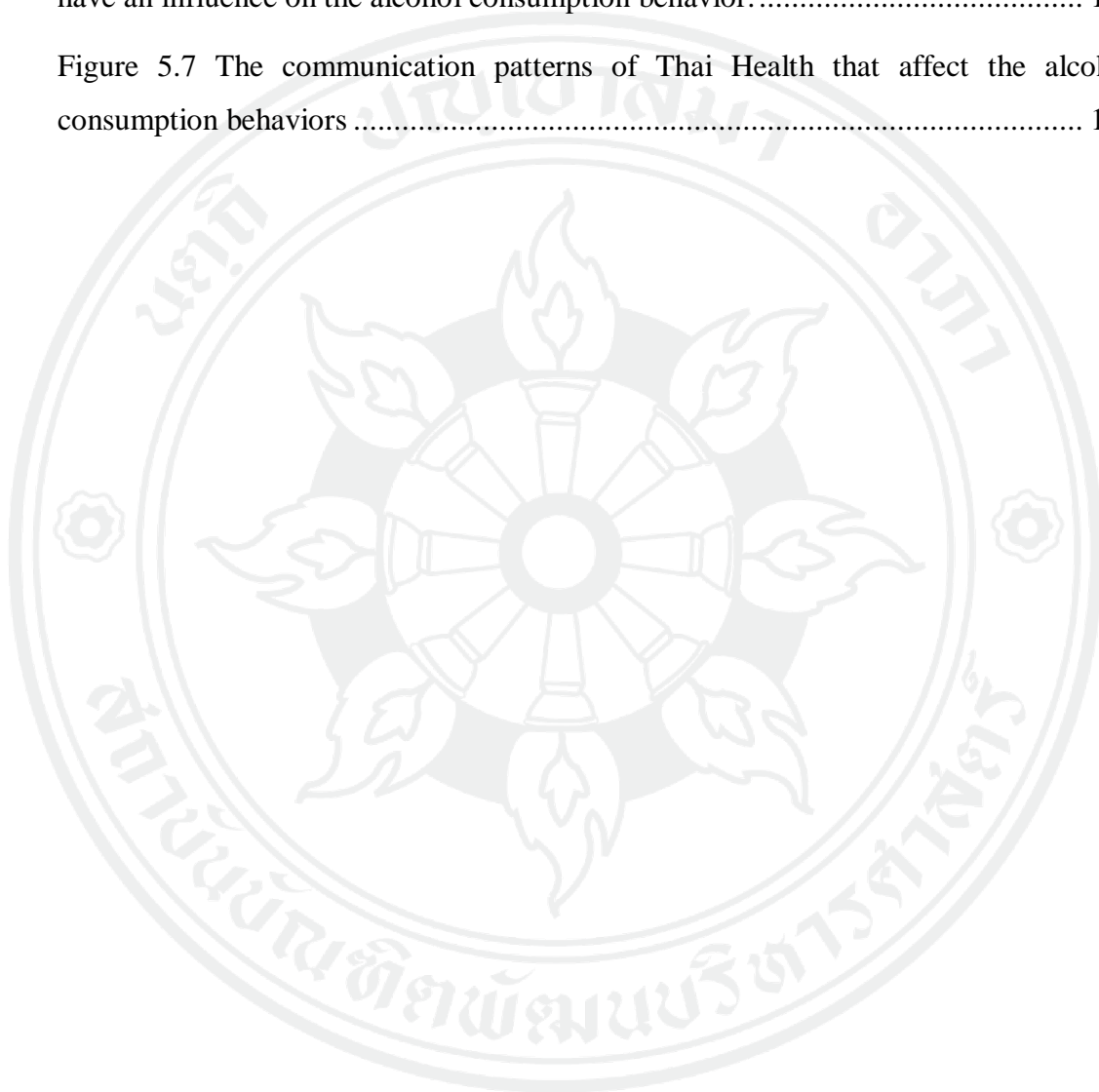
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CHAPTER 1

THE BACKGROUND AND SIGNIFICANCE OF RESEARCH PROBLEMS

1.1 Background of Study

Thai motorists die on the roads in large numbers especially during festivals with long weekends. One example is the news from Thairath newspaper (2018) regarding the death toll during the Thai New Year "Furious Songkran started with 39 drunk drivers death on the first day of Songkran. Police charged numerous drunk drivers with the cars".

News headlines mentioned above demonstrate that currently Thailand has the Alcohol Control Act 2008 (Alcohol Control Act), which aims to reduce the number of new drinkers specially youth. One of key aspects of the Act is to control the alcoholic drinks by prohibiting anyone from alcohol advertising or displaying the name or brand of alcohol. This includes claiming or convincing people to drink either directly or indirectly (section 32), which includes the marketing communication styles of the alcoholic businesses, both in the form of public communication through the media and communication as well as marketing activities.

“Movie stars and beer manufacturers are sued by the Ministry of Public Health for their illegal advertisements against the Public Law. The explicit alcoholic drink advertising is considered illegal according to the Alcohol Control Act (section 32), which has a fine and imprisonment penalty. The Department of Disease Control agrees and gives its full support to sue all guilty movie stars and beer companies for their mutual illegal advertisings.” (Daily News, 2015)

"The Ministry of Public Health claims that movie stars and beer companies are well cooperated on this kind of advertising processes. This alcoholic drink advertising process is considered completely illegal." (Daily News, 2015)

However, the results of the policy announcement and implementation of the law is not effective enough to control the increasing alcohol consumption. It is found that alcohol consumption in the population aged 15 years old and over was 30 percent in 2007. After the Alcohol Control Act was announced, the alcohol consumption still remained as high as 32.3 percent in 2014 (National Statistical Office, 2014).

Meanwhile, the collection of excise tax on spirits and beer during the fiscal year of 2008 to 2015 increased. From the value in the 2008 fiscal year, the excise tax of spirits valued 36,816 million baht greatly increased to 64,654 million baht in year 2014. However, in 2008 the excise tax of beer was 53,465 million baht, which increased to 76,559 million baht in the year 2014. While the excise tax of spirits in terms of volume, has been collected for 739 million litres in 2008, in 2014 the figure was up to 1,038 million liters. In 2008, the beer excise tax was collected at 2,135 million litres, but in the year 2014 the collected excise tax was reduced to 2,040 million litres (Excise Department, 2008 - 2015).

The analysis of causes and further research after the Alcohol Control Act 2008 took effect, as recent studies found that alcohol business groups have adapted the advertising communication models and the marketing communication in various forms. In addition, the alcohol businesses also focus on creating new drinkers in the society (Nittha Roonkasem, 2009).

While using new types of media such as Facebook, and Instagram to communicate messages, or to demonstrate the recent activities including the newly changed alcohol product information is considered a new form of communication. This new types of media has never been used before. Due to the rapid development of today's communication technology, the rules and provisions of the law are unclear on interpretation of the earlier mentioned offense.

Therefore the use of new media for alcohol advertising is another popular approach to avoid those alcohol control laws. There is the latent or changing of the

advertising format in the form of marketing activities in music and sports, social activities supports in order to build the alcohol product images and etc.

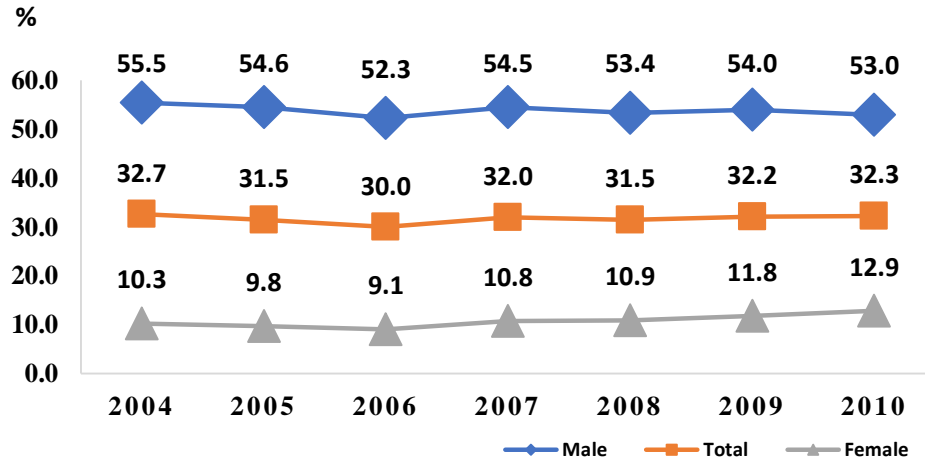
As there is the laws regulating the alcohol advertising recently, this leads to the continuously decreasing of the advertising budgets. However, the alcohol business groups have the adjustments in the public relations activities including changes in the communication patterns to reach the target group in different ways. For example, the activity at the point of sales, the increase in sales channels and the communication via the Internet has been created to focus on product awareness and brand recognition. (Thaikla, 2010)

Alcohol beverage manufacturers and distributors have adapted their advertising methods to be the non-direct sales approach, and changed their objectives to focus on the consumers' impression. Also, they put more efforts to build the concepts so that people would recognize that alcohol consumption is a normal activity and consider it as a fun activity for their group. (Sathapitanont, 2010)

1.2 Current Alcohol Consumption Situation

According to the survey on the alcohol consumption conducted by the National Statistical Office in the year 2014, Thai alcohol consumption rate had increased.

Figure 1.1 Percentage of population who drank alcohol during the previous 12 months during Y2004-2010



(Source: National Statistical Office, 2014)

The survey also showed that the population age ranged 15 to 24 years old had been drinking in the past 12 months at the percentage of 25.2. While the working people group which age ranged between 25 to 59 years old, had the highest rate of drinking at 38.2 percent and the elder people who are older than 59 years old had a drinking rate of 18.4 percent. This showed that the population group who was considered to be the potential group to develop the nation economy and social in the future had the alcohol consumption behavior as high as nearly one quarter of the whole country population. The details are based on the National Statistical Office population survey in 2014, as shown on table 1.1. that the age group range of alcohol drinking people for the last 10 years showed that the pre-working group aged range of 15-24 years old was the lowest rate of the first-time drinking group. From the collected data of the year 2004, the first-time drinkers started their first drinks at the age of 17.3 years old. However, the demographic data collected in 2014 revealed that the average age of the pre-working population group started drinking alcohol at the younger age or at the average age of 16.7 years old.

Table 1.1 The number and rate of people aged 15 and over who drink alcohol, the average age to start drinking. Classified by gender and age group, 2014.

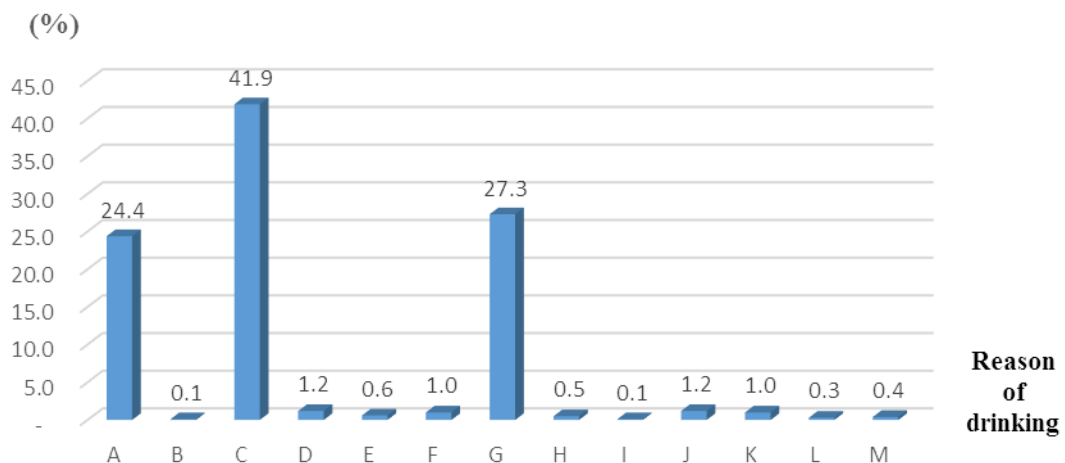
Unit: '000

Gender and age range (Year)	Population aged 15 years old up	Alcohol drinking population	Drinking rate of population	Average age to start drinking
Total	54,831.2	17,705.1	32.3	20.8
Male	26,524.1	14,047.3	53.0	19.4
Female	28,307.2	3,657.8	12.9	25.0
Age range (Year)				
15-24	9,636.8	2,428.3	25.2	16.7
25-59	35,214.1	13,439.8	38.2	20.9
60 and up	9,980.4	1,837.0	18.4	23.3

(Source: National Statistical Office, 2014)

People aged 15 years old and above have been drinking or drank alcohol in the previous 12 months. The first main reason of drinking was for social occasions or socializing for up to 41.9 percent while the second reason of drinking was because of copying friends behaviors or friends' invitations at 27.3 percent and the third reason was desire to try drinking at 24.4 percent.

Figure 1.2 Percentage of population aged 15 years and over who ever drank or drank in the last 12 months, classified by major reasons of alcohol use.



(Source: National Statistical Office, 2014)

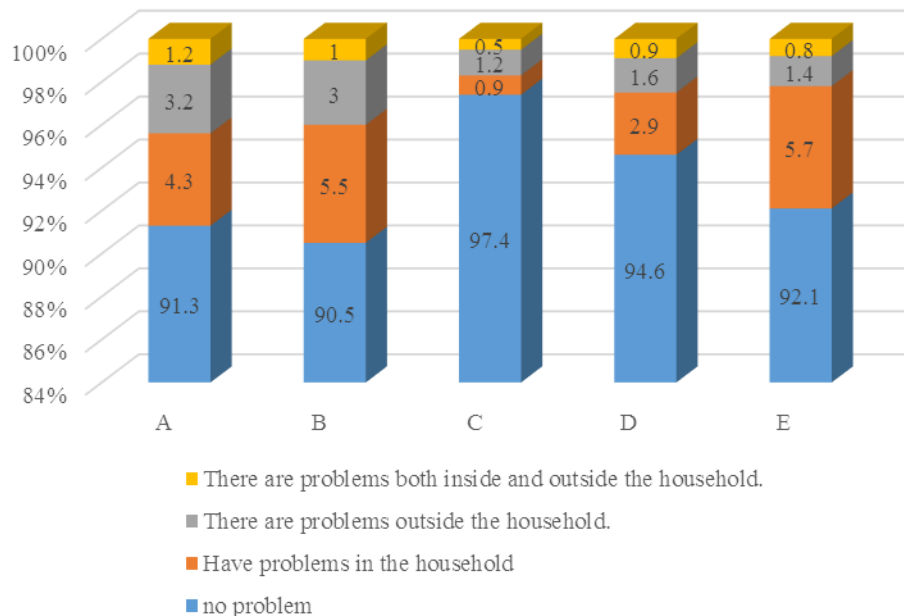
Reason of drinking

- A. Want to try it
- B. Buy it for adults before
- C. To be sociable
- D. To fit in with the group you like
- E. To be more like an adult
- F. To reduce stress or anxiety
- G. To please friends who convince you to drink
- H. To accompany family members who drink
- I. To make you feel more like celebrities in the society
- J. To help your appetite
- K. To help relieve illnesses
- L. It helps to forget your disappointment
- M. Other reasons

1.3 Economic and Social Damages Caused by the Alcohol Consumption.

According to a survey conducted by the National Statistical Office in 2014, the alcohol consumption has had a negative impact on both drinkers and others. The most common problem caused from alcohol drinking was fighting both within family and with other people, as high as 9.5 percent. The second most common problem was causing nuisance and led to the negative effect in the work place and the quality of life at the rate of 8.7 percent, while 7.9 percent was the internal and external family problems resulting from financial problems.

Figure 1.3 Percentage of population aged 15 years and over who have had problems with their own drinking and / or others in the last 12 months (2014)



(Source: National Statistical Office, 2014)

- A Disturbance and Low quality of life
- B Quarrel
- C Acting Violent
- D Unemployed
- E Financial Problems

The information stated that almost one out of ten in the alcohol drinking population would face personal problems and affect their likelihood including their work. This will eventually lead to the country's economy and social problems.

While drinking alcohol may also result in injuries from car accidents as alcohol drinkers will drive cars or vehicles to their residences or go to other parties. The rate of accidents from drunk driving of driving surveyed by the National Statistical Office in 2014 was 8 percent. Number of people aged 15-24 years old who

were injured from car accidents after drinking and driving were as high as 9.9 percent, while the second highest car accident group were people aged 60 years old and over, at 8.3 percent. The working people aged 25- 59 years old who had car accidents or injured from drinking alcohol and driving rate was at 7.6 percent.

Table 1.2 Number and percentage of people age 15 and older, who have the habit of alcohol drinking and driving cars/ motorcycles. Classified by accident or injury from drunk and self-driving, administrative district and age range (2014)

Unit: '000

Administrative district and age range (Year)	Population aged 15 years old and up who has a drinking before driving behavior	Injured or having an accident from drinking before driving			
		Never	Total	Once	More than once
Total	7,792.1 (100.0)	7,165.6 (92.0)	626.5 (100.0) (8.0)	417.6 (66.7) (5.3)	208.9 (33.3) (2.7)
Inside the municipal area	3,030.1 (100.0)	2,793.2 (92.2)	236.9 (100.0) (7.8)	182.1 (76.9) (6.0)	54.8 (23.1) (1.8)
Outside the municipal area	4,762.0 (100.0)	4,372.4 (91.8)	389.6 (100.0) (8.2)	235.5 (60.4) (5.0)	154.1 (39.6) (3.2)
Age range (year)					
15-24	1,252.1 (100.0)	1,127.7 (90.1)	124.4 (100.0) (9.9)	106.5 (85.6) (8.5)	17.9 (14.4) (1.4)
25-59	5,929.7 (100.0)	5,478.3 (92.4)	451.4 (100.0) (7.6)	290.2 (64.3) (4.9)	161.2 (35.7) (2.7)
60 and up	610.3 (100.0)	559.6 (91.7)	50.7 (100.0) (8.3)	20.9 (41.1) (3.4)	29.8 (58.9) (4.9)

(National Statistical Office, 2014)

The previous research studied and analyzed the relationship that led to the alcohol consumption and found that the alcoholic beverage business advertising communications (which in this research will be called as “alcohol marketing communication”) was changed right after the Alcohol Control Act became effective. The impact on the communication campaigns against alcohol consumption of the Thai Health Promotion Foundation (Thai Health) (which in this research will be called as “communication campaigns of the Thai Health”), communication learning and family teaching or communication within the family (which in this research will be called as

“the communication of influential people”), which can control the alcohol consumption appropriately. The alcohol consumption and alcohol production can be controlled and monitored from the government and all concerned parties, including the alcohol manufacturers and consumers.

1.4 Research Questions

1.4.1 How alcohol marketing communications and the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people through the rationalized processing based on the information processing theory affect alcohol consumption? What is the impact of each variable as reinforced or negatively influenced?

1.4.2 Why regardless of several ongoing alcohol consumption laws and regulations, continuous anti-alcohol campaigns, high perception of the communication campaigns, and decrease in alcohol marketing communication budgets alcohol consumption cannot be successfully reduced?

1.5 Objectives of the Study

1.5.1 To study influence of alcohol marketing communications, communication campaigns of the Thai Health, the communication of influential people by using the rationalized processing based on the information processing theory as a main theory of the research.

1.5.2 To study alcohol marketing communications, communication campaigns of the Thai Health, the communication of influential people by using the rationalized processing based on the information processing theory.

1.5.3 To study alcohol marketing communication management approaches, communication campaigns of the Thai Health, the communication of influential

people so that the alcohol consumption would not affect to the family and the society by using the rationalized processing based on the information processing theory.

1.6 Scope of Study

1.6.1 Context of Study

The research studied on the alcohol marketing communications in Thailand, especially on the public communications through television advertising, radio, billboards, and new media. Moreover it aims at studying the communication campaigns of the Thai Health Promotion Foundation including advertising on television, new media, campaign activities including the communication of influential people that affect consumers' alcohol consumptions.

1.6.2 Geography

Survey concepts are summarized from the in-depth interviews of alcohol consumers who regularly are exposed to the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people. The selected target group age range between 18-60 years old who live in Bangkok metropolitan. These sample groups age range were considered as similar to the data collected by the National Statistical Office.

1.6.3 Duration

This study used data collected from the fieldwork during October – December 2017.

1.6.4 Population

Field data collected by the questionnaires distributed to the sample groups of 470 respondents aged 18-60 years old. These were the younger group who had just started drinking and the older group who are already in the work force. This is considered as the beginning period of the alcohol consumption, including the middle-aged people who have experienced the transitional period of alcohol media control

laws. These three groups can make their own decisions whether to drink or not to drink alcohol.

1.7 Significance of the Study

Findings about mindset and data processing of alcohol consumers from the study will be useful as information and guidelines for media and strategic planning of alcohol consumption reduction.

1.8 Hypothesis of the Study

1.8.1 The influence and role of the three main communication groups which are:

1.8.1.1 The alcohol marketing communications

1.8.1.2 The communication campaigns of the Thai Health Promotion Foundation

1.8.1.3 The communication of influential people. These three communication types have strong relationships with the alcohol consumption behavior.

1.8.2 These three types' influences had both supportive and is proportionate effects.

1.9 Definition of Terms

Alcohol beverage refers to a drink containing a mixture of ethyl alcohol not more than 60% which derived from fermentation or refining. This alcohol beverage is made for drinking purpose only. This beverage can intoxicate one who drinks it. Influence means the force that leads to success.

The power lies in the person or the state which can turn anything to meet their satisfactions. The power to motivate others to follow, to act as they order. The power that can make anything possible. In this research, 'influence' also includes the results of three types of communications, which were the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people, which lead people to consume or not to consume the alcohol beverage.

Alcohol Consumption refers to the actions of consumers toward alcohol beverage drinking. The expression that shows in terms of purchasing, acceptance or in any other ways for the purpose of consumption or to drink. To intentional acquire the alcohol and responsively meet that consumers' consumption needs. The consumption is reflected by the action that measured by the consumption quantity, frequency, pattern of acquiring alcohol, number of experiences starting to consume alcohol until the date of filling the questionnaire.

Alcohol Marketing Communication refers to the communication that is related to alcoholic beverage, whether in terms of contents, images, brands, containers, or anything that leads consumers to perceive that the intention of message senders would like to communicate or to link to alcohol. These messages were communicated through television, new media or any other media for the purpose of content awareness communication.

The Communication Campaigns of the Thai Health Promotion Foundation refers to the audience perception on the Thai Health Promotion Foundation campaign advertising format to prevent alcohol drinking through television and other media by having the purpose to introduce people to quit drinking, to reduce or not to have the alcohol drinking behavior.

The Communication of Influential People refers to the learning or the teaching processes that inhibit actions which related to the alcohol consumption which originate from the family members such as parents, siblings, elderly, relatives including friends, schools, and teachers. This communication has the purpose to advice the message receivers to acknowledge and receive the information..

Perception refers to the inner feeling of the perceivers who communicate from places, frequency, duration, and period of time in watching or touching the alcohol marketing communications in the TV commercials, communication within the family and multi-channel marketing communications of the Thai Health Promotion Foundation.

Family refers to the family education pattern, which communicate the meanings from parent to their children, either by verbal communication, action, or by written messages, including being a role model to their children, so that they can observe and imitate such behavior with respect.

Friends refers to the relationship of a person to another person, either by material assistance, emotional stability or being recognized as part of the group of friends, including to show and to provide knowledge about alcohol, both positively and negatively.

School refer to formal education from teachers and the pattern of instruction which is communication of the meaning from teacher to the person being taught, either by verbal communication, action, or by the document including being a role model. The meaning of a role model is setting good examples, from teachers and schools to the person who is being taught. They can observe and imitate such behavior.

Senses, from to the definition of the Royal Institute Dictionary, are defined as body parts similar to fiber. It is responsible for directing and sensing to the brain or out of the brain or other organs of the body. Senses mean mind, feeling while giving the meaning of touch as the touching that leads to the feeling implicitly. When combined together and indicated as used in this research, it should refer to when the body recognizes stimuli from hearing, smelling tasting and touching through the five organs: eyes, ears, nose, mouth and skin. These perceptions lead to the acceptance the intention and the interpretation. Finally, these will lead to the perception. (Serirat, 2007: 117-118).

Memory refers to the determination in mind, reminiscent of (according to the definition of the Royal Academy Dictionary). In this research, ‘memory’ includes

imagery, recalling in the essence of some or all of the information contents from the source of the original communicator.

Thinking refers to the perception of the mind, knowledge occurred in the heart, which leads to continuous pursuit of knowledge. The wisdom to do anything properly and appropriately (meaning according to the Royal Academy Dictionary). In this research 'thinking' also means analysis and decision.

Values, according to the meaning of the Royal Academy Dictionary, are what the person or society considers as the decision maker and as their own actions determinant. In this research, values also include the social preference of ideas, practices or beliefs, which leads to the tendency to follow, so that they are not alienated from society.

Attitude, according to the Royal Academy Dictionary, means the conceptualization, while in the psychological meaning, attitude refers to the psychological readiness of the individual to show behavior in a supportive or against to person, concept, situation or to something. (Punthumnavin,1981,30-33)

Emotion refers to a mental sensation change according to the stimulus or the mental retardation through eyes, ears, nose, tongue, body and mind (meaning according to the Royal Institute Dictionary) . Emotion also means the feeling that affects decision in any action resulting from the receiving of information through the communication.

The inner feelings refer to the mental feelings - In this research it also means values, attitudes and emotions.

CHAPTER 2

LITERATURE REVIEW

This research is based on the study of research hypothesis developed from the influences and role of marketing communications of alcoholic beverage manufacturers and distributors. Marketing communication for the ‘reduce’, ‘avoid’ and ‘quit’ alcoholic drink consumption campaign of the Thai Health Promotion Foundation (Thai Health) and the communication within the family (including schools, friends as mentioned in Chapter 1). This communication relates to the alcohol consumption behavior of consumers in Thailand both prior and after the enforcement of the Alcohol Beverage Control Act 2008. The researcher reviewed literature from theories and related research. The details are presented in order of the following topics:

2.1 The Information Processing Theory

2.2 The Hierarchy of Effect Theory

2.3 The Concepts of Marketing Communication.

2.4 Related research prior to and after the Alcohol Beverage Control Act 2008 enforcement

2.1 The Information Processing Theory

The Information processing theory explains the human recognition process by focusing on the human brain recognition and having the concept of comparing the work of the human brain as a computer. When the human brain gets the external data input such as the information of environment from the five senses in terms of shape, taste, scent, sound, or touch; the body will respond to those stimulations. Then the brain will keep the senses of those data. It would translate resulting in information that would be retained respectively.

However, the brain may not record if the information is not interesting enough. This brain response has several abstract processes (Miller, 1960) and ultimately these processes will affect human behavior and expression.

The important academic who defined the information processing theory was Miller (1960), who gave the conclusion of human information's transformation in the communication by stating that the current human behaviors or human verbal expression is used to communicate with each other. These resulted from the data that they collected earlier or from the previously accumulated knowledge. Then all collected data had been processed as strategies or plans with a set or sequence of action steps. These strategies or plans resulted from the external stimulations. (George A.M., Eugene G., Karl H.P., 1960, P. 27-29, P. 38-39).

Other two academics like Atkinson and Shiffrin (1969: 1971) are critical of furthering and adding evaluation process of this theory. These two academics described that the human memory model had three major parts and were the factors that result in the information process. The three components of human recognition are sensory memory, short term memory and long term memory.

Another academic, Klausmeier (1985) additionally described the model of Atkinson and Shiffrin (1969;1971) on the evaluation process from information received. There are additional factors from the Atkinson-Shiffrin's research (Atkinson and Shiffrin, 1971). It showed details and processes that are added on the pathways resulting from the sensory memory.

Based on the Atkinson and Shiffrin (1960)'s information processing model concept explains that when the five senses which are vision, hearing, tasting, smelling and the direct contact affect to the recognition process of the human memory system, the primary information transformation process will occur and the information will be initially sent to the sensory memory. Then the data will be transmitted through a more complex memory unit, which is the short-term memory unit. However, memories were sent from the sensory memory unit through the short-term memory unit may be faded away or may be lost. While some short-term memories are stimulated and analyzed by the internal brain system, this will lead to thinking and

reviewing including the encoding for short-term memory that can be remembered longer. This encoding has many processes such as a frequent memorization, seeing for a long period and with the high frequency or several repeated stimulations with the same information. This makes memory in short-term memory encrypted and converted to long-term memory. When there is an external stimulations, associated with previous experiences or memories, brain will recall and use the knowledge or information in the long-term memory. The memory in the long-term memory is used through the decoding process or the memories restoration. Then the stored data will be forwarded to the response generator whether through the body, which is thinking or through verbal expressions that occur from the brain reaction. The brain then commands actions or interactive behaviors.

The memories in the senses are transmitted to short-term memory and finally to long-term memory. There are elements that occur and end up continuously such as the analysis of stimulation, the practicing mechanism, the data flow modification, the encryption/ decoding and data transferring, the starting or modifying search in the long-term memory and the origin of the response. These processes are complementary or disproportionate to the memory and the sensory response that happens all the time.

Based on the aforementioned information, this research uses this model to describe the human behaviors, which occur from stimulation or stimulus to the perception to stimulate the consumption behavior or resist of consumption the alcohol. The data processing systems and components in the model will be used to study the relationship of those stimuli and alcohol consumption behavior.

2.2 The Hierarchy of Effects Model

The hierarchy of effect model was created in 1961 by Robert J Lavidge and Gary A. Steiner. This marketing communication model illustrates the sequence of effects that result from the product advertising watching and this leads to the product

purchase. The advertiser's task is to stimulate customers to following all 6 steps and to ultimately make a product purchasing decision.

The six steps processes details are as follows:

1. Building the awareness. Customers are aware of the product through advertising. This step is the first step that needs to be recognized. Consumers may acknowledge and remember the product or not recognize it with a particular advertising. As there are many factors such as advertising contents, competitors' product that has numbers of advertising as well.
2. Knowledge. Customers begin to have knowledge about the product such as through the media, either through the traditional media or the new media or even from the salesperson including the information shown on the product packaging.
3. Preference is the next step when the awareness and product education are sufficient to make consumers favor certain products.
4. Satisfaction. However, because there are many products that can create a liking to consumers at the same time. Each of the products can make a comparison and build the preference over other products. This will definitely make that products being selected for the future purchasing decisions.
5. Confidence or intention to buy or to occupy the products. This step involves in building the customers demand to purchase products. For instant, give customers a chance to try the products before making the purchasing decision.
6. Purchasing is the last step that consumers decide to be a customer and purchase the products.

In these six steps processes and the continuous behavior, Lavidge and Steiner (1961) pointed that in these six steps, they can be divided into three stages of consumer behaviors:

Understanding (thinking) - So that the consumers are aware of the products and gather knowledge of the products.

Feeling (Affective) - To make the consumers to like products and have confidence in the products.

Behavior (Cognitive) - To build the consumer behavior and to make the purchasing decision later.

The model considered these as the hierarchy of responses. As the number of consumers moves from one step to another step, which in each step consumers who perceive the information may not go through each step orderly so this makes the individual process unequal. There may be many consumers who see the product advertising, but not everyone will purchase it. It takes a lot of work to make consumers aware of the products until the final stage of purchasing. Each business must ensure that they make every effort to provide customers on the product knowledge, the complete information and finally bring confidence to customers and then customers have new behaviors to make their final decision in purchasing.

This research uses this concept in analyzing information and applies the information processing theory as the main theory. In order to analyze and to explain the human behavior that triggered by stimulus that leads to the perception. Such perception leads to the alcohol consumption behavior or not to consume alcohol eventually.

2.3 The Concept of Marketing Communications/ Integrated Marketing Communications

Philip Kotler (1999) defined the Integrated Marketing Communications as a way to view marketing as a whole broad picture. The processes are focused on the perception of the message receivers (customers) by integrating the marketing communications into various forms.

While Shimp and Andrews (2010) defined the meaning of marketing communications as a marketing mix tools of goods or the products. These tools have the objective to accomplish the business goal and to fulfill its purpose successfully.

The marketing communication people will use the marketing tools by focusing on marketing their products in order to build the product awareness to customers and to differentiate their products from competitors' products in the market. This will allow the message receivers or customers to know more on products features and values as well.

While Wongmontha (1997) gave the definition of integrated marketing communication as a complete marketing communications. It is the process that develops various types of marketing communication tools altogether. This development has a clear purpose to motivate the communications target groups continuously in the long run. The outcome that happened after the integrated marketing communications being used, will build the target groups' behaviors that correspond to the needs of the communicators. This is to let consumers or target groups to know more about the products or goods and this ultimately leads to the product knowledge, the product familiarity and the trust in those goods or products accordingly.

The tools used in the marketing communications are important. Philip Kotler (1999) stated that the key marketing communications consist of five major types:

1. Advertising - The format of the presentation is not specific to any individual and it can clearly promote the idea of products and services from the product sellers.
2. Promotion - To generate the short-term incentives to encourage consumers' considerations to purchase that products or services
3. Public Relations and Publicity - A variety of programs designed to promote or to protect the company or product images.
4. Personal Selling – To interact or to talk with the salesperson by focusing on building the purchase decisions including the purpose of making a presentation, answering questions and accepting orders.
5. Direct Marketing - By using mails, telephone, fax, e-mail or the Internet for the direct communications, to claim or to increase the direct response from specific customers and prospects.

. Gayle and Charles (2004) viewed that the integrated marketing communications were still in the pre-paradigm phase. Therefore, the measurement of the success of such communications may depend on the definition of the integrated

marketing communications. While the measurement to check if the integrated marketing communications are successful or not can be measured from the integration of various types of communication tools. How well those communications tools work together, either each of part evaluation and overall evaluation, can show that the integrated marketing communications success.

While Schultz and Barnes (1995) commented that the communications' process is the obstructive that led to unsuccessful communications. Due to the fact that there are more than one marketing information senders, they try to send the information to the same target group and to send from many existing media at the same time; this led to noise. As a result, marketing information senders need to focus and to communicate much more to their target groups, to send information more often in order to achieve the better marketing communications or to get more efficient result.

2.4 Relevant Research before and after the Alcohol Control Act 2008 Enforcement

Thaikla (2010) conducted a documentary research on the online marketing promotion strategies of alcoholic beverages in Thailand. The study gathered information from electronic media in the alcoholic beverage related websites and the qualitative research by monitoring the online promotion strategy of alcoholic beverages in Thailand through several search engines of Google, MSN and Siam Guru.

On the first three pages of the aforementioned search engine during June to July 2009 for the total of 1,727 websites, it was found that most of online marketing strategies focused on targeting the products and the product introductions. There were incentives in the form of marketing activities and public relations to major groups of customers via email. Most of the information contained in the websites were related directly to the alcoholic beverage sales. To illustrate, we will see many of alcohol related news websites such as online publications, media from the social business sector, updated news from the alcohol manufacturers and vendors, media from private organizations and websites containing alcohol marketing activities

information, alcohol public relations and music festival. Most of the websites dealing directly with the major alcoholic drink manufacturers are overseas registered.

Most popular drinks are often well-known brands, which are in the high range of Google searching such as international vodka branded 'Absolute', San Miguel beer and Heineken beer. For Thailand, the highest ranked beer are Chang beer, Archa beer, manufactured by Thai Beverage company. The second and third ranked are Singha beer and Leo beer respectively. The website that has equal rank to the Alexa Rank (less number is considered good) are the vodka RTD alcoholic drink (ready-to-drink), Smirnoff, which Facebook has the highest online members. The second highest online members brand is Heineken beer. The imported colored spirit in the Johnnie Walker group (Black Label, Red Label) has the highest number of online members, followed by Red Horse beer ranked as the second highest. Smirnoff Facebook Thailand has the highest numbers of online members for the clear spirit RTD (ready-to-drink) websites. The second highest numbers of online members is San Miguel beer and followed by Tiger beer, which tends to have increasing number of online members everyday. Perception and response of the marketing activities among audiences are encouraged by online communications. Media that are the most influential in their decision making to participate at these activities are the Internet, Facebook, Twitter, Multiply, hi5, the specific websites of each alcoholic drink, including MSN and mail. Activities that they love to attend the most are music festivals, events where popular singers and actors they prefer are scheduled to be on stage and other type of activities respectively.

Online marketing strategy of alcoholic beverages is setting up a website to create corporate image, business image, brand recalling or to present more information about the alcoholic beverages products. Moreover, the alcohol companies also portray themselves as being modern companies through the use of online communication and social networking such as Facebook, Twitter, Blogging and Youtube. The public relations has been linked and sent through the online social networks that can reach the broad target groups with less investment. The word of mouth communication through the online social network that has the mutual interests and similar lifestyles makes the messages and information highly reliable as they come from friends or people with the same taste. At the same time, it is considered

as a fast and multiple distribution news channel. This type of communication can communicate to people continuously so that the information reaches the target audience easier. In other words, the perception, memorization, word of mouth occurred and eventually led to the purchasing and consuming processes.

There are an attempt to control the alcohol advertising in Thailand by enforcing the Alcohol Control Act 2008 (Section 32) in conjunction with the Alcohol Control Board's announcement on the pattern and method of displaying the warning messages with symbols of alcoholic beverages or symbols of the alcohol manufacturers. Furthermore, the Ministry of Public Health has issued the regulations and conditions for displaying symbols for advertising or public relations of alcoholic drinks. In practice, there is a serious enforcement of public media such as radio, television and small and large billboards. But for the advertisement in the social media and the online social network, the alcoholic beverage images are still promoted, the ads convince drinking habits, invite and persuade people to drink including reward and give away premiums for buyers.

Sinsuwan (2010) analyzed the contents and decoded the semantic meanings of alcohol advertising in Thai society by using qualitative research method collected the data and analyzed alcohol advertising contents including documents analysis and group discussion. The key research findings are as follows:

1. The semantic meanings appear in the alcohol advertisement. The alcoholic beverage businesses operators groups and the alcohol beverage consumption control campaign groups have created the similar semantic meanings for 4 sets of meanings. The four sets of semantic meanings consist of semantic meanings about the product characteristics, semantic meanings about the identity, semantic meanings of values and semantic meanings about the relationships. Although both groups created the same set of meanings, each group has created the different meanings of its semantic meanings. Both groups' semantic meanings mean differently as "clash", "dodge" and "support".

Alcoholic beverage business operator groups create the semantic meanings of product characteristics such as quality, unique features, packaging and pricing. The semantic meanings are about the identity such as Thainess, commitment, success, men lifestyles, country of origin and luxury. The semantic meanings are about

values such as relaxation, celebration, present alcohol as a gift. Lastly, semantic meanings are about relationships such as relationships between friends and social relationships.

While the alcohol beverage consumption control campaign groups generate the semantic meanings about products such as alcohol beverage leads to many harmful effects because it is not an ordinary commodity, so it must be regulated under the law. The semantic meanings of the identity such as the poverty of the alcohol drinkers, the happiness - the richness of the people who quit drinking. The semantic meanings are about values such as alcohol-free values, not giving alcohol as a present values. The semantic meanings are about the relationships such as alcohol destroys family relationships.

2.The alcohol advertisements of the alcoholic beverage business operator groups and the alcohol consumption control campaign groups use various strategies in order to communicate the semantic meaning through advertising such as selecting the type of semantic meaning set that has similar meaning, such as sorting the pictures, using the presenters, and using the slogans.

3.The alcohol consumer groups can variously decode the semantic meaning that appears in the alcohol advertisements and the alcohol consumption control campaign group, be it the "direct" decoding, the "negotiated" decoding and the "anti" main meaning decoding.

Khamgan (2005) studied the social and cultural contexts that affect the alcohol consumption behaviors among laborers of Ban Dong Khee Lek, Chae Chang sub-district, San Kamphaeng district, Chiangmai province. The purpose of this study was to investigate the social and cultural contexts that affect the alcohol consumption behaviors among the laborers.

The study outcome indicated that contexts that affect the alcohol consumption behaviors were such as individual contexts. It showed that women aged 30-39 years old tend to consume alcohol more than in the past. Moreover, the study found that children under 15 years old become more likely to consume alcoholic beverages than in the past. Findings regarding social contexts showed that various types of social changes such as having a road cut across the village, economic situation, interaction with other people, the more equal role of women to men, industrial and

technological advances, especially the use of mobile phones, all have affected the alcoholic beverage consumption. In terms of cultural contexts, the study found that alcohol is a part of the community lifestyle according to their beliefs and traditions. There are also other contexts such as the alcohol production policy and the alcohol free trade, which are encouraging people to consume more of alcohol. Last but not least, there were personal influences which also affected the perception of the increasing alcohol consumption. In conclusion, all of these aforementioned contexts are linked to each other and affected to the alcohol drinking behaviors.

Lokaew (2009) studied on behaviors and factors affecting to the alcohol consumption of the public health volunteers in Doi Tao district, Chiangmai province. The objective is to study the behaviors and factors affecting to the alcohol consumption including point of views of the public health volunteers on the alcohol control measures. According to the study, the average age of the sample group drinkers was 13.7 years old. The main reason for drinking alcohol for the first time was for social purpose.

Secondly, they drink alcohol as their close friends invite them and most of the sample group would drink after work hours or before dinner time. Most of them drink with friends and drink on occasions or traditions. The average cost per drink of the sample groups was 81 baht and half of the sample groups still drink at the same quantity after they worked as the public health volunteers. More than half of the sample groups drink approximately 1-2 standard drinks. There are only the minority of the sample groups that drink more than 10 standard drinks (regular drinking volume and more than half of the sample groups drink at low risk level.

Most of the sample group agreed with the alcohol control measures. In addition, the study also found that there are four factors that related to the alcohol drinking levels. Firstly, personal factors such as gender, disease, marital status, average monthly income and the duration that they work as the village public health volunteers. The second factors are beliefs and values. The third was the contributing factors which was the alcohol accession.

Lastly, the supportive factors are friends or colleagues and the opinion on the alcohol control measures. These factors were statistically significant correlated with the level of alcohol consumption.

Kiewkaew et al. (2012) conducted the study of the alcoholic beverage marketing communication activities perception and the alcohol consumption behavior of Thai youths. According to the National Statistical Office Survey on the Youth Alcohol Consumption (2007), the survey revealed that teenagers aged 15-19 years old were only a minority of all alcohol drinkers and males drank about 9 times higher than females. However, the elementary school students started to drink alcohol more and there were increasing alcohol consumptions as high as six times in the female new drinkers group aged 13-19 years old. Environment, family, social group, school, friend group and alcohol marketing communications through various forms of media have involved in promoting youth to drink more alcohol. While sport and outdoor activities, music festival, concert, especially at the entertainment clubs and restaurants with special alcohol drink booth all have influence in attracting the target groups, especially the youths to try, to purchase and to recognize more about alcohol products.

The research recommended that alcohol marketing communications through various media should be monitored. The influence of alcohol marketing activities and various forms of advertising as well as perception of the media and the alcohol consumption of youths should be studied both at the national and regional levels. This survey also showed that most students had never drunk alcohol and most of them had no intention to drink alcohol in the future. According to the audit evaluation of alcoholism problem, findings from this survey revealed that the largest group of alcohol drinkers were the low risk group while the minority group is the risky drinkers. There was a very small number of the 'high risk' drinkers group and there was the smallest groups of the 'harmful' drinkers. Most students had low expectations of the alcohol use and most of the students had the low level of alcohol exposure and knowledge of alcohol, acknowledge the alcohol information through advertising, public relations and alcohol marketing promotion. There were the students' needs and appreciations of alcohol products in the moderate level but their knowledge of alcohol advertising and alcohol marketing promotions were in the high level.

The analysis of factors that influenced alcohol consumption behaviors showed that factors were: alcohol drinking expectations, close friends' drinking habits, number of drinking people in the family, media exposures, media literacy, school

classes absence, income, family and demand of products. The amount of information received and the age can also predict the alcohol drinking pattern that leads to the alcoholism in youth drinking groups.

According to this study, the researcher made the conclusion that it would be beneficial to use a guideline to prevent the beginning of the alcohol consumption and to control Thai youths' alcohol drinking behavior started from the elementary schools to high schools and vocational colleges. The youth sample groups in this study were still lack of maturity to think and process the information received from various media. This made the sample groups easy to be convinced and there should be a close consultation about the appropriate things to do or not to do. The occasions of alcohol drinking, the good points and the bad points from drinking alcohol should be clearly explained to the youth under supervision. Teachers play an important role in guiding, educating and sharing their experiences to the youth so that they have some media literacy which can help them selecting the beneficial messages from media. By organizing the activities that are beneficial such as sports activities, campaign activities, these will provide useful information continuously and arrange youth to help and remind each other to behave appropriately. Due to the exposure of alcoholic beverage media and marketing communication activities acknowledge, there is a complex process that has negative effect on behavior continuously. Therefore, relevant sectors both public and private ones should get involved in creating attitudes, values, communication skills, thinking patterns and decision making skills for young people so that they will enhance their media literacy. All relevant sectors should create a youth group that has capability in expanding their thoughts in details through the central route, rather than through the peripheral route and youth should make their decisions based on the content of the news. As a result, youth will develop more desirable and healthy behaviors which will eventually reduce problems caused by alcohol drinking.

As for the elementary school children, the alcohol drinking problem prevention measures must be developed from the real causes. These measures should be the preventive campaign for the non-drinkers not to try drinking by collaborating closely among the community, houses, temples, schools and related sectors to find the appropriate strategies that suit with the local environments and cultures. The relevant

sectors that involved in directing and controlling marketing communication operations should regularly review rules, regulations in monitoring and regulating the marketing communication through all new channels, both online and offline media which are considered having social impact such as Facebook, and Twitter. Lastly, smart phones that can used to send and receive messages and images can also be used as a tool to communicate with targeted receivers who are now very up to date with technological advances.

Sanguansap (2009) conducted a research study on marketing communication strategies for social networking in the Thai Health Promotion Foundation (Thai Health) alcohol consumption reducing campaign. By studying the three main projects of the year 2009, there were the campaign to stop giving alcoholic beverages as a New Year present project, stop drinking during the Buddhist Lent period project and the alcohol- free freshmen welcoming party project.

The researcher analyzes the patterns of the network campaign in assigning the news agenda in media and search for the success factors of marketing communication strategy for social networking operation. The Thai Health Promotion Foundation's alcohol consumption reduction campaign used several methodologies, which were,

1. The in-depth interview,
2. The textual analysis from TV commercials and printed media sources,
3. Documentation analysis of campaign plans and news clippings from all newspapers advertised about the three projects.

Most of the research studied by Thai Health were about activities of the anti-alcohol organizations. The works of these organizations or sectors were social measures that accompanied with the legal measures. It means law was taken more seriously. The research also studied about various kinds of marketing communications and under what pattern marketing communication has created.

The research showed that Thai Health Promotion Foundation used social marketing mix that complement each part well, especially the promotion strategy, the policy & law enforcement strategy and the public strategy. This alliance networking campaign had a network as a main pattern while integrating with other aspects both at formal and informal relations. By having a mutual campaign objective and by requesting media advocacy and collaborating with media alliances, the movement of

media agenda is aligned with the campaign's agenda. In addition, the success factors of social network marketing communication strategy operation occurred from the integration between the social marketing communication strategies and networking campaigns. This led to the media agenda assignment by Thai Health Promotion Foundation as an agent who determines campaign strategy. The campaign agenda was moved by the collaboration of alliance networks.

Kingmanee (2011) conducted a study on perception of direct advertising and latent alcoholic products advertising on television among college students. In the research, only image, creativity of ideas and comments were used in the advertising contents. There was no product photo or alcoholic beverage purchasing solicitation displayed in the content of the advertising. Findings showed that students had high level of awareness and perception of alcohol advertising on television for both direct advertising and latent alcohol advertising. However, the students' alcohol consumption behaviors caused by television commercials were at the moderate level.

On-in (2009) studied alcoholic beverage drinking behaviors of teenagers that affected their health and family. Research indicated that there were three factors that attract teenagers to drink alcohol which were:

- 1) The leading factor was that teenagers were lack of confidence in terms of refusing to drink and they had positive attitude and positive expectation from drinking.
- 2) Supportive factors were alcohol distribution shops, which are scattered in all areas and violated the law. Moreover, law enforcements on alcohol drinking in the community are not seriously exercised.
- 3) Reinforcement factors were supports from friends and senior groups, drinking pattern of elderlies in the family, community values and parents acceptance of teenager drinking as normal, especially during the festive seasons.

Phukao et al (2006) had studied the cognitive measures to prevent problems related to alcoholic beverages review projects. There are two similarities in the therapeutic efficacy of therapies found in Thailand and abroad: (1) The conclusion that the short-term therapies are motivated therapies that help in ideas adjustments and skill development of action which are necessary in the changing of 'Cognitive Behavioral Therapy.' This kind of therapy is efficient in the primary stage (2) There

is no conclusion on what kind of therapy mechanics recognized to be efficient in changing the patients' alcohol drinking behaviors.

However, the differences between therapies found in Thailand and abroad can be classified into 5 categories which are:

First aspect, the study found that in Thailand there were efforts to design therapeutic process, which are consistent with the cultural characteristics of Thai society. The synthesis of knowledge from Buddhism to the therapies has been recognized as highly effective as testified by the international research community evidence.

Second aspect, the variety of therapies used. There were only three types of therapies that have been evaluated on their efficiencies in Thailand. However, there were as many as eleven kinds of therapies that were evaluated in western countries.

The third aspect is the difference in terms of progress of each research community. The study showed that the overseas research that focused on individuals to change their behaviors was more progressive than those in Thailand. Moreover, the study outcomes were more reliable with the use of evaluation patterns based on scientific methods.

Fourth aspect, the quality control in terms of method and content of therapy accuracy are addressed. In Thailand, researchers started to pay more interest in the therapy quality assurance by creating therapeutic manuals and the initiation to use treatment checklist whereas in western countries, there were more progress in therapy quality assurance. There were therapeutic manuals production, and the use of treatment checklist to validate the accuracy of the treatment method and the design of 'Intervention Fidelity' by developing the assessment form to ensure that the therapists use necessary skills and accurate criteria for scoring.

Finally the fifth aspects are overseas research conducted by several sectors and organizations, including many educational institutions that experienced direct teaching and training programs of the alcoholism patient therapy. While the studies in Thailand are independent research or part of post-graduate education. There are very little studies conducted by experts from educational institutions that related to the treatment of alcoholic patients.

Jinakool et al. (2008) conducted a study on drinking concepts and behaviors in community activities. Research project on drinking habits in community activities

aimed at studying the situation and factors related to party in the community. Quantitative and qualitative research methodologies were conducted in Nakhon Ratchasima province. Results showed that rural community enjoyed having party after the harvest season due to their beliefs in astrology and roles in the society. Drinking parties in the community were arranged normally as cultural rituals, as way of thoughts and meaning of giving spirits as present to others in the community. Some details may have been changed according to the societal context.

Most of the hosts of community activities would invite guests from the village and neighboring villages and welcomed them with alcoholic drinks and the average alcoholic drinks costs 9,219 baht per party. The most popular alcoholic beverage was beer, which was considered a drink that lead to the new female drinkers especially from the group that helped in party kitchen works. Most of the drinking adults in the community party were males.

However, the highest rate of new drinkers in the community party were the adult females. The reasons for having alcoholic drinks were to follow the traditions of treating their neighbors and the party organizers were afraid of not feeding their neighbors well enough. Most of the problems that happened during drinking party were fighting. Different types of events, roles and duties in the society, status of the party host as well as culture and community were factors that had direct effect on the alcohol party. Moreover, the change of the society and culture, alcohol cultural diffusion, realism community, sufficient economy and the way of thinking were also factors that had direct effect on the party patterns and drinking patterns in the community activities. Key factor that will lead to the stopping of alcohol drinking culture in community parties was the understanding of culture and community in the context of alcohol drinking in community parties, both in the positive and negative aspects. The process was driven by activities, especially the learning about party that serves alcoholic beverage. This will stimulate the changing process to happen faster.

Phothimas (2007) studied the effect of the symbolic model and real-life model on the alcohol drinking behavior on teenagers in Phetchaboon province. At the post-experimental period, the study showed that the teenager group who followed the symbolic model, the group who followed the real-life discussion and the group who followed the symbolic model together with the real-life discussion had the average

score of alcohol drinking behavior statistically significant lower than the pre-experimental period. The teenager group that followed the symbolic model, the group that followed the real-life discussion, the group that followed the symbolic model together with the real-life discussion had no difference in alcohol drinking average scores before and after the experimental period. However, when compared with the controlled group it showed that the three groups had statistical significant differences in alcohol drinking behaviors average scores. The results showed that the three experimental groups can be implemented to change the alcohol consumption behavior of teenagers accordingly.

Jaichuen et al. (2013) conducted a study on perceptions, recognitions, occupancy and definition of item with alcoholic beverage brand or logo, attitudes and alcohol consumption behaviors of Thai teenagers. The result of the quantitative research revealed that when teenagers see items with logo, this would remind them on the alcoholic beverage brand as a sports and music sponsorships and social responsibilities. This also created their affection and impression on those alcoholic beverages that they would like to show their gratitude in return by purchasing those alcoholic products. In addition, whenever the teenagers receive alcoholic beverages souvenirs or gifts from their friends they will understand that their friends are inviting them to drink alcohol. If they received any items with alcoholic logo from their parents, they would interpret that they were indirectly allowed to drink. In conclusions, recognitions, memories, accessions and attitudes toward the logo of alcoholic beverage are factors related to attitudes and alcohol consumption. Therefore, government and all relevant sectors should be cooperative in discouraging the distribution of all items with the alcoholic beverage logo in all areas and all communication channels.

Panlee (2012) studied on the research titled “Social networking: The impact of the alcoholic beverage industry's branding strategy on teenagers' desire to try alcohol drinking”. The study objective was to explore the basics information of online social network members of the alcohol industry, including to explore the online social network members' perceptions of alcoholic beverage advertising. These online social networks were built with the hypothesis that being the online social network members of these pages will increase teenagers' alcohol drinking trial desires. Asahi Super Dry

Beer was one of the Asahi brand beer, which target group was the online social network members of Asahi brand youth aged between 15-24 years old. Asahi's online members are both female and male who drink and do not drink alcohol. Findings showed that the reasons why Asahi brand was selected were: firstly, it was a premium beer in the premium market, which was the only market that had outstanding growth in the recent economic situation. Secondly, even Asahi brand was ranked the third in the market, but it had an outstanding growth rate that marketers were interested in. Lastly, Asahi was the beer that intends to use Japanese culture as a selling point to reach teenagers. Teenagers were the main group that love Japanese culture and would become the new drinker groups.

In this case, the reason why Facebook was selected in this case study was because it was considered an online social network with the largest number of members with very high members' participations. Facebook was considered an excellent area to understand the exploitation of alcohol industry marketing in terms of advertising through the online social networks. The results of the first phase study showed that brand which has a positive image will have higher positive effect on the drinkers' perceptions. The brand image was planned aligning with the value of the Japanese culture through the Asahi sales promotion. This affected directly to the perceptions of drinking teenagers who use the online social network on a regular basis. So the drinkers will perceive the alcohol brand that was more than just a beer. On the other hand, Asahi was implied as an important part of the drinking culture, including the feeling of the "Japanese", which is the country of origin of Asahi beer. At the same time, the study found out that teenagers who normally drink alcoholic beverages also liked Asahi. The brand was popular at the same time with Asahi's web page has created a fascination, wondering in drinking through friendly contexts. The knowledge about Japanese cultures was properly set with the marketing plans, which were considered perfect combination for a beer.

Brand and brand image invited people to try drinking until it became social drinking. For drinkers, the social drinking meant it is more important to drink with whom and where than how much to drink as ever earlier understood. In this case, alcohol drinking was viewed as a normal situation for youth drinkers. Even the online social network of the alcohol industry seemed not illegal for them anymore. This can

be concluded that content from the Asahi web page influences the drinkers' beliefs and behaviors. In the same way, this can be seen from the knowledge gained through the alcohol brand awareness from the new media, especially from the online social network like Facebook. Facebook has made alcohol drinking a drinking culture that has Japanese culture as a key in attracting people who were interested in the brand. Especially, the contents on the web page that has created ambiguity between alcohol advertising and general knowledge of the drinking cultures that appear in the contents. This has created the dialogue within the online social network to create participation of the online network users.

Sthapitanont et al. (2010) studied "The meanings and the perceptions of alcohol in Thai society: a case study of corporate social responsibility (CSR) of alcoholic beverage businesses. The purpose of this study was to focus on communication and perceptions of the meaning of alcoholic drinks in Thai society by having the objectives as follows: (1) To study the issues and patterns of the corporate social responsibility of the alcoholic beverage operators during the year 1997-2008 (2) To study the perceptions of alcoholic beverages meanings from the corporate social responsibility activities of the alcoholic beverage operators in the view of youths who consume alcohol and (3) To study the perceptions of alcoholic beverages meaning from the corporate social responsibility activities of the alcoholic beverage operators in the aspect of alcohol non- drinkers by using document analysis and the focus groups as research tools. The research outcomes are as follows.

The study revealed that during the year 1997-2008, the alcoholic beverage operators conducted a total of 463 CSR activities. The most common and frequent corporate social responsibility activities were the corporate philanthropy, up to 430 activities. They were followed by the social cause promotion for 60 activities, the social responsible business practice for 4 activities and the social cause related marketing for 3 activities. While there was no corporate social marketing and no community volunteer activities conducted. The direct donation activities were in various types such as sport supports, music- entertainment, medical-public health, religion, arts and cultures, environmental education and the mitigation.

The social cause promotion activities were activities in various issues, which were, the global warming, the disaster, the environmental protection (water/wildlife) and other aspects. These were activities that brought about all revenue from sales to donate to the non-profit organizations and to support for the disaster helps and the environmental protection.

The opinions of youths to alcoholic beverage showed that for overall youths, they had both positives and negative attitudes towards alcohol consumption. Youths who normally drink alcohol have positive attitudes towards alcohol, while non-drinking youths have negative attitudes towards alcohol. The views of youths on corporate social responsibility (CSR) activities of alcohol business operators were that youths with heavy drinking behaviors were more likely to view the corporate social responsibility (CSR) activities positively than those who drank lightly. While non-alcohol drinking youths had negative attitudes toward corporate social responsibility activities of alcohol business operators. Moreover, youths who drank heavily were aware of corporate social responsibility activities more than those who drank lightly. While youths who said they do not drink alcohol rarely knew about the corporate social responsibility activities. However, the research results showed that both groups, youths who drink or not drink alcohol were interested in attending the corporate social responsibility (CSR) activities of the alcoholic beverage businesses, especially activities that are relevant to them directly or activities that can bring benefits to them.

Labyai (2008) studied the effects of alcohol advertising and social promotion advertising on Thai youths. The key hypothesis was whether the corporate social responsibility (CSR) advertising views affected the recognition and led to positive attitudes toward alcohol. The study found that CSR advertising played an important role in the alcohol marketing by creating positive image for the youth group and efficiently removing the muzzy goods' images through the young message receivers' attitude changing strategy.

Moreover, the study showed that children and teenagers liked the CSR advertising and would like to see this kind of advertising continuously. As they had the attitude that this kind of advertising are attractive and have good contents. They believed that the advertising did not sell alcohol, but teach audiences to do good things such as to love Thailand, respect the royal monarchy, and love nature. Brand

advertisements led to brand loyalty, even though the youth have never been the consumers. Nonetheless, they showed their expectations and decisions to consume the advertised brand whenever they can, assuming that the purchasing of the advertised beer brand was similar to helping this brand contribute to public charity.

Loysamutr et al. (2012) studied the problems and effects of alcohol advertising on television to youth and teenager consumers. The purpose of this study was to study the cognitive effects of the 12 brands of alcohol advertising on elementary, secondary, junior high schools children and college teenagers in Bangkok metropolitan and vicinity, to study the level of media literacy of youths and to study the problems occurred from law avoiding or violating of legal measures and the issue of advertising alternative with other substitution effect.

The study analyzed from the direct printed advertising of alcoholic beverage businesses in the newspaper from the first quarter of 2012. The research found that problems of major drinkers were related to their alcohol consumption. The first drink that most of the sample group started was spirits, followed by beer and alcohol smoothie. The most common drinking age was started at junior high school age or at the age of 11-13 years old. The most popular brand was Leo. The reason why Leo was chosen was because it was seen regularly in advertising. Another reason was when they watched the advertising, later they wanted to try.

On the drinking attitude, most of drinkers believed that the good drinking is to drink responsibly. The most well-known beer brands that the sample groups knew were Chang, Singha and Leo respectively. The most popular brand for spirits was Regency. The medium that the most alcohol brands seen was television. The products that all the sample groups saw in the television were Singha, Chang and Leo brands. The impact on the groups when watched the alcohol advertising on television was almost every sample group member can remember the name of the product from the advertising. And most of them were likely to buy the product as advertised.

The symbol that everyone recognized was Singha, Leo and Chang beer product symbols to the sample group. The most well-known of the alcoholic beverages organizations was Singha Corporation company. As most of the sample groups liked the Leo free calendar distributions. They had positive attitudes toward the Leo calendar distributions. This made them want to try drinking Leo beer so that

they could get a calendar. Most of the sample groups preferred ThaiBev advertising (the blanket give away advertising set) as they thought that these advertising had good sentimental content. The effect after watching these advertising is CSR recognition. The sample groups had positive attitudes toward charities and donations associated with ThaiBev advertising and CSR. More than half of the sample groups considered Chang beer as a good product that returns benefits to society. The sample groups had low awareness of the CSR advertising as more than half of sample group members thought that this advertising did not sell only the beer but instead it presented good ideas to people. Moreover, they thought that society should promote ThaiBev to continue this kind of advertising that presented good stories to the people.

There were four types of advertising that were tested, they were 1) CSR advertising of ThaiBev; 2) Friendly advertising of 100 Pipers spirit brand; 3) Social creativity advertising of Regency brand; and 4) The product personality advertising of Chang beer. The study showed that most of the respondents liked the social creativity advertising of Regency explaining that advertising was fun and beautiful. The second most liked advertising was CSR advertising of ThaiBev (the blanket give away) since the content was good. Most of the survey respondents felt good about making merit and most of them appreciated Chang beer. This is because Chang beer supported Thai football by promoting the Thai youths to compete in the football world competition so the respondents wanted to support Chang beer accordingly.

The advertising that all age groups remembered included Regency, Singha, Chang, Archa, 100 Pipers, and ThaiBev advertising. The reasons were that these brand commercials were broadcasted with the frequency of more than 4 times/month and also had hidden product placement tied in. Most of the commercials that have popular persons or well-known star in the advertising can create good recognition and advertising preference especially in the secondary school male audiences. Advertising that offered popular teen activities in the content, will eventually lead to advertising recognitions and preferences. For instance, Archa beer advertising that presented a musical band formed among friends. The reason for drinking was seen as part of the advertising. Regarding the symbols triggering memory, the study found that symbols, colors, abbreviations can be the best creative of the brand recognition and brand recall accordingly.

The impact of advertising is the creative CSR advertising and charitable donations bring about the positive effect for alcohol products. As the sample groups appreciated the alcohol business operators in returning benefits to society. Informative alcohol advertising will decrease. They would think of these creative advertising and recognize that CSR did not sell goods. They tended to choose to drink the brands that were good to the society.

Inklab et al. (2008) studied alcohol drinking behaviors and alcohol drinking effect perceptions of the college students in the West of Bangkok metropolitan and urban areas. The purpose of the study was to examine alcohol drinking behaviors and alcohol drinking effect on perceptions of the students. The study explores human characteristics, family and friends of students and alcohol drinking behavior and comparing the students' alcohol drinking effects on the perception by classifying into personal characteristics, family, friends and alcohol drinking behaviors.

From the sample students, research results showed that most of them do not drink alcohol. Less than half of the respondents currently drink and only a few people that used to drink alcohol have now quit drinking. The study revealed details from the relationship between personal characters, family and friendships and alcohol drinking behaviors. Personal characters include gender, field of study, grade point average (GPA) and monthly income. Family characteristics are the drinking behavior of parents and siblings. Friendship characters are having friends who like drinking, inviting friends to drink and the intention to have alcohol drinkers as friends. These factors have effect on the difference of the alcohol consumption perception on health, family, social economic status and the ethics or religious instructions with statistical significance.

Female students were more aware of the alcohol drinking impact than male students. The Health Sciences faculty students had more of impact perception than any other disciplines. The students, who had the GPA higher than 3.00, were more likely to perceive the alcohol drinking impact than students, who had the lower GPA. Students whose siblings and friends were non-drinkers were more likely to perceive overall impact than those with drinking siblings and friends. The group of unintentional drinkers tended to have non-alcoholic drinkers as friends. They had a greater perception of the overall impacts than those who intended to have drinker

friends. The sample group of this research had proposed the guidelines on the alcohol reduction, avoiding and quitting by increasing the control measures of alcohol production, distribution and purchasing. Moreover, the concerned parties should provide training, education and cultivate youths to be aware of the alcohol drinking harmful effects.

Muangmoa (2008) studied the alcohol consumption patterns of women in Song district, Phrae province. The purposes of the study were to study alcohol drinking patterns and factors related to the alcohol consumption of women. The study results revealed that more than half of the sample group used to drink alcohol and were still currently drinking. The drinking age first starts at 20 - 29 years old. It is found that most of the respondents loved to drink beer. Less than a half of the sample group said they drank once a month or less.

The study showed that most people who drank together were friends or colleagues. Most of the drinking groups normally drank in the celebration party or at ceremonies such as the religious and traditional ceremonies. More than half of the sample groups loved to drink at every Songkran and New Year festivals. Most of them did not drink at funerals. More than half of the respondents drank when they faced family problem.

Almost all of the sample groups were aware that there were alcohol retailers in their communities. The types of beverage always available were beer and spirits. The most convenient place to buy alcohol was grocery store. In addition, there were factors related to alcohol consumption which were: population and social factors such as moderate or poor family relationship and having close people who drink alcohol, including psychological factors such as positive attitudes toward alcohol drinking and the need to follow the norms of drinking alcohol of friends and husbands. Moreover environmental factors include convenience and distance to purchase the alcoholic beverages. These factors were statistically significant related to alcohol consumption.

Waleewong et al. (2010) studied the parents' roles and behaviors on the alcohol consumption of Thai youths. This research aimed to study the roles and behaviors of the parents affecting the alcohol consumption of youths, which were alcohol drinking behaviors of youths and parents. The roles of parents in controlling

alcohol consumption of youths, including other behaviors related to alcohol drinking behavior of parents. Data was collected using questionnaires from 997 Thai youths aged from 13 - 18 years, in schools and communities in four provinces in the four regions of Thailand (most of the sample groups were males, followed by females). The study indicated that the youths who had parents that drank alcohol and youths who had either father or mother who drank alcohol had a higher chance to turn to alcohol drinking behaviors than youths who had non-drinking parents up to 1.94 times.

This sheds light regarding to the role of parents in controlling alcohol consumption of children. The study showed that youths with parents' permission to drink, would be more likely to become drinkers approximately 4.92 times higher than those whose parents did not allow the drinking. The first group will have a chance to be binge drinkers around 3.25 times higher. In case the parents stop their children from drinking, they should set a clear penalty for their children to show them on how they will be punished if they drink. This will reduce the youths' alcohol consumption behaviors respectively. Other behaviors related to parental alcohol consumptions include drinking and being seen in drunken condition, asking children to buy alcohol for parents, inviting and giving alcohol to children. These are common behaviors of Thai families who normally drink alcohol and these are considered as behaviors related to alcohol drinking behaviors of youths. This research revealed that parental roles and behaviors were related to youths' alcohol drinking behaviors. The future policy should focus and recognize on the parents' roles in efficiently preventing and controlling the alcohol consumption of Thai youths.

Poonporn (2009) conducted a study on media exposures and attitudes toward alcohol advertisements and alcohol quitting campaigns on television in Wiang Pa Pao district, Chiang Rai province. The purpose of the study was to investigate the people's media exposures and attitudes toward alcohol advertisings and alcohol quitting campaigns on television. The study indicated that almost all of the respondents have seen alcohol advertisements during Monday - Friday. Less than half of this sample group saw alcohol advertisements 3-4 times per week and most of the sample groups saw the alcohol advertisements during 22.00 – 24.00 hrs.

Most of the respondents have seen the alcohol drinking quitting campaigns television advertising during Monday to Friday. More than half of the sample groups

have seen the alcohol quitting campaigns advertising daily. Most of them have seen the campaign on television during the period of 22.00 to 24.00 hrs. The sample groups were exposed to the alcohol quitting campaigns advertising on television during Saturday and Sunday. The research results showed that all of the respondents have seen the alcohol quitting campaigns on television. More than half of the sample groups have seen the campaign advertised on television every time. Most of them have seen the alcohol quitting campaign advertising on television during 18.01-21.00 hrs. and from 22.00 hrs. to 24.00 hrs. The research concluded that only a few of the respondents agreed at the "Mostly agree" level on a picture of a woman with seductive dress in an advertising or masculine and handsome man image as making advertising more interesting. The second opinion of the sample group was "Much agree" towards the alcohol advertising that used short and precise words. It was clear, easy to understand, and to remember the advertising. This made the sample group feel more interested in the product and want to drink alcohol.

The study revealed that the attitudes toward the alcoholic beverages quitting campaigns on television were significant. More than half of the respondents agreed on the alcohol quitting campaigns at "Mostly agree" level to the campaigns presented images showing the bad effects of alcohol drinking. Most of the sample group showed the level of "Strongly agree" with the innovative and exciting alcohol quitting campaigns. This can be concluded that in the same sample group, the campaign communication can lead to the positive attitudes toward preventing and attracting people to quit the alcohol drinking. It is more effective than the persuasive attitudes that lead to the positive attitudes on the alcohol consumption.

The United States National Institute of Health (2011) conducted the Alcohol and Health Research in 2011 on the topic of Preventing Alcohol Abuse and Alcoholism of the National Institutes of Health in 2011. The Department of Health and Human Services of the United States, the National Institute on Alcohol Abuse and Alcoholism had implemented the alcohol drinking prevention measures, guidelines, to provide the drinking guidelines at the healthy and moderate level. These preventive guidelines were not sufficient to stop harmful drinking. The National Institute on Alcohol Abuse and Alcoholism assigned the target for the specific group by using the specific prevention-oriented messages. Several formats of the prevention plan for

children and youths were implemented such as school interventions, the community participations in preventing the juvenile from drinking. There were more plans on children and youths' family intervention, drinking prevention plans and formats included colleges and workplaces drinking preventions and interventions, drinking prevention in the military services, the government policy and the alcohol related laws, the impact of alcohol pricings and the consequences and the additional alcohol policies.

The conclusion of the National Institutes of Health, the Department of Health and Human Services of the United States and the National Institute on Alcohol Abuse and Alcoholism showed that the alcohol abuse and alcoholism which were costly and were also considered a burden on both human health and society. The above organizations viewed this matter as an important issue, so that they agreed to use the evidence and the existing information to prevent the harmful alcohol consumptions.

Prevention efforts are especially important for young people who are particularly at risk from alcohol use. Communities, schools and workplaces have held many important events to reach the risky drinking groups, including sending the specific messages and strategies to prevent alcohol drinking addictions. Many research reports were continuously conducted to support the development of new and innovative ways in delivering the effective alcohol drinking prevention messages.

DeJong (2002) conducted this research as a guideline for the prevention and treatment of the alcohol-related problems in the university. The research was conducted with the collaboration of the Drinking Advisory Board Subcommittee of the University and the National Institute on Alcohol Abuse and Alcoholism of the United States. The articles were conducted and organized into categories. The current media campaign to reduce college student drinking, reviewed key principles of campaign design and provided recommendations for the future campaigns. The articles described the media campaigns. There were three types of student drinking, information, marketing, social norms and support. The key concepts of campaign design were derived from the work of commercial marketing, advertising and public relations and evaluation of the public health.

Information on campaigns regarding the dangers of the high-risk drinking was continuously presented. However, there was no data that has been seriously evaluated.

The semi-experimental studies have shown that the social norms of the marketing campaigns led the good understanding that eventually led to drinking. But the more rigid research is still necessary. This research focused on the main media campaign in supporting the policy to reduce student alcohol drinking behavior. However, this research is still in the evaluation process.

The lessons for campaign designs were structured based on a series of steps in a process. Campaign development, implementation and evaluation included strategic planning process initiation, the selection of the strategic objectives, the selection of target groups, the procession of developments, the assignment of the important agreement, the avoidance of the fear of complaints, the selection of the accurate sources, the selection of the mix of media channels, the expansion of the media channels, the conduction of the information survey and the results of the various assessments. The future campaigns should include formation, marketing criteria of society and supports as a guideline for the institutional and community supports. The policy changes should also be conducted in order to adjust the environments in which students can make their own alcohol consumption decisions.

This research has developed a strategy that demonstrates the integration of the three types of media campaigns. These campaigns were initiated to reduce the student drinking. They included information, marketing criteria of the society and supports. The result was a sequential campaign and participated campaign to support other cases which focused on campaigns and preventive projects. However, the content of the study concludes that this campaign and other campaign ideas in the future need to be tested for effectiveness. It is necessary to learn what works best to reduce the problems of drinking on campus. Also, the direct impact of marketing communications on the alcohol consumption must be carefully studied.

Kyle B. et al. (2016) studied the direct impact on the alcohol consumption marketing communications: a systematic review of experimental studies. This study aimed to evaluate an immediate impact of the marketing communications on both alcohol consumptions and perceptual processes that were possible to estimate the future consumption. The purpose of this study was also to examine the variations of an immediate impact from the media exposure (for alcohol marketing communications) between different participants in the subgroup. The participants

were grouped according to the consumption level, age, gender, economic and social status and the executive level works.

The study focused on the impact on alcohol marketing communications perceptions in two forms. The first explores the main impact on the alcohol consumptions by assessing the amount of alcohol consumption, alcohol consumption quantity, and/ or amount of sipping (alcohol beverage). The secondary impact of the perception on various health issues, potential media has an immediate impact. Secondly in regards of alcoholic beverages, which were the alcohol purchasing, alcohol selecting without buying, having the knowledge and understanding about alcohol implicitly and clearly, the amount or cost of money in purchasing alcohol, the amount or type of selected alcohol. This included implicitly relevant tests such as the impact on the unknown sources process. The external impact process included the definition of basic knowledge of alcoholic beverages. This research used about 9 databases obtained from the online media information searching, supported by the reference searches and the future follow-up referrals. These methods had been used to identify the randomized experiments. An experimental study was used to assess an immediate impact of the alcohol marketing communications exposure. The exposure objective is to persuade the alcohol consumption (independent effect) obviously, or the alcohol related perception implicitly, or to select without buying (secondary effect). The risk assessment of the study limitation had been evaluated by using the bias risk measurement tool called 'Cochrane Risk of Bias tool'. Also, the random and fixed impact analyses were conducted in order to estimate the size of the impact.

The results of the twenty-four issues found the set of criteria impacts on the 7 integrated analysis issues. It was indicated that the students who watched alcohol advertising had an increasing alcohol drinking level immediately when compared with those who did not watch. The other six integrated analysis issues showed that television shows or movies viewings of the image of alcohol had no effects on increasing alcohol consumption. Quantitative analysis of the secondary outcomes revealed that the alcohol exposure had affected to the increased of alcohol perception evidently. However, there was no influence of the alcohol advertising exposures on the alcohol perceptions obviously or implicitly. There was less confidence in these results as those analyses had insufficient supports and the risk of having some biases

were still unclear. The researcher has concluded that the alcohol advertisement viewing (without any alcohol images shown) may slightly increase the alcohol consumption immediately. The study result also showed that there was a slight increase in the alcohol consumption in men more than in women. It could be generally concluded that the communication related to the alcoholic beverage marketing that affected to students' alcohol drinking should be controlled and regulated.

The World Health Organization (WHO) had presented a report on alcohol and health of Europe in 2014 as well as report on alcoholic beverage marketing. The report viewed that the scope of alcohol marketing was changing with the increasing of media channels and marketing tools and that promoted higher alcohol consumption. The alcoholic beverages marketed and used traditional media only through broadcast media (such as television and radio) and the non-broadcast traditional media (such as printed media, billboards etc.). Many marketing strategies were implemented by having marketing projects' sponsors, inserting and advertising alcohol products in many programs. The direct marketing was also implemented by using new technologies such as the Internet, podcasts and messaging. In addition, many marketing campaigns were implemented by displaying alcoholic beverages in movies, television shows and musical shows. The entire entertainment industry was considered playing an important role in building young people expectations in drinking alcohol.

The impact of alcohol and the range of alcohol commercial communications especially on the young people drinking habits was something that should not be underestimated. There are many ways to limit the various commercials exposures such as by discouraging the use of humor, seduction and other matters that were interesting for young people. Discouraging the supports on television and advertisements in theaters, all these practices should be totally prohibited. Restriction on the alcohol commercials exposures through the effective marketing regulations or a comprehensive alcohol marketing ban was one of the three best interventions recommended by WHO. These measures were aimed to reduce harmful drinking and to reduce drinking habit which was considered a burden of the non-contact disease efficiently.

In European countries some strategies have been implemented through the action plans to reduce harmful alcohol consumption during the period of 2012-2020. Various alternative policies were designed to manage the alcohol marketing plans. These policies including setting up the regulatory framework or collaborated monitoring are accompanied by the enforcements of basic laws and other supports (as appropriate). The self-regulatory measures are recommended to set up for the alcohol market, for instance, the content control and the alcohol marketing quantity control. Other measures, such as alcoholic beverage activity promoting sponsorships and marketing promotional activities are recommended to be restricted or prohibited. There should be recommendations related to the youth target groups and the control of new alcohol marketing techniques such as the use of social media.

While the developments conducted by the government agencies or independent agencies were the effective systems in monitoring the alcohol marketing campaigns, these developments should be applied and accompanied by a set of effective administrative and prevention systems in the alcohol marketing restrictions. This included the formulation of the direct or indirect marketing regulations in certain media or in all media.

The method was presented by the WHO's survey on Alcohol Drinking and Health report that surveyed during the period of February to December in 2012. The results reflected the policies situations in each member country as of December 31st, 2011. The survey was sent to the WHO, which highlighted on the national important issue. For the alcohol policy, each member country must consult with the foreign experts, as well as, all fifty-three Europe WHO's member countries which have participated in this survey as well. The research results indicated that there were the limitations that were legally bonded on the national laws in the alcohol advertising in the forty-seven member countries.

The thirty-six member countries had the limitations that were legally bonded in exhibiting alcoholic products on the national programs. Exhibiting products on the programs means showing goods or products on television show or being program sponsor which implicitly appeared on that show. The most common advertising control policy for beer and wine was a part of the legal restrictions (which are opposite to the prohibition). Restrictions are those related to the time/venue and/ or

contents but prohibitions were equally common in the alcohol advertising control categories. The television and radio advertising were more strictly controlled than other forms of media. When advertising prohibitions were applied, spirits was banned more than wine or beer. Sixteen to twenty-eight member countries reported that they had no restrictions on displaying alcoholic beverages on any programs, depended mostly on the type of drink and type of media. When the restrictions were applied, the most common controlling measure on beer and wine displays was the part of legal limitation on time/venue. Prohibitions were the most common restrictions on the display of spirits. There was the prohibition on alcohol exhibition in the movies (13 member countries) while the number of the prohibitions and a part of laws restrictions related to time/ venue were almost the same number in case of television advertising. In France, there was the advertising restriction that had been applied by banning all alcoholic drink advertisements on television.

Based on the research's conclusions, the European operational plan in reducing harmful alcohol consumption during the period of 2012-2020 presented a portfolio of policy options and strategies for preventing the inappropriate and irresponsible alcohol advertising and marketing that targeted at the children and youth. This operation options included: contents and volumes of marketing control; the activities sponsorship that promote alcohol products control, restriction or prohibition of the marketing promotional campaigns related to activities targeted at youth and the new alcohol marketing techniques such as social media control.

Results from the WHO's survey in 2012 on alcohol and health found that the legal restrictions on alcohol advertising and alcohol exhibition in television and radio shows were at 89 percent and 68 percent of the member countries respectively. Regulatory strictness varied by each member country, which ranged from banning all advertisements to certain legal restrictions regarding the contents and/ or quantity of certain types of alcoholic beverages and media. Generally, the television and radio advertising were more strictly controlled than any other new media advertising.

Thus, there were restrictions imposed by the national laws in supporting the activities by the alcoholic beverage operators and the sales promotion from the alcohol manufacturers, retailers and the pubs and bars owners from nearly half of all member countries. Approximately 10-14 member countries had banned the supporting

of youth activities. The key consideration would be based on the type of beverage and around 1-10 member countries reported that alcohol marketing are controlled by a voluntary agreement/ or self-regulation which depending mostly on the type of drinks and the media coverage. In order to use the court jurisdiction power in any cases, this means that the local governments and municipalities have their own regulations. At the same time, other local governments allow the alcohol industries to follow their set voluntary laws. For the systems, those involve in the joint-control and the self-control used by the effective alcohol business operators, they must have a clear extent and have sufficient motivation to be succeeded.

The alcohol marketing monitoring operational plans will be best implemented under the independent organizations' responsibilities or the government agencies that work systematically and consistently. The results of the WHO's survey on alcohol and health in 2012 found that the complaint systems were the most common way of the rules violation investigation (reported by most of member countries). While more than half of the member countries reported that there were the surveillances enthusiastically conducted by the government, private or other independent organizations.

Margaret C. J. et al. (2000) conducted a research regarding the perception of contents of alcohol advertising among young people in the United Kingdom. However, the research results were considered important at an international level. The study showed that the alcohol companies were able to allocate their resources to conduct the research on the consumer needs, new product developments and to promote their products internationally. There was an important culture that youth attached to product brands and symbols and started not to focus on a healthy life. The alcohol industries had used these responses and trends by applying precise marketing strategies to design the alcoholic drinks that attract young people.

These actions of alcoholic beverage companies had raised concerns on the public health and the need to regulate the stricter laws to control the alcohol market in the United Kingdom. The alcohol control was in the period of the gradual change while the current reaction and the current system of voluntary control were inefficient. This report argued for more research to be conducted in order to address the current

industry practices and to develop a comprehensive regulatory framework and the effective monitoring system.

Many studies in the United Kingdom were conducted to investigate why young people drink alcohol. The studies revealed that it is common for youth to start drinking at the age of eleven, but there were some who start as soon as at the age of 8. The research evidence showed that the proportion of young people who consumed alcohol, the amount consumed each time and the proportion of people experienced intoxication had increased with the older age. In this sense, cultural phenomena help explaining young people's drinking habits clearly. Many critics pointed to the important role of alcohol in socialization during the transition to adolescence. Alcohol also helped young people who work with their peers and to manage with their grown-up lives. However, the alcohol industries take this opportunity in implementing its marketing strategies to take advantage of these social processes and stimulate more of the alcohol consumption demands.

Youth culture has experienced major changes in the post-industrial era society. The important changes are such as the significant changes on leisure and consumption patterns. The value of things is changing and young people are creating their identities more clearly in the society. This growing youth culture clearly appeared in the group called 'Generation X' with the use of product brands, labels and images related to products which can identify their individuality and group loyalty. This was a reflection of the choice of brands used by young people from a wide range of products and services categories such as clothes, nightlife places, mobile phones or music. Branding has become an important factor that influenced the consumer behaviors. Especially, the young people that are sensitive to any messages that sent from various brands for instance teenagers who smoke are more likely to purchase products by selecting from brands and there will be more brand loyalty than the grown-up smokers.

The use of social psychology and brands affecting consumers also revealed the same effects on alcohol market. In the past, beer brewing industry began to design the new alcohol packaging and transformed traditional pubs into the modern ones. In an attempt to capture the new youth market, there were experiments with various forms of physical and mental stimulations such as prohibited drugs. The alcohol industries

had made it easy for consumers to buy alcoholic products or to set the new alcoholic beverages positioning to take advantages from these changing cultural trends.

However, even there was an increase in drug trials. The concerned parties had reduced the level of various drugs uses such as the sedatives or dancing drugs. To respond to the changing pattern of the drugs uses and to point out the breaking down of the 'frantic' phenomena, there were more of the alcohol promotional campaigns on young people at the place where they usually gather such as at pubs and bars. This can be concluded that the drug use pattern changes were related to a shift in drinking patterns delicately. Many studies show a strong relationship between alcohol drinking and other lifestyle variables, for example, the drugs addicts at the age range of 16-29 years old are more likely to be heavy drinkers and smokers and love to socialize.

Fox et al. (2015) conducted a study to assess the nature of Irish teenagers' alcohol marketing, their communication perceptions and to study the relationship between alcohol marketing campaign exposures and teenagers' alcohol drinking behaviors. The purpose of the study was to describe the level of alcohol marketing exposures and engagement among a sample of adolescents who attending post-primary schools in Ireland, including exploring the relationship between the alcohol marketing campaign exposures and engagement with drinking intentions and drinking behavior.

The research results showed that there was widespread alcohol marketing communication exposure among children groups aged 13 years and older. Moreover, the study showed that the intoxicated alcohol drinking initially started in some children aged 13–15 years and there was violence in these behaviors that became normalized in the group aged 16 – 17 years. The findings were well supported by other researchers previously. In addition, the exposures and perceptions of communication and marketing campaigns were indicators of participation in these adolescents alcohol drinking behavior including risky drinking behaviors. The research result also indicated that about one out of four of adolescents aged 13-15 years and almost three out of four of adolescents aged 16-17 years who drank alcohol also participated in some risky drinking behaviors. The results of the study pointed that these drinking patterns and behaviors have not changed over the years and tend to be increased intensively. It is reported that these adolescents intended to drink in the

following month and more than two out of three reported that they intended to drink in the following year. These outcomes may indicate that the marketing communication had influenced late adolescences to perceive the drinking as normal and acceptable behavior.

This research has also referred to the previous studies which found that there was a link between alcohol marketing campaign and the intention to drink alcohol. The result of this study showed a similar pattern of the clear link between the intensity of alcohol marketing communications and the intentions to drink in the following year. The scope of exposures to alcohol marketing campaign was similar to the type of marketing that children will experience. The study found that nearly 90 percent of children have seen or heard off-line alcohol advertisements, while 77 percent of children have been exposed to the online marketing campaigns and about 61 percent reported that they owned the merchandises from alcohol brands. These merchandises had more influence on female than male adolescents.

The study reported on the alcohol exposures from online alcohol marketing communication of the female sample groups that had a moderate and long-term drinking intention. Moreover, the study result showed that the girls tended to drink more alcohol than the boys. The concern was the fact that three out of four adolescents aged 13-15 years were experiencing the online digital marketing and they are not well protected. The existing protect regulations were using the passwords for voluntary viewings of the alcohol online marketing communications. While in Ireland, young people around 75-90 percent of the total youth are active on social media and are high potential individuals for the online marketing exposures. This finding calls for an urgent need to control the alcohol online marketing.

This study found that the different patterns of alcohol marketing communication perceptions can predict the alcohol drinking behaviors. All types of product brand exposures and the alcohol brand loyalty will increase the risk of drinking behavior approximately twofold or more than that when compared to those who did not have the brand loyalty. The frequent alcohol exposures were considered a strong indicator of the alcohol drinking behavior. Finally, the study examined the relationship between the intensity or the frequency of alcohol marketing campaign exposures and the alcohol drinking behaviors.

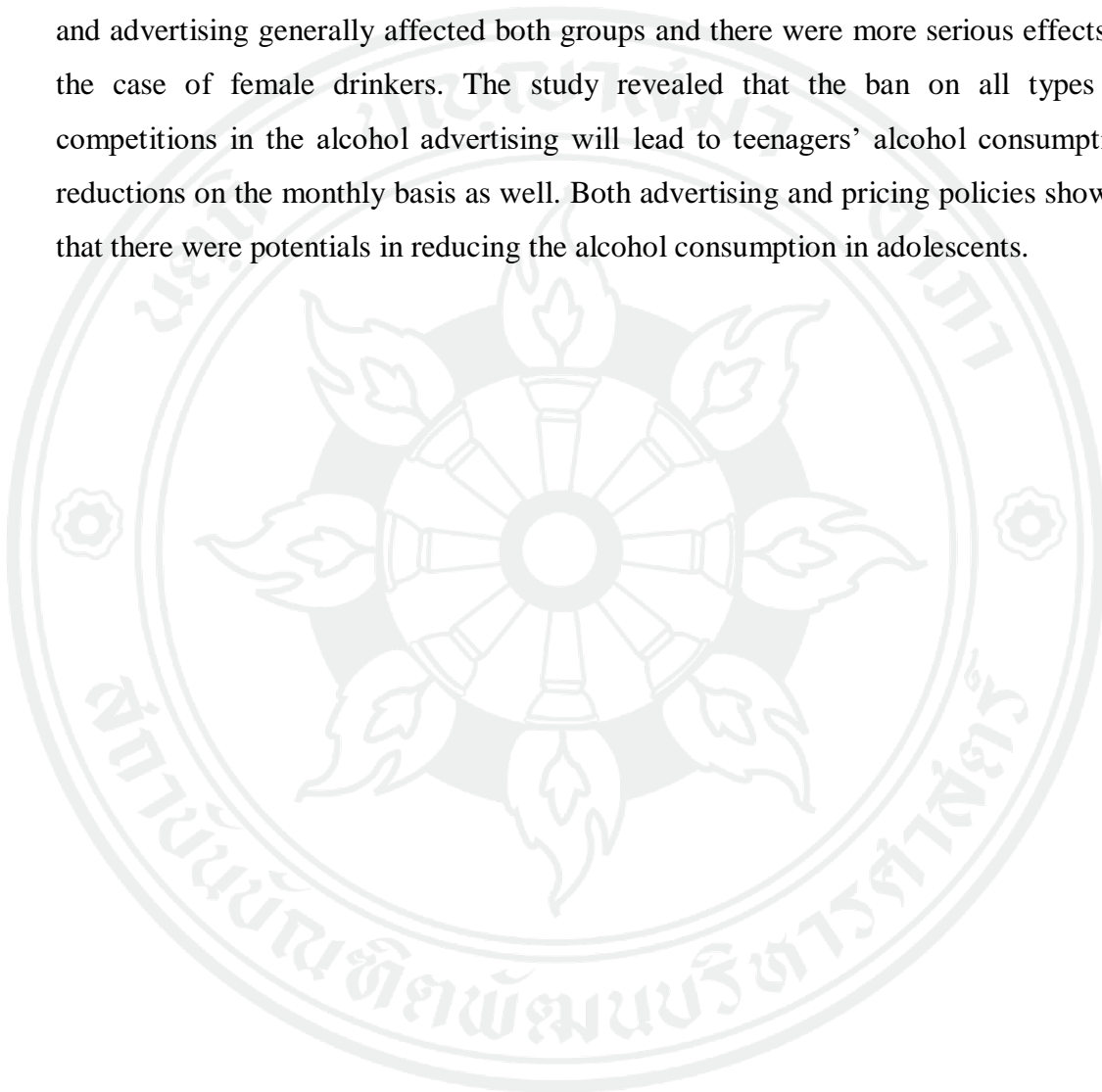
The study found that when adolescents exposed more to the alcohol marketing communication, the likelihood to drink alcohol to the point of intoxication would be increased. In addition, the study showed that more than 29 percent of the higher alcohol exposures had the greater risk of having alcohol drinking behaviors.

Gerard H. (2000) had conducted a study assessing the cumulative impact of alcohol marketing communications on young people drinking habits. This study aimed to examine the marketing communication techniques used by the United Kingdom's alcohol industries and their impact on youth drinking and young people risky drinking. The study conducted to find whether the alcohol marketing promotional campaigns affected and reinforced young people's alcohol drinking and had an effect on harmful drinking patterns of youth aged 13-15 years. Also to find more information on the traditional 'Above-the-line' advertising (television, bill boards, and magazine advertising and the use of new media such as the web and mobile phones on how they affected to alcohol consumption behaviors. In addition, the study focused more on the cumulative impact of marketing communications in alcohol branding perception.

The research indicated that alcohol marketing communication was popular in the United Kingdom and the alcohol industries mostly emphasized on products branding. There were the professional niche websites presented sophisticated contents that attracted children and young people. The websites contents also included music, sports and video games. From the sample product brand analysis, it showed that the product features focused on magazines advertising that had youth as their target groups and highly emphasized on alcoholic drink advertising in the supermarkets.

The stakeholders' interviews had accepted that there were social concerns that may lead to an increasing control or prohibition on the certain forms of alcohol marketing activities. The research revealed a complex level of the alcohol marketing perceptions and participations of the questionnaire respondents across from the multiple channels. Marketing activities often have contents that are linked with the youth, in order to build brand awareness among them and to set positive attitude towards the brand. The analysis of the regression equation showed that the alcohol marketing awareness and the participation have influence on the drinking status and they have affected to the intention to drink in the future.

Henry S. & Dhaval D. (2003) studied the effect of alcohol advertising related to the adolescents' alcohol consumptions. The study found that black people were less likely to drink alcohol than white adolescents and their participations could not well explained by the overall variances, whereas it can be well explained for the white group. When compared between males and females, the analysis indicated that prices and advertising generally affected both groups and there were more serious effects in the case of female drinkers. The study revealed that the ban on all types of competitions in the alcohol advertising will lead to teenagers' alcohol consumption reductions on the monthly basis as well. Both advertising and pricing policies showed that there were potentials in reducing the alcohol consumption in adolescents.



CHAPTER 3

RESEARCH METHODOLOGY

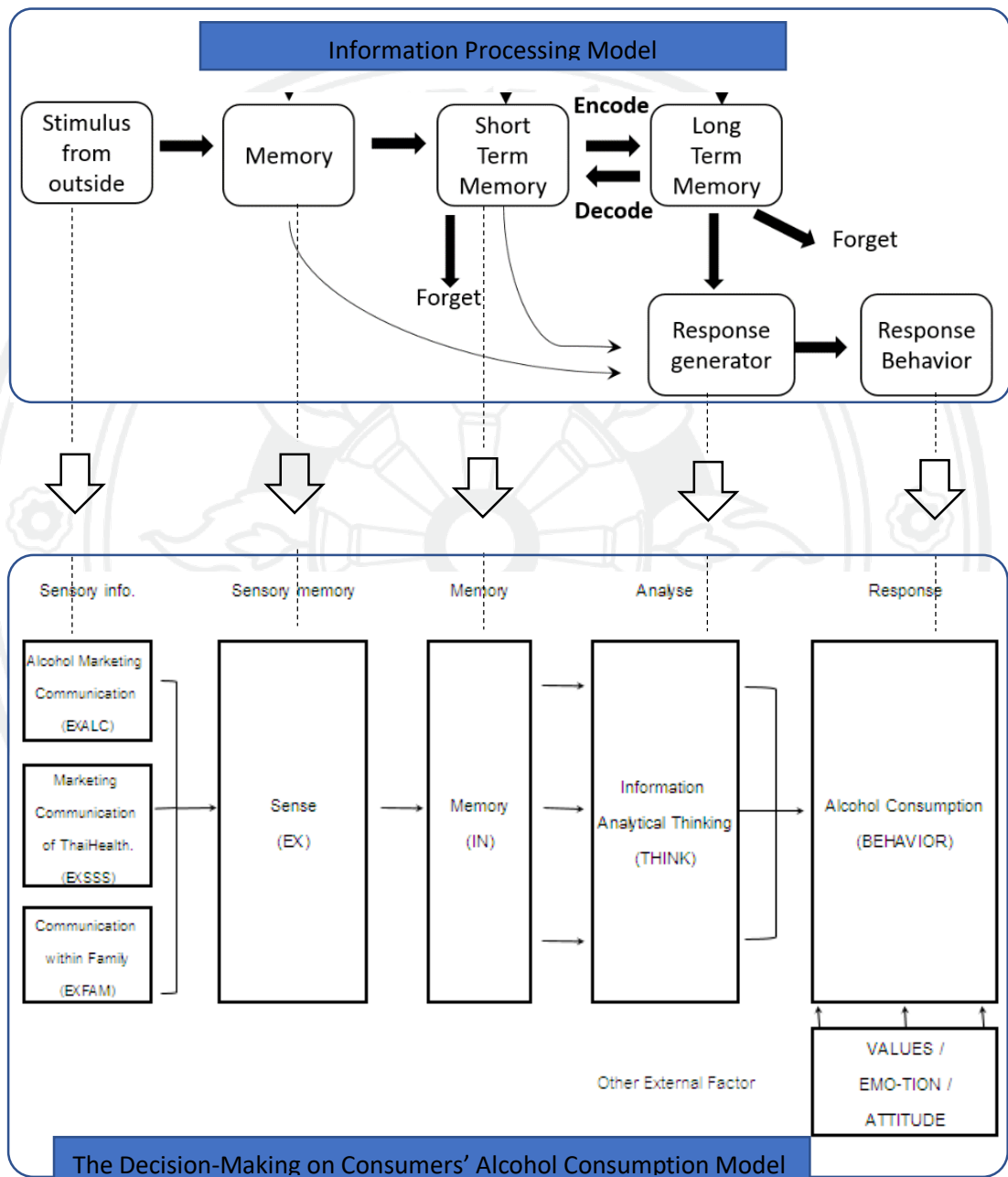
Based on the particular background and importance of research, scope of study and research objectives addressed in Chapter 1, the concepts of the theory details including the related research in the past that related to this research described in Chapter 2, Chapter 3, would explain the practical processes of the research. This includes the details of the procedures and processes that followed what described previously. Including the research data collection procedures, the accurate and reliable tools have been used in this research which are also described in this chapter. The processes are components which led to the development of research hypotheses in order to show that the outcomes of the concept or theory, which is the framework of the research. When it has been tested against the model contexts, how much the outcomes are consistent or different. Therefore, the researcher has used the integrated research analysis by using the quantitative analysis methods and combining with the qualitative analysis so as to get the results according to the research concept.

The process and procedure to obtain the research results can be summarized for an easy understanding in the following sections.

3.1 The Conceptual Framework for Research, based on the Information Processing Theory

The research model developed for rationalized processing of the alcohol consumption decision is based on Atkinson & Shiffrin Information Processing Conceptual Model.

Figure 3.4 Rationalized processing model based on the information processing theory according to comparative model in the decision-making on consumers' alcohol consumption



3.2 The Data Analysis

Categorized into two methods

3.2.1 Qualitative Study

3.2.1.1 Tools used in the qualitative research

The tools used here are the in-depth interview. The interview used the open-ended question. An in-depth interview had been conducted with people who related to the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation, the communication of influential people. The interview questions relating to the causal factors and issues influenced the youth alcohol drinking behaviors as the following details:

3.2.1.1.1. The Alcohol Consumption

3.2.1.1.2. Causes and motivations are derived from the television advertising and new media, including the anti-alcohol drinking communication campaigns and advertising campaigns of the Thai Health Promotion Foundation.

3.2.1.1.3. The refutation or complementary of the opposite parties' advertising influences/or the party who have the same objective, including the influences that reduce the advertising rate of success. Due to the strict laws, those activities have encouraged the society to learn and to protect themselves, and able to live with their consciousness on the alcohol consumption.

3.2.1.1.4. The solutions or the correct patterns in the interviewee's point of views. More details are described in the attached questionnaires and the interview forms.

3.2.1.2. Reliability and validity test of tools used in the qualitative research

The qualitative research tools are provided to the thesis advisor so as to examine the appropriateness of the contents, whether the language used is appropriately covered and are consistent with the definition. The questions are clear, correct and appropriate with the research structure and the language used are proper with the information providers.

3.2.1.3 The Sample groups selection

In this research, 10 respondents for qualitative data were randomly selected from 470 sampling frame using the purposive sampling method. By considering and selecting from a questionnaire that the sample groups that indicated there were alcohol drinking behavior or no drinking behavior.

3.2.1.4 The In-depth Interview

The In-depth interview information providers had been selected from:

3.2.1.4.1. The respondents who answered questionnaires in the quantitative research which indicated the presence or absence of alcohol drinking behaviors. The interviews will be conducted on the 5 alcohol drinkers and another 5 non-alcohol drinkers.

3.2.1.4.2. Three persons of the alcohol marketing communication experts will be interviewed

3.2.1.4.3. The person who involved with the communication campaign of the Thai Health or the alcohol drinking prevention advertising campaign experts or the management of the media control agency in the government sector for the total of 2 persons.

3.2.1.5 The Historical research and Relevant research (See details in Chapter2)

3.2.1.6 The Information analyzing from the qualitative research methods

The information acquired from the analysis of the in-depth interview, observation and discussion, which were gathered in the form of notes and tape recording. All collected information had been rewritten to be fully complete and detailed. Then the rewritten information had been descriptive printed as a meaningful event. The printed information had been reviewed and recorded as notes for further observation and memorization. All printed information and notes were reviewed and summarized for a clearer data meanings. In addition, the quantitative method was used to determine the consistency, similarities or differences that occurred then compared with the theories and concepts of this research.

3.2.2 Quantitative Study

The purpose of this study was to investigate the correlation of the causal relationships by using the Structural Equation Model which was based on the theoretical and the research findings. In this research, the Factor Analysis and the Path Analysis were conducted accordingly (Tirakanunth, P.12) by defining the Structural Equation Model that was the target of this research. Then the empirical data of the designated period and target groups which were the original of the empirical data was tested. To test the goodness of fit, whether the data was consistent with the theoretical or the research that related to this study or not. The results of the test will indicate the following points:

1. To confirm the relationship between the variables and this can be used as a hypothesis confirmation that has the underlying theory.
2. The Structural Equations Model will indicate the relationship or difference of the several population groups.
3. The Structural Equation Model helps to confirm or to deny the relationship of the variables that this research was studying. To test whether this relationship is exist and does it different from the previous theories and research or not.
4. The predictive ability of the Structural Equation Model in explaining and predicting the phenomena
5. The outcome of the test will help in explaining the pattern of changes or the dynamics of phenomena that focused by this research (Lonlau, 2011).

3.2.2.1 The Design of research tools

The questionnaire as research tool used in this research were thirty-four items. The questionnaire contents were divided into 2 categories, which were:

3.2.2.1.1 The General information of the alcohol consumption behaviors

This section focuses on the inquiries of the sample groups' actions on the alcohol consumption that expressed in the form of purchasing/ accepting or by any means of acquiring for consumption or drinking. This consumption can occur intentionally and responsibly to the needs to consume of youth and reflects on actions. These actions were measured by the consumption quantity, the consumption frequency, the pattern of drinking experience and the impact of the alcohol drinking.

There are 3 sub-categories of questions and answers. The fifteen questions (Part 1, No. 1 - 15) of the 3 categories are as follows:

1.1. Personal information which is the information used to determine the consistency and supportive details in the research

1.2 Information on the alcohol consumption behaviors which is the main data and questions will be represented by variables in the research model as quantity variables and the frequency of consumption.

1.3 Motives that related to the consumption behavior and not to consume alcohol

3.2.2.1.2 The Information perception from the communication 34 questions (Part 2, No. 1 - 34)

In this section, the questions will be focused on the relationship among the three main communication groups which are the alcohol marketing communications, the communication campaigns of the Thai Health and the communication of influential people. The information perception through the variable groups according to the factors indicating the relationship between variables of this research has divided into 7 sub-categories, which are:

1 The information perception from any media that promotes the alcohol consumption/ or opposes to consume alcohol. This section will provide the information to the research to be more complete (No. 1-2).

2 The information perception from all three message senders which are the communication campaigns of the Thai Health (SSS), the alcohol marketing communications (ALC) and the communication of influential people (FAM) those effect the senses (the Latent variables: EX) (No. 3 - 6).

3 The information perception from all three message senders which are the communication campaigns of the Thai Health (SSS), the alcohol marketing communications (ALC) and the communication of influential people (FAM) effect the memory (No. 7-13).

4 The information perception from all three message senders which are the communication campaigns of the Thai Health (SSS), the alcohol marketing communications (ALC) and the communication of influential people (FAM) effect the thinking (No. 14-18).

5 The value (VALUE) is converted to a variable in the model (No. 19 - 22)

6 The attitude (ATTITUDE) is converted to a variable in the model (No. 23-28).

7 The emotion (EMOTION) is converted to a variable in the model (No. 29-34).

3.2.2.2 The Scoring criteria

There are types of answers groups that was divided into the selection level of the variable measurements and the set score of variables in the questionnaire. The respondents choose the answers that show the weight level by having two types of the levels and scoring criteria:

1. Nominal scale scoring criteria in Section 2, No. 3 - 18.

A score of 0 means there is no effect at all

A score of 1 means there is effective.

2. Likert scale scoring criteria in Section 2, No. 19 - 34.

A score of 4 means "strongly agree"

A score of 3 means "agree".

A score of 2 means "disagree"

A score of 1 means "strongly disagree"

3.2.2.3 The Quantitative research tools quality testing

The questionnaires used for this study were implemented by setting the questions from the literature review and the previous related research questionnaires. Then the questionnaires have been applied to the hypothesis of the research and the questionnaires' validity and reliability tests had been conducted before the actual data collection occurred, as the following details:

The content validity will firstly be tested by the communication arts experts/public relations experts, the government media agencies executives and the alcoholic drinks manufacturer and the distributor executives for the total of 3 persons. These experts have checked the content validity of the questions compared with the issues that research focuses. After the experts' advices received, the questionnaire will be revised so that it can be more complete and can be used in this research efficiently. The questions will be measured by the Content Validity Ratio (CVR) or Item Objective Congruence Index (IOC) > 0.5 . When questions have the required CVR values, then those questions will be used as questionnaires in this research.

First, the forty sets of questionnaires will be tested, later the questionnaires will be re-checked on the questionnaires' reliabilities. The reliability calculation

method will be used by testing the questionnaires repeatedly. The tests will be conducted on the same sets of questionnaires by an approximate period distance. The test will be mostly focused on the whole set of questionnaires' stabilities. The Pearson Product Moment Coefficient Correlation method is used to calculate the value of the correlation coefficient (r). The calculated correlation coefficient will be called coefficient of stability (Kaiyawan, 2012: 462).

The formula is as follows.

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

Where as

r = Reliability of the test

N = Number of samples which answer the questionnaires

$\sum X$ = Sum of scores in the first test

$\sum Y$ = Sum of scores in the second test

$\sum X^2$ = Quadratic sum of the scores in the first test.

$\sum Y^2$ = Quadratic sum of scores in the second test

The first forty sets of questionnaires were tested, then the reliability test was conducted on the tested questionnaires. The reliability calculation method was used to test repeatedly on the same sets of questionnaires by an approximate period distance. The test was focused on the stability of the whole set of questionnaires, which was calculated by using the Pearson Product Moment Coefficient Correlation method. To find the calculated correlation coefficient (r), which was called the coefficient of stability. The coefficient of stability value was at 0.97.

3.2.2.4 The Population and sample groups

The field data collection using the questionnaires, which were collected from the target group, aged between 18 - 60 years old for the total target of 400 respondents. The field data collection backup had been conducted with the total collected data of 470 respondents who are the target groups live in Bangkok. The target groups' age range is the data collection age range according to the National Bureau of Statistics.

3.2.2.5 The Data collection

Once the quantitative research tools were tested, the revised questionnaires were employed to collect data from the sample populations. The data were collected by the researcher by distributing questionnaires to the target group respondents at the areas that have the target groups. The questionnaires were distributed to 470 respondents in order to answer questionnaires by themselves. The respondents had their own freedoms to answer or not to answer the certain questions or to stop answering the questionnaire at any time they want.

3.2.2.6 The Data analysis and the statistics used in the analysis

3.2.2.6.1 The Data analysis

1. The Structural Equation Modeling was used in analyzing data. The SPSS and LISREL programs were used to analyze data.
2. The descriptive statistics using based on the data collected from the questionnaires.

3.2.2.6.2 The Statistics used in the analysis

1. The factor analysis was conducted to study the relationship between the independent variables and dependent variables and to select the variables that associated with the model in the research.
2. The path analysis was conducted to develop and to validate the consistency between the actual data and the causal model and to study the structural causal relationships. By studying on both size and direction of the influence, which were the overall influence, direct influence and indirect influence.

3.2.2.6.3 The Research data and statistics analysis procedures

The steps for data analysis are as follows:

1. Validate the accuracy and completeness of the interviewed questionnaire in order to select the complete questionnaires and to be processed.
2. Make the questionnaires coding. Verify the information accuracy and then save the data to the computer for the data analysis.
3. Statistical processing by using the SPSS (Statistical Package for the Social Sciences) and LISREL to calculate statistic values in the research, including the basic statistic values, the component analysis, the path analysis or the causal analysis. Then place the calculated values onto the statistical analysis tables to interpret the meaning of the information and prepare for the report of the research.

3.2.2.7 The Factor analysis

The Factor analysis is a statistical analysis technique of research which aimed at reducing the plenty of available variables. As some variables may have the similar characteristics in describing data while some do not need to be included in the research. Some variables can be grouped together and such grouping is called the composition or factors. The statistical analysis will focus on the relationship of variable value. This value can be positive or negative, which these analysis factors will be analyzed statistically later.

3.2.2.7.1 The Purpose of the factor analysis

1. To group the variable into any particular factors or any particular groups. By matching the variables that have the same relationship into the same factor or same element.
2. To confirm the variable weight that is accuracy.
3. To find the variable weight in the same group or the same element.

3.2.2.7.2 The Benefits of factor analysis

1. The factors or variables that newly created can be statistical analyzed more conveniently.
2. It can solve the relationship between independent variables that cause problems. The multicollinearity problem is caused by the two independent variables that are highly correlated and affect the dependent variable.
3. The importance of factors can be prioritized properly (Kaiyawan, 2014: 57, 60).

3.2.2.7.3. The Preliminary agreement and the factor analysis testing.

1. The analyzed variables were at least in the interval variable
2. The size of the sample group should be large enough and should not be less than 20 times of variables or at least should not be less than 10 times. (Vanitchbancha, 2006: 11)

3.2.2.7.4. The Analysis feasibility test

As the factor analysis is a statistical analysis technique aimed at reducing the number of plenty variables. Some variables may have the same characteristics in describing data while some do not need to be included in the research. Some

variables can be grouped together and such grouping called composition or factors. The analysis of statistic study will focus on the variable relationship values by applying the Kaiser Meyer Olkin (KMO) measure of sampling adequacy. When data analyzed through the analysis process by using the SPSS program and getting the defined KMO values. This means that data values can be used in the research analysis appropriately. The KMO value has the following details:

More than 0.80	Very good and suitable for factor analysis
0.70-0.79	Well and suitable for factor analysis
0.60-0.69	Fair and suitable for factor analysis
0.50-0.59	Slightly suitable for factor analysis
Less than 0.50	Not suitable for factor analysis

(Angsuchote et al., 2014: 98)

In this research, the factor loading value of every variables will be conducted and the variable's factor loading value should be more than 0.3. In other words, the questions in all the questionnaires that are the variables as in the research model, should have the factor loading value more than 0.3. Next step is to select the appropriate variables and to make the model equation in order to meet the criteria set for the best path analysis model. There are two techniques in selecting variable which represents the model equations as the following details:

1. Only the variable with the highest factor loading value is qualified for analysis. (Only one variable will be selected or only a specific factor will be selected) (Kaiyawan, P.62, 2014).
2. Make a median estimation from the selected variables groups that meet the criteria and use that estimated values from those variables in the analysis. (Variable groups selection or composition selection are conducted) (Kaiyawan, P. 64, 2014).

The two techniques of variable selections were conducted in this research. Then, only one method that made the total equation of the research model had the best statistical values and was consistent with the research objectives was selected.

3.2.2.7.5 The Steps of factor analysis

There are four steps of factor analysis as follows (Kaiyawan, 2014: 75).

1. To define the relationship between all variables or the correlation matrix, which is the correlation coefficient of the variables. The correlation coefficient should be not less than 0.3. In this step, the partial correlation test is used to find the relationship between the variables, while there are controlling the other variables. If the correlation coefficient is greater than 0.3, this means that pair of variables is related to each other.
2. Factor extraction is the process of using the values from the first variables relationship finding process and implementing in the next process of initial factor selection.
3. The factor rotation is a step to test the clarity of the factor found in the second step, for a better clarity confirmation.
4. Finding the factor scores. This research will use the SPSS program to calculate the factor scores, which will separate each factor clearly. This process will be conducted after the factor selection process completed. Then the composition value will be calculated and that value will be analyzed further in the path analysis process. This research not only use the composition value that calculated from the factor sorting from the model equation variables, but also implement another step of using the specific variables (As process described in 3.2.7.4) in order to analyze further for the influence path, Meanwhile, the factors or variables from both factor methods which were extracted completely will be brought to perform the path analysis as well. Then the composition will be compared with the specific composition. If any composition has the appropriate statistical value and can best describe the research model, that composition will be selected to estimate the value in the influence path equation. Eventually, this model will be used to explain the research conclusion.

In this research, these 4 steps will be conducted by the SPSS program to calculate the values in each step. Next, the conclusions of the relevant analysis will be presented in the Chapter 4.

3.2.2.8 The Path analysis or the causal analysis

The path analysis or the causal analysis is a statistical technique used to study the influence of causal variables or predictive variables on the dependent variables, both for the direct effect (DE) and indirect effect (IE). The technique of finding and analyzing causal influence is not a technique that used to find out which variables

influence any variables but to examine the causal influence of one variable on another variable, as set up by the researcher or by the hypothesis, theories or the study of relevant documentary.

There is the reason behind that the causal influence that the independent variables are the cause of the dependent variables. Then the correlation coefficients between the variables were analyzed by using the causal analysis techniques. The result of the analysis will be the validity test of the structure or pattern based on that hypothesis and will also improve the structure or pattern. It can indicate that if the collected information or evidence can be used to support the studied theory or the hypothesis or not. (Supamas, 2014: 178).

In the influence causal analysis, the researchers can estimate the direct effect from the parameters estimation value in the regression equation according to the structural equation of the model. Then the indirect effect value is estimated from the direct effect value. The artificial influence and joint influence are obtained from the multiplied value of the direct effect according to the arrow in the model. In analyzing the causal influence, only the correlation between the direct effect and indirect effect are estimated. This excludes the artificial relationships and the total influence. If the model indicates the valid influence and the relationship between variables are actually the causal relationships, the artificial relationship value and the joint influence value should be zero (Viratchai, 1999).

So the correlation value can be estimated from the sum of the direct effect and indirect effect for two parts only. The equation can be written as follows (Angsuchot, 2014: 184)

$$r = DE + IE$$

r = Relationship between variables in the model

DE = Direct Effect

IE = Indirect Effect

3.2.2.8.1. The Preliminary agreement of the causal analysis

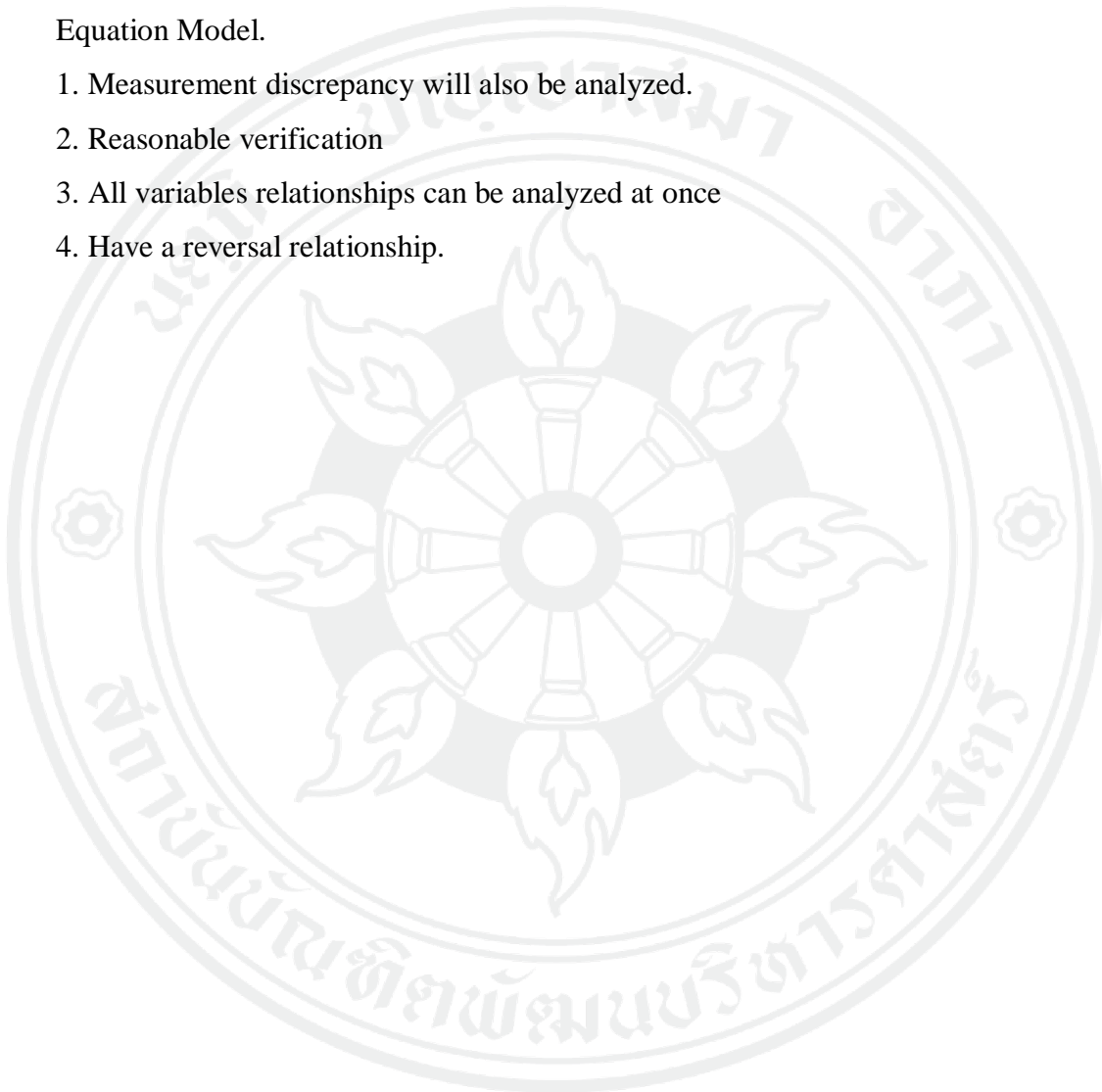
The general preliminary agreement of the causal analysis is as follow:

1. Relationships between variables in the model are linear relationship, positive characteristic and causal relationship.

2. Discrepancies are not related to variables.
3. The relationship of variables in the model is a non-reversal one-way relationship.
4. Variables can be measured in the interval variable onward.
5. Variables can be measured without any discrepancy.

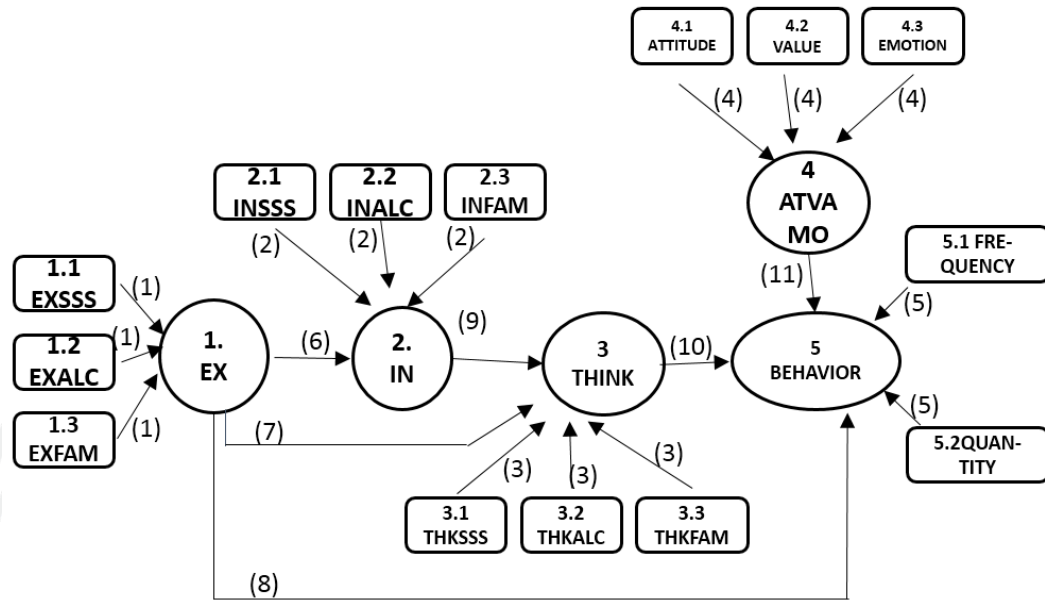
3.2.2.8.2. The Preliminary agreement of the causal analysis by the Structural Equation Model.

1. Measurement discrepancy will also be analyzed.
2. Reasonable verification
3. All variables relationships can be analyzed at once
4. Have a reversal relationship.



3.2.3 Model in the research, hypothesis and research tools of each hypothesis

Figure 3.5 Model in the research and hypothesis in the research



Note: (1) - (11) is the research hypothesis

Definition of variables

EX = Latent variables, which represent the senses of communication.

EXALC = External communication that occurred from the sensory perception resulting from the alcohol marketing communications

EXFAM = External communication that occurred from the sensory perception resulting from the communication of the influential people

EXSSS = External communication that occurred from external sensory perception caused by the communication campaigns of the Thai Health

IN = Internal communication that occurs as a memory.

INALC = Internal communication that occurs as a memory caused from the alcohol marketing communications

INFAM = Internal communication that occurs as a memory caused from the communication of influential people as message senders

INSSS	= Internal communication that occurs as a memory caused from the communication campaigns of the Thai Health as a message sender
THINK	= Internal communication in thought
THKALC	= Internal communication in thought that caused by the alcohol marketing communications
THKFAM	= Internal communication in thought that caused by the communication of influential people, as the messengers
THKSSS	= Internal communication in thought that caused by the communication campaigns of the Thai Health, as the messenger
VALUE	= Value of the alcohol consumption
ATTITUDE	= Attitude towards alcohol consumption
EMOTION	= Emotion towards alcohol consumption
ATVAMO	= Latent variable groups that represent the values, attitudes and emotions of the alcohol consumption.
BEHAVIOR	= Alcohol consumption behavior
FREQUENCY	= Frequency of the alcohol consumption
QUANTITY	= Amount of the alcohol consumption

From the diagram 3.2, it indicates that the variable relationship groups which are the tests of this research can be divided into eleven hypotheses as follow.

3.2.3.1 Hypothesis no. 1

Ho: Communication perceived by sensory perceptions from the three types of media senders, which are the alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people has no relationship with the Latent variable: the sensory communication.

H1: Communication perceived by sensory perceptions from the three types of media senders, which are the alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people are related with the Latent variable: the sensory communication.

Relationship equation

$$EX = [EXSSS + EXALC + EXFAM]$$

Note: [.....] is the relationship equation between the independent variable that affects the dependent variable.

Tools used to test the hypothesis.

1. Experimenting and sorting the appropriate variables for the research model. By analysing the composition to find factors that affecting to the relationship of the variables according to the set hypothesis. The questionnaire Part 2, No. 3-6 are used in this process, as the following details:

No. 3. Respondents to choose any media that they perceive, encourage or most seen/ or have seen most often

No. 4: Respondents to choose any media that they think the media contents such as advertising, words or images that appear with the communication that makes it easy to understand on what the communicators want to communicate.

No. 5. Respondents to choose any media that motivate them to listen, to view and that is the most interesting, not boring.

No. 6. Respondents to choose any media that they have perceived/ have heard very often and has an updated information presented to them frequently. To convince the respondents to follow them as much as possible.

Score: 0/1

2. Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the questionnaire Part 2, No. 3-6, which pass the process of selecting the appropriate factors those are suitable with the research model only. Some variables are taken from the research tools, some questions from the questionnaire are selected to be used in the whole model equation. The variables (questions from the questionnaire) that are not suitable for the model will be excluded from the statistical calculation.

3.2.3.2 Hypothesis no. 2

Ho: Memories perceived from the three types of media senders, which are the alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people have no relationship to the Latent variable: the memory.

H1: Memories perceived from the three types of media senders, which are the alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people are related to the Latent variable: the memory.

Relationship equation

$$IN = [INSSS + INALC + INFAM]$$

Tools used for the hypothesized testing

1. Experimenting and sorting the appropriate variables for the research model. By analysing the composition to find factors that affect the relationship of the variables according to the set hypothesis. The questionnaire Part 2, No. 7-13 are used in this process, as the following details:

No. 7 Respondents to choose the media that is their favourite media such as comedy, sad, melodrama, so impressed in the media content and words that makes them remember it the most.

No. 8 Respondents to choose the media that is their most memorable media. That media also leads them to do anything that related with the alcoholic drinks such as makes them drink more, drink less or quit alcohol drinking.

No. 9 Respondents to choose the media that is their most memorable media and can be described in details on what media says such as the instructions, invitations, warnings, which affect their alcohol consumptions.

No. 10 Respondents to choose the media that if they have been motivated again, they can remember quickly on what media says such as the instructions, invitations, warnings, which affect their alcohol consumptions.

No. 11 Respondents to choose the media that they are impressed the most and can describe in details on what the media says such as the instructions, invitations, warnings, which affect their alcohol consumptions.

No. 12 Respondents to choose the media that they will tell other people in details on what media says such as the instructions, invitations, warnings, which affect their alcohol consumptions.

No. 13 When respondents face any situation that makes them think of the media, the instructions or campaigns of these media publishers.

Score: 0/1

2. The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the questionnaire Part 2, No. 7-13 and using the principle of the variables selections in the

equation of the research model as similar to the hypothesis 1. The testing is implemented by using the influence path analysis.

3.2.3.3 Hypothesis no. 3

Ho: Thoughts perceived from the three types of media senders, which are the alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people have no relationship to the Latent variable: the thoughts.

H1: Thoughts perceived from the three types of media senders, which are the alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people are related to the Latent variable: the thoughts.

Relationship equation

$$\text{THINK} = [\text{THKSSS} + \text{THKALC} + \text{THKFAM}]$$

Tools used for the hypothesis testing

1. Experimenting and sorting the appropriate variables for the research model. By analysing the composition to find factors that affect the relationship of the variables according to the set hypothesis. The questionnaire Part 2, No. 14-18 are used in this process, as the following details:

No.14 Respondents can understand the meaning of the media or the instructions as aforementioned well.

No. 15 Respondents can use the knowledge or examples exhibited by the aforementioned advertising in their daily lives or to use that knowledge to make a decision to consume products as the advertising's invitation.

No. 16 When considering or viewing an advertising or listening to the instructions from a parent or family, respondents can make comparisons or can compare with past behavior that they made. This is included the decision that respondents decided to continue doing or not doing after watching the advertising or after have been instructed.

No. 17 When there are frequently prompted motivations by the communicator, these cause the respondents to think that they should or should not follow what they have been instructed by those communicators.

No. 18 The communicators who can make respondents believe the most and this leads to the offensive in other media that has conflicts with the concepts that the respondents believe.

Score: 0/1

2. The Hypothesis testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the questionnaire Part 2, No. 14-18 and using the principle of the variables selections in the equation of the research model as similar to the hypothesis 1. The testing is implemented by using the influence path analysis.

3.2.3.4 Hypothesis no. 4

H0: Attitude, value and emotions have no relationship with the Latent variables, attitude, value and emotions.

H1: Attitudes, value and emotions are related to the Latent variables, attitude, value and emotions.

Relationship equation

$$ATVAMO = [ATTITUDE + VALUE + EMOTION]$$

Tools used for the hypothesized testing

1. Experimenting and sorting the appropriate variables for the research model. By analysing the composition to find factors that affect the relationship of the variables according to the set hypothesis. The questionnaire Part 2, No. 19-34 are used in this process, as the following details:

Values

No. 19 Whether the respondents agree or not when communication enter and invite them to follow, this can make the new values happen.

No. 20 Whether the respondents agree or not that the alcohol marketing communications tend to create the values for society to always follow.

No. 21 Whether the respondents agree or not that the parents' communication really creates the value of not drinking beer or spirits.

No. 22 Whether the respondents agree or not that the new values can happen from the daily life communication imitation.

Attitude

No. 23 The respondents also cultivated from his/ hers school that alcohol is harmful and not good for health.

No. 24 The person whom the respondents respect has taught and instructed the way in which they believe in that. However, that person may drink or may not drink alcohol.

No. 25 Whether the respondents agree or not that the alcohol marketing communications can build a positive attitude towards those alcohol companies.

No. 26. Whether the respondents agree or not that the alcohol marketing communications, the Thai Health communications or their parent's instructions can change their attitudes.

No. 27 Whether the respondents agree or not that attitudes can be created from the alcohol marketing communications, the Thai Health communications or even from the parents' instructions.

No. 28 Whether the respondents agree or not that the alcohol companies that advertise their organization images building will persuade consumers to have a better attitude towards their products than non-advertised alcohol companies.

Emotion

No. 29 Whether the respondents agree or not that the information receiving can contribute the shared emotion that makes them to follow.

No. 30 Whether the respondents agree or not that when they watch or see the alcohol advertising, this makes them have a passion for drinking.

No. 31 Whether the respondents agree or not that when they are receiving parent's teachings or instructions on not drinking the alcoholic drinks, this makes them want to follow. The shared emotion occurs and they want to follow those instructions.

No. 32 Whether the respondents agree or not that sometimes when they perceive some communication information, it creates shared emotion to follow. Even sometimes that communication information have conflicts with what they like or dislike previously.

No. 33 Whether the respondents agree or not that the communication campaigns of the Thai Health or the alcohol marketing communications in form of the signage or billboards on the street make them be interested and would like to follow.

No. 34 Whether the respondents agree or not that sometimes when they have the emotion at that moment and they suddenly see such communication which are from

the alcohol companies, the Thai Health's communication campaigns or parent's communication, these lead them want to follow that communication.

Score: 1-4

2. The Hypothesized testing by the influence path analysis

To find the factors that affect the hypothesized relationship by using the questionnaire Part 2, No. 19-34 and using the principle of the variables selections in the equation of the research model as similar to the hypothesis 1. The testing is implemented by using the influence path analysis.

3.2.3.5 Hypothesis no. 5

H0: Frequency and quantity of alcohol consumption have no relationship with the Latent variables: the alcohol consumption behavior.

H1: Frequency and quantity of alcohol consumption are related to the Latent variables: the alcohol consumption behavior.

Relationship equation

BEHAVIOR = [FREQUENCY + QUANTITY]

Tools used for the hypothesized testing

1. Experimenting and sorting the appropriate variables for the research model. By analysing the composition to find factors that affecting to the relationship of the variables according to the set hypothesis. The questionnaire Part 1, No. 9 and 11 are used in this process, as the following details:

No. 9 Frequency of drinking per month

No. 11 What is the most common drink and the drinking quantity per time (To select only one answer)

Score: 1 - 6 for question No. 9 and scoring will be based on the information provided in the questionnaire for question No. 11.

2. The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the questionnaire Part 1, No. 9 and 11 and using the principle of the variables selections in the equation of the research model as similar to the hypothesis 1. The testing is implemented by using the influence path analysis.

3.2.3.6 Hypothesis no. 6

H0: The Latent variable: the communication that perceived by senses has no relationship with the other Latent variable: the communication that perceived by memory.

H1: The Latent variable: the communication that perceived by senses is related to the other Latent variable: the communication that perceived by memory.

Relationship equation

IN = [EX]

Tools used for the hypothesized testing

Use the estimated value of the statistical calculation by the LISREL program.

The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the estimated value from the statistical calculation by the LISREL program.

3.2.3.7 Hypothesis no. 7

H0: The Latent variable: the communication that perceived by senses has no relationship with the other Latent variable: thinking.

H1: The Latent variable: the communication that perceived by senses is related to the other Latent variable: thinking.

Relationship equation

THINK = [EX]

Tools used for the hypothesized testing

Use the estimated value of the statistical calculation by the LISREL program.

The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the estimated value from the statistical calculation by the LISREL program.

3.2.3.8 Hypothesis no. 8

H0: The Latent variable: the communication that perceived by senses has no relationship with the other Latent variable: the alcohol consumption behavior.

H1: The Latent variable: the communication that perceived by senses is related to the other Latent variable: the alcohol consumption behavior.

Relationship equation

BEHAVIOR = [EX]

Tools used for the hypothesized testing

Use the estimated value of the statistical calculation by the LISREL program.

The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the estimated value from the statistical calculation by the LISREL program.

3.2.3.9 Hypothesis no. 9

H0: The Latent variable: the communication that perceived by the internal sensory has no relationship with the other Latent variable: the analytical thinking and processing.

H1: The Latent variable: the communication that perceived by the internal sensory is related to the other Latent variable: the analytical thinking and processing.

Relationship equation

IN = [THINK]

Tools used for the hypothesized testing

Use the estimated value of the statistical calculation by the LISREL program.

The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the estimated value from the statistical calculation by the LISREL program.

3.2.3.10 Hypothesis no. 10

H0: The Latent variable: the analytical thinking and processing have no relationship with the other Latent variable: the alcohol consumption behavior.

H1: The Latent variable: the analytical thinking and processing are related to the other Latent variable: the alcohol consumption behavior.

Relationship equation

THINK = [BEHAVIOR]

Tools used for the hypothesized testing

Use the estimated value of the statistical calculation by the LISREL program.

The Hypothesized testing by the influence path analysis

To find the factors that affecting to the hypothesized relationship by using the estimated value from the statistical calculation by the LISREL program.

3.2.3.11 Hypothesis no. 11

H0: The Latent variables: attitude, value and emotion have no relationship with the other Latent variable: the alcohol consumption behavior.

H1: The Latent variables: attitude, value and emotion are related to the other Latent variable: the alcohol consumption behavior.

Relationship equation

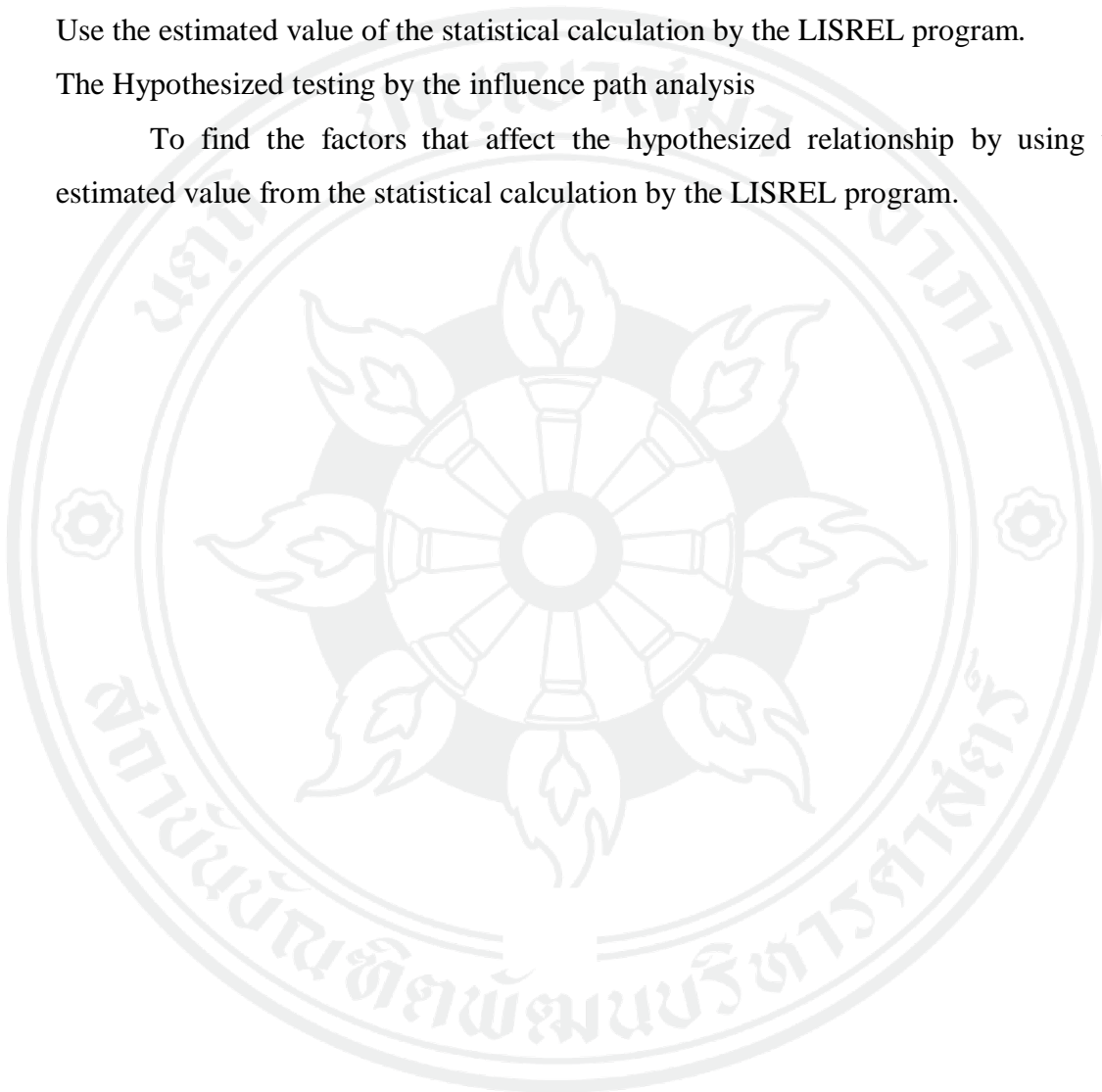
BEHAVIOR = [ATVAMO]

Tools used for the hypothesized testing

Use the estimated value of the statistical calculation by the LISREL program.

The Hypothesized testing by the influence path analysis

To find the factors that affect the hypothesized relationship by using the estimated value from the statistical calculation by the LISREL program.



CHAPTER 4

RESEARCH FINDINGS

4.1 Qualitative Analysis

This chapter considers the details of the factor analysis process, which affects the alcohol consumption behaviors. To examine this, the chapter will analyse the results of the research that is important to explain on the process of data acquisition, the data analysis and the results of those processes, which have the following steps and procedures.

Consequently, the details of the factors affecting to the alcohol consumption behavior that caused by the three modes of communication: the alcohol marketing communication, the communication campaigns of the Thai Health Promotion Foundation and the family communication will be described in the following section.

1. How much does the aforementioned communication: the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people affect the sensory perception and thoughts? These are explained in the information processing model in decision making by consuming the alcoholic drinks.
2. The giving instructions through the process of rationalization based on the information processing theory whether it affects the alcohol consumption or not and each variable influentially reinforce or counteract on each other or not.

Then the summary of the research results will be concluded. The research conceptual framework and the research results will be compared with the previous research in terms of the consistency and difference. This research result will be discussed in Chapter 5 for the further details.

4.1.1 The alcohol manufacturers and distributors communications affecting the alcohol consumption.

The 3 relevant parties agree that any types of communication have related to the alcoholic drinks consumptions. The drinking quantity mostly depends on the perspective of each party accordingly. The academics agree that the alcohol marketing communications focuses on increasing the alcohol consumption. While another hidden objective is to expanding the markets to gain more market shares and to getting more competitive advantages. It also has the future view to add the new entrance by implementing the various marketing communication strategies and can be changed faster than the government sectors and the Thai Health Promotion Foundation.

On the alcohol manufacturers view, there shows that their communications do not have the main objective to increase the alcohol consumptions than usual. The main purpose of their communications is to build the product awareness and protect the market, which they need to maintain their market shares and not let the competitors in the same product groups get more shares. However, this may have a positive effect on increasing the alcohol consumptions or at the same time the new drinkers may be increased. Therefore, the new drinkers are not the main purpose of the alcohol companies. Meanwhile, the parents who having children have viewed that the purpose of alcohol marketing communications are to increase the alcohol consumptions and to recognize and to remind them of their products. As the alcohol companies' advertising is in the form to create a good image on the products and the manufacturers.

The usual drinkers have viewed that the alcohol public relations and marketing communication have the direct effects on the alcohol consumptions. But it does not encourage the drinkers to consume more than usual. These marketing communications are only the tools used to remind consumers to choose when they want to consume it. Another part of the consumers' view on CSR of the alcohol marketing as a social supports and promote the society to make people do good things more than ever.

4.1.2 The communication campaigns of the Thai Health Promotion Foundation (Thai Health) affecting the alcohol consumption

The academics view that the communication campaigns of the Thai Health Promotion Foundation can be implemented with the limitation due to the complicated rules and systems of the government procedures. This leads to the media production processes which cannot be comparable to the private companies, alcohol manufacturers and distributors. Also, those excise taxes collected from the alcohol products still need to be allocated to the other health promotion programs.

Thus, the money to be spent on the media production of the Thai Health Promotion Foundation in order to control and to stop the alcohol consumptions is only a small part. According to the 2 issues mentioned above, which are both the obstacles of the complicated rules and the budget allocations, this makes the Thai Health Promotion Foundation's communication systems uncomparable to the alcohol manufacturers and distributors. The Thai Health Promotion Foundation's communication is slower and not as update as the alcohol companies'. Also, the communication strategy adjustment can be implemented slower than the alcohol manufacturers and distributors from the above causes.

On the alcohol companies' view, it indicates that the Thai Health Promotion Foundation's communication campaigns tend to create negative attitudes toward alcoholic drinks, overlooking the fact that alcohol is a part of human life for a long time. If people consumed properly and in the moderate level and quantity, alcohol will not cause harm. The communication of the Thai Health Promotion Foundation is biased towards the negative effect on alcoholic drinks. While in reality, the Thai Health Promotion Foundation, the government and the private sectors must acknowledge the fact that alcohol will still be existed in the society. But all concerned parties have to manage on how to make alcohol be used properly and how to make alcohol drinkers to drink responsibly and do not create negative impact on society.

At the same time, the alcohol companies have viewed that the communication contents of the Thai Health Promotion Foundation are not practical enough to make

the consumers completely understand and aware on the actual objective such as the recent alcohol drinking prohibition, to not consume alcohol exceeds fifty milligrams percent. While these words are not communicated and understood in the easy communication way. Consumers groups who are the main target for this communication cannot understand and aware on words clearly and eventually it can not be put into practice. This demonstrates the ineffective communication that cannot achieve the purpose of communication completely.

In the view of the communication regulators, it shows that the Thai Health Promotion Foundation can communicate about the stop drinking alcohol campaigns effectively at a certain levels. However, the Thai Health Promotion Foundation's communication still cannot fully keep up of the constantly changing alcohol companies' communication strategies. Also, the influence of the new media have related to the everyday life as quickly as never before and this is considered as a sudden communication revolution. While the rules and working systems of the Thai Health Promotion Foundation that exist are slow in terms of operation. This is consistent with the viewpoint of academics that monitor and control the alcohol consumption, who view the Thai Health Promotion Foundation's operation budgets and the procurement processes are conducted under the government regulations. These are obstacles lead to the less effective communication than the private sectors' communication.

However, parents and children have viewed that most communication campaigns of the Thai Health Promotion Foundation have good communications and each campaign can be effectively memorized. However, some campaigns are specific and can be remembered clearly but some campaign cannot. For the memorable campaigns, it will lead to actions such as stop drinking during the Buddhist Lent; the campaign of "drink don't drive" promotes that to give alcohol as presents is the same as giving a curse.

However, such communication cannot affect the children who live with their parents' guardianship. This may not affect the children's future alcohol consumptions efficiently. From the parents' comments, there are the Thai Health Promotion

Foundation's tangible communications or activities at the target locations, such as schools or communities but still very little. When children were questioned, especially for junior and senior high school students (primary and secondary schools students), they explained that there were only a few of the anti- alcohol activities and campaigns conducted at their schools. This made children have a little knowledge and immunity on the alcoholic drinks accordingly.

In the view of consumers, they have indicated that the communication campaigns of the Thai Health Promotion Foundation can efficiently build a good awareness and recognition. As it has funny contents that make it easy to remember including the unique words. Those used in the campaigns become popular among people such as to give alcohol as presents is the same as giving a curse, stop drinking during the Buddhist Lent, the campaign of "drink don't drive".

After the exposure to communication campaigns from the Thai Health Promotion Foundation, the decision making to drink or not to drink mostly comes from the consumers eventually. As the consumers make their decisions based on their daily lifestyles, including to follow what the society has already done. Whether it is in the social party after the exam finished, the important occasion celebration or on every Friday, which is considered the end of the week days that people normally want to relax after the long and tiring work period.

Generally, these are causes that make the consumers drink. Consumers' view towards the communication campaigns of the Thai Health Promotion Foundation that they have sufficient frequency and have memorable contents, which can be recognized easily. However, in terms of the practical campaigns, activities and consumptions, these still cannot convince and build the awareness that lead consumers to stop drinking.

4.1.3 The communication of influential people affecting to the alcohol consumption.

The academics who pursue the anti-alcohol campaigns have viewed that the parents' educations and instructions to children will play a major role to cause or not to cause the children's alcohol consumptions in the future. However, in this changing era parents and teachers must change or adjust their ways of communication and to understand on how to communicate with children effectively, including the message sending to their children in the different approaches. Due to the revolutionary change in the present communication pattern, where new media is involved and promote a rapid change in communication, it can be said that today lifestyles move very fast, these lead to the less influence of parents' communications as they need to earn a living and eventually have less time to communicate with their children.

Finally, peer groups at both schools and universities, as well as in the community, play an important role in contributing the alcohol consumption behavior or non- consumption. If there are guidelines or behavioral communication or action from the close friends groups, this will definitely influence the children's future alcohol consumption.

On the alcohol manufacturers and distributors' view, families are very important and the communication of the family has direct influence on the alcohol consumptions. It is considered the beginning of proper immunity building and the correct concept of the alcohol consumptions that do not create problems to society. The parents' communication and close friends can be expressed in both gestures, parents' practical actions to their children to be perceived and seen in daily lives. Those communications will cause perceptions, reminding, recognition and awareness and these will influence the children who will grow as adults in the future. Bureaucratic neutral communicators have viewed that parents' communications and close friends are very important communicators especially the communication through current new media. Normally, parents tend to communicate with their children through the instructions, the communication through parents' actions is also considered as an important role for children's future alcohol consumption.

Meanwhile, persuasion of schoolmates and friends in college is very important for children as they spend their daily lives with these people.

Presently the media that has high influence to children is the new media as it is attached to children throughout the day. This new media is a key factor in creating the imitated cultures, awareness, recognition, alcohol consumption cultures or non-consumption cultures as well.

Then parents need to improve and change the way of communication as well as learn to communicate with their children by using the new media. So that they can communicate in the same context with their children or teenagers more efficiently. Otherwise, your children will not recognize or remember the instructions or may not believe in parents' communications. So the role and duty of parents in modifying their communications are, they must learn on how to use the new media and change the way to communicate with their teenagers and their children as well.

However, parents viewed that the parental communication has a direct influence that can cause their children's alcohol consumption in the future. This communication excludes the daily life instructions, the television watching and the information providing to children at that time. Including parents who must behave on their actions as an example to their children, such as not drinking alcohol in front of their children or not persuade or provide alcoholic drinks to their children. However, parents also considered schools and temples to play important role in communicating with their children, for example, there are organized communication campaigns and activities at school to demonstrate the alcohol-related dangers and the appropriate alcohol consumptions.

The communication on the appropriate level of alcohol consumptions that will not cause problems to society and people should be communicated to children and teenagers continuously, from the childhood until grown-up ages. It is considered as an important communication, which is currently very small in the society, including the advice on children and teenagers to learn and train in Buddhism. This will also be a part of communication that will reduce the children's alcohol consumptions in the future.

The consumers viewed that the parents' communication in the past was important to them as it built their awareness, recognition and remember, including led

to the current practical actions, by perceiving that the alcohol consumption is bad. However, the causes of alcohol drinking come from the current social environments and drink to relax from stresses and fatigue from working for the whole week, including drinking for social purposes occasionally. This is considered as normal situation and not cause any damage to anyone. But in another group view point, the alcohol drinking has been viewed as an inappropriate matter. However, it is necessary to drink for the reasons mentioned above. Both groups of consumers are aware of their parents' communication instructed them to acknowledge that the alcohol consumption is not a good thing. The alcohol consumption should be done when it is necessary or under the unavoidable circumstances.

Generally, the consumers perceive that alcohol consumption is an inappropriate matter. This is reflected in the values that family communication will influence the alcohol consumption positively. But eventually when all thoughts pass through the analyzed thinking process prior to the alcohol consumption, the analytical thinking will reduce the influential impact and will affect the alcohol consumption in the negative way and this finally leads to reducing in the consumption level. Therefore, family communication, especially from the parents and guardians is considered very important. As this will cause the long-lasting memorization and affect the analytical thinking before the final decision to consume alcohol is made.

4.1.3 The alcohol marketing communications, the communication campaigns of the Thai Health, the communication of influential people through the rationalized processing based on the Information Processing Theory have influenced as complementary influence or negative influence

The alcohol manufacturers and distributors have commented that the communication influence of the three parties depends mostly on the purpose of communication. The communication campaigns of the Thai Health Promotion Foundation focus on reducing, avoiding and quitting the alcohol consumption. But the results of the communication did not achieve its goal. The alcohol consumption still increases as the Thai Health Promotion Foundation's communication became less effective. The communication focuses on building the negative attitudes of alcoholic drinks in the drinkers' perceptions. While the purpose of marketing communication

of the alcohol companies is to maintain the market shares and to get more the market shares from their competitors, which are other alcohol manufacturers. While the parental communication contributes significantly to consume or not consume alcoholic drinks of their children in the future. Therefore, the offset influence will only occur for some parts. As the purpose of each communication is different and it is not a direct offset influence.

While the academics viewed the stream of perception, recognition and the frequency of communication of the Thai Health Promotion Foundation and alcohol companies definitely affect the alcohol consumption. This is similar to the parents, close friends and peers' communications, which will affect the alcohol consumption in the long run. So the influence of the offsetting from communication is somewhat limited, but it does not affect immediately and clearly as a long-term result. If one party has less communication, this will result in another party's communication turn more outstanding and become the major influence. This will lead to the alcohol consumption or non-consumption as well.

From the consumers' view, both communication from the Thai Health Promotion Foundation and the alcohol companies contribute to the alcohol consumption or non-consumption. However, this influence has not been fought in the consumers' minds, but separated as a part of communication perception and the consumption decision-making partly occurred from the consumers' own decision. Therefore, the offsetting influence of communication in the consumers' thoughts is very little. But the consumers will perceive the communication that leads to the memorization better and clearer. If any party can create the good contents and use the appropriate media, this will help the consumers to perceive that party's communication better.

While other group of consumers have viewed that the offsetting influence of communication still exists, it cannot be seen clearly. Due to the difference of the communication contents, this makes people perceive and decide to consume or not consume alcohol irrelevantly. The instructions provided by the parents and friends considered that communication has the direct offsetting influence with the

alcohol companies' communication, which can be seen clearly in these consumer groups.

4.2 Quantitative Analysis.

4.2.1 Factor Analysis Procedure

1. The first step of the factor analysis procedure is to find the relationship between all variables through the correlation matrix, which is the correlation coefficients of the variables. The correlation coefficients should be not lower than 0.3. In this process, the partial correlation method is used to find the relationship between the variables, while other variables will be controlled. If the correlation coefficient is greater than 0.3, this shows that the pair of variables is related. Table 4.1 shows the correlation coefficients of variables in the research and has the KMO value at 0.842, which is considered that the factors used in this research are suitable for the factors sorting.
2. The factor extraction is the determining the relationship between the variables from the first step to be proceeded in the first factor selection process. The factor can be extracted to 21 factors. The results are shown in Table 4.2 which exhibits the factors from the variables sorting in the research.
3. The factor rotation is a step to test the clarity of the factors that have been found in the second step and to confirm more clarity. The factors can be extracted into twenty- one factors, which can be compared with the model and the concepts of the research. In this regard, the result showed that some of the factors are beyond the conceptual framework of the research and the research model did not pass the analysis criteria. Then the mentioned factors are cut off and only the specific factors that are in accordance with the research framework are selected. There are 12 specific factors, as shown in Table 4.1.

Table 4.1 shows the variables in the research model and the specific variables selected from questionnaires in the research tools that represent variables in the research model.

The Independent variables names in the model	Research tools (questionnaire) the selected questions represent variables in the research (Selected as specific representative factors)
EXALC	Questionnaire Part 2, No. 3, Section: Communication perceived by senses of the alcohol marketing communications
EXFAM	Questionnaire Part 2, No. 4, Section: Communication perceived by senses of the communication of influential people
EXSSS	Questionnaire Part 2, No. 5, Section: Communication perceived by senses of the communication campaigns of the Thai Health
INALC	Questionnaire Part 2, No. 7, Section: Memories of the alcohol marketing communications
INFAM	Questionnaire Part 2, No. 11, Section: Memories of the communication of influential people
THKALC	Questionnaire Part 2, No. 15, Section: Thinkings of the alcohol marketing communications
THKFAM	Questionnaire Part 2, No. 17, Section: Thinkings of the communication of influential people
VALUE	Questionnaire Part 2, No. 17. Section: Value
ATTITUDE	Questionnaire Part 2, No. 23. Section: Attitude
EMOTION	Questionnaire Part 2, No. 34. Section: Emotion
FREQUENCY	Questionnaire Part 1, No. 9. Section: Information of alcohol consumption
QUANTITY	Questionnaire Part 1, No. 11. Section: Information of alcohol consumption

Then, these selected factors will be used to calculate in the influence path analysis.

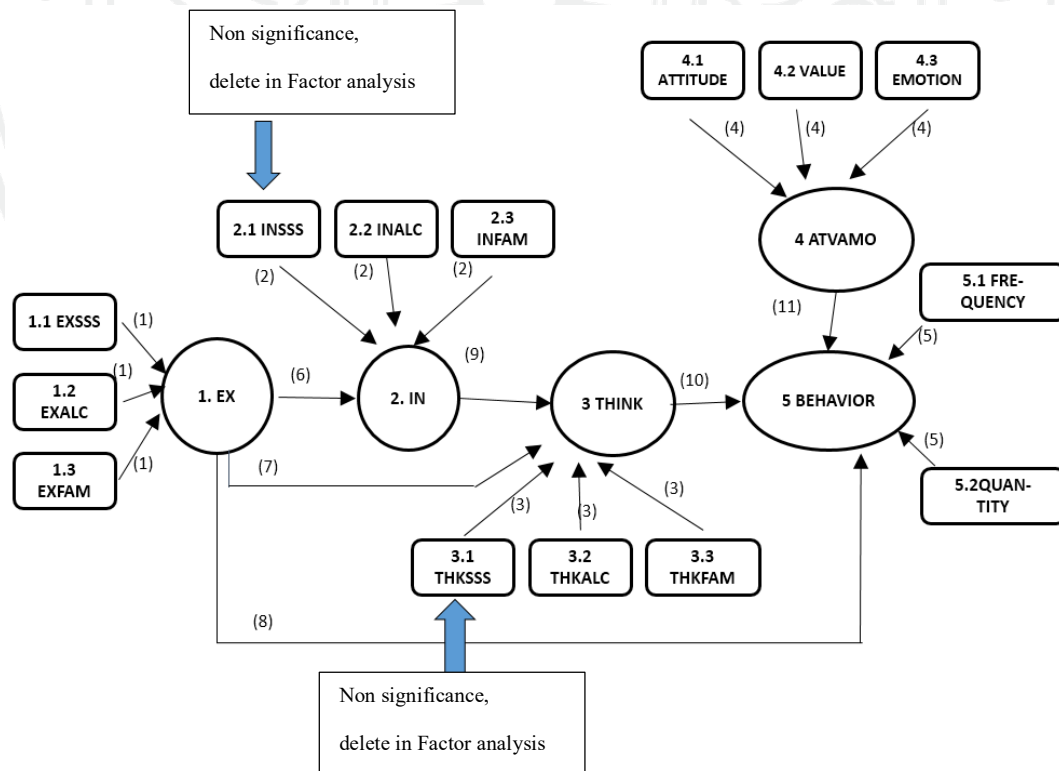
4. Finding the factor scores due to the estimated factor scores are tested in the model, it found out that the factor scores cannot make the research model passes through the appropriate statistical values and cannot describe the hypothetical phenomena in the research accordingly. So the specific factors as shown in Table 4.1 are used in estimating and analyzing the influence path analysis of this research model.

4.2.2 Path Analysis Procedure

This section shows the results of the alcohol consumption behavior, the Structural Equation Model analysis relate to the three modes communication of the marketing communications.

4.2.3 Research Models from the Quantitative Analysis

Figure 4.1 Research model and hypothesis in the research after completed the factor analysis process.



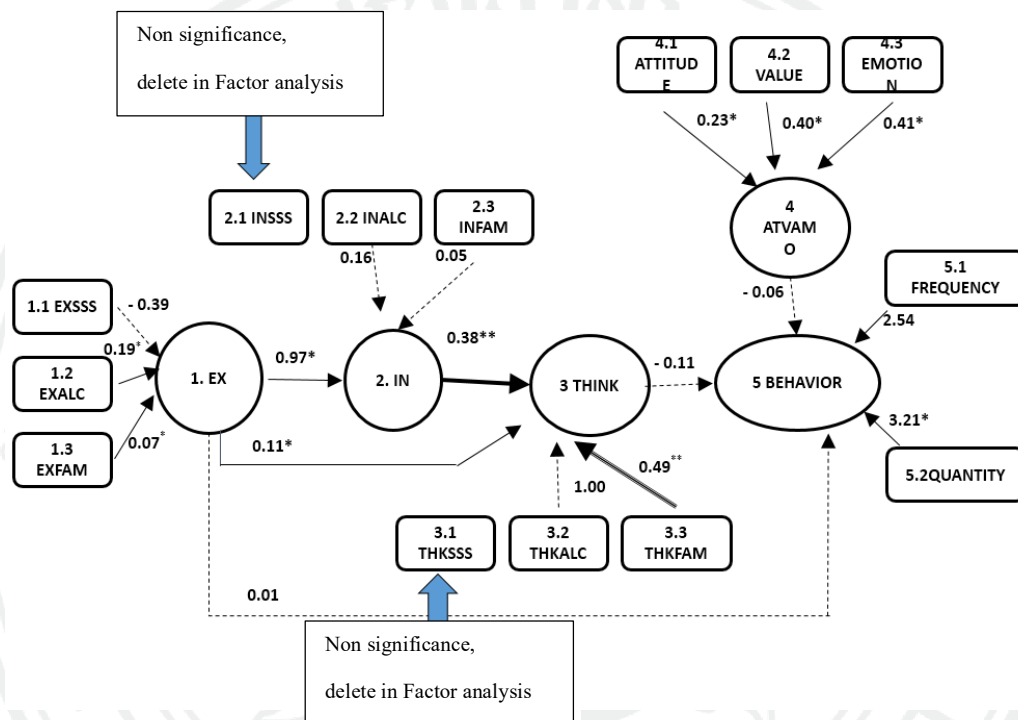
The alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people on the alcohol consumption behavior.

4.2.4 Variables definition

EX	= Latent variables, which represent the communication perceived by senses
EXALC	= Sensory caused by the alcohol marketing communications
EXFAM	= Sensory caused by the communication of influential people
EXSSS	= Sensory caused by the communication campaigns of the Thai Health
IN	= Memories
INALC	= Memories caused by the alcohol marketing communications
INFAM	= Memories caused by the communication of influential people.
INSSS	= Memories caused by the communication campaigns of the Thai Health
THINK	= Thinking
THKALC	= Thinking caused by the alcohol marketing communications
THKFAM	= Thinking caused by the communication of influential people.
THKSSS	= Thinking caused by the communication campaigns of the Thai Health
VALUE	= Values on the alcohol consumption
ATTITUDE	= Attitude towards the alcohol consumption
EMOTION	= Emotion towards the alcohol consumption
ATVAMO	= Latent variables that represent the values, attitudes, and emotions of alcohol consumption
BEHAVIOR	= Alcohol consumption behavior
FREQUENCY	= Frequency of alcohol consumption
QUANTITY	= The quantity of alcohol consumption

4.2.5 Rationalized process of path analysis model based on the information processing theory on alcohol consumption decision of consumers in Bangkok

Figure 4.2 The model obtained from the research by using the factor analysis and the path analysis methods and the correlation coefficient between the variables in the research



Note: * / → = Statistically significant at the level of 0.05

** / → = Statistically significant at the level of 0.01

--> = No statistical significance

Chi-Square = 120.38, df = 46, P-Value = 0.0000, RSMEA = 0.059

Table 4.2 The statistic values of the path model

Statistic value	The values show that the equation is consistent	Statistic values in the research model	The results of the index show the consistency of the equation***
$\chi^2 = 120.381$ (df 46)*	(0.05 < p < 1)	0.000	Inconsistent
χ^2 / df **	$0 < \chi^2 / df \leq 3.000$	2.616	Consistent
RMR**	$0 < RMR \leq 0.080$	0.038	Consistent
RMSEA**	$0.050 < RMSEA \leq 0.080$	0.059	Consistent
GFI*	$0.95 < GFI \leq 1$	0.954	Consistent
AGFI*	$0.90 < AGFI \leq 1$	0.923	Consistent

* Value shows the consistency

** Acceptable values that are consistent

*** Research model is consistent/ not consistent with the empirical data

(Source: Tirakanan, 1990: 249).

This model has the parameter values as shown in Table 3: Chi square (χ^2) = 120.381, where p-value = 0.000, degrees of freedom (df) = 46, χ^2 value / df = 2.616, RMSEA = 0.059, the Goodness of Fit Index (GFI) = 0.954, and the Adjusted Goodness of Fit Index (AGFI) = 0.923, which is close to the considering criteria. This model has a theoretical harmony with the empirical data.

However, the use of χ^2 values in measuring the consistency of the research equation is constrained, which is if the sample group size is large, this will lead to the χ^2 value will reject the main hypothesis. In this regard, case of rejecting the main

hypothesis, the value of χ^2 / df should be considered and it should be less than or equal to 3 (Kaiyaworn, 2014).

The observed variables have distributed by Leptokurtic method, this will cause Chi-square values to be higher than actual values. There is a great potential for the main hypothesis rejection. In addition, the Chi-square values also depend on the size of the sample group. The larger the group, the higher the values and this will lead to the inaccurate result. So the Chi-square correlation χ^2 / df should be considered, which should be less than 2, or in some text books say it should be less than 5 (Augsuchoti, 2014: 25).

4.2.6 Results of the Path analysis

From the diagram 4.2, it shows the relationship between the variables group, which is the test of this research, based on the eleven hypothesis. The results of the relationship estimation from the structural equation are summarized as follows.

Hypothesis No. 1

The communication perceived by senses, which caused by the perception of three types of media senders which are the communication campaigns of the Thai Health (EXSSS), the communication of influential people (EXFAM) and the alcohol marketing communications (EXALC) is related to the latent variables: the senses (EX).

Relationship equation

$$EX = [EXSSS + EXALC + EXFAM]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.3 The coefficient of the causal factor, the independent variable affects the latent variable which is the dependent variable: the communication perceived by senses that caused by the perceptions of three types of media senders, which are the communication campaigns of the Thai Health (EXSSS), the communication of influential people (EXFAM) and the alcohol marketing communications (EXALC). These communications relate to the latent variables: the senses (EX).

Variable	Latent variable in the model
Independent variable	EX
EXALC	0.19*
EXFAM	0.07*
EXSSS	-0.39

- * Statistically significant at the level of 0.01

Conclusion can be made from the hypothesis No. 1. The results from the influence path analysis found that the communication perceived by senses that caused from the perception of three types of media senders. The communication of influential people (EXFAM) and the alcohol marketing communications (EXALC) are related to latent variables, the senses (EX) significantly and positively at the level of 0.01. While the communication campaigns of the Thai Health (EXSSS), have no relationship with the latent variables, the senses (EX).

Hypothesis 2

Memories caused by the perception of three types of media senders, which are the communication campaigns of the Thai Health (INSSS), the communication of influential people (INFAM) and the alcohol marketing communications (INALC) are related to the latent variables, memories (IN).

Relationship equation

$$IN = [INSSS + INALC + INFAM]$$

Note: [.....] is the relationship between the independent variables that affect the dependent variables.

Table 4.4 The coefficient of the causal factor (independent variable) that affects the latent variable which is the dependent variable: the memories caused by the perception of three types of media senders, which are the communication campaigns of the Thai Health (INSSS), the communication of influential people (INFAM) and the alcohol marketing communications (INALC). These communications relate to the latent variables, the memories (IN).

Variable Independent variable	Latent variable in the model
	IN
INALC	0.16
INFAM	0.05
INSSS	Variables are eliminated in the factor analysis process

- * Statistically significant at the level of 0.01

Conclusion can be made from the hypothesis No. 2. The results from the influence path analysis found that the memories caused from the perception of three types of media senders. The communication of influential people (INFAM) and the alcohol marketing communications (INALC) have no relationship with the latent variables, the memories (IN). While the communication campaigns of the Thai Health (INSSS), has been eliminated from the analysis during the factor analysis process, which is the process that occurred prior to the influence path analysis.

Hypothesis 3

Thinking caused by the perception of three types of media senders, which are the communication campaigns of the Thai Health (THKSSS), the communication of influential people (THKFAM) and the alcohol marketing communications (THKALC) are related to the latent variables, thinking (THINK).

Relationship equation

$$\text{THINK} = [\text{THKSSS} + \text{THKALC} + \text{THKFAM}]$$

Note: [.....] is the relationship between the independent variables that affect the dependent variables.

Table 4.5 The coefficient of the causal factor (the independent variable) that affects the latent variable which is the dependent variable: thinking caused by the perception of three types of media senders, which are the communication campaigns of the Thai Health (THKSSS), the communication of influential people (THKFAM) and the alcohol marketing communications (THKALC). These communications relate to the latent variables, thinking (THINK).

Variable	Latent variable in the model
	THINK
Independent variable	
THKALC	1.00
THKFAM	0.49**
THLSSS	Variables are eliminated in the factor analysis process.

- ** Statistically significant at the level of 0.05

Conclusion can be made from the hypothesis No. 3. The results from the influence path analysis found that thinking caused from the perception of three types of media senders. The communication of influential people (THKFAM) positively relates to the latent variables, thinking (THINK). While communication of influential people (THKFAM) positively and significantly relates to the latent variable at the level of 0.05. But the alcohol marketing communications (THKALC) has no relationship with the latent variable. While the communication campaigns of the Thai Health (THKSSS) has been eliminated from the analysis during the factor analysis process as it is not statistically significant. This process occurs prior to the influence path analysis.

Hypothesis No. 4

Attitude (ATTITUDE), values (VALUE) and emotions (EMOTION) are related to the latent variables, attitude, values and emotions (ATVAMO)

Relationship equation

$$\text{ATVAMO} = [\text{ATTITUDE} + \text{VALUE} + \text{EMOTION}]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.6 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: in case of the attitude (ATTITUDE), values (VALUE) and emotions (EMOTION). These variables are related to the latent variables, attitude, values and emotions (ATVAMO).

Variable	Latent variable in the model
	ATVAMO
Independent variable	
ATTITUDE	0.23*
VALUE	0.40*
EMOTION	0.41*

- * Statistically significant at the level of 0.01

Conclusion can be made from the hypothesis No. 4. The results from the influence path analysis found that attitude (ATTITUDE), values (VALUE) and emotions (EMOTION) are positively related to the latent variables, attitude, values and emotions (ATVAMO) by significantly. The analysis found that the values and emotions have the similar coefficient and are almost double more influential than attitude.

Hypothesis No. 5

Frequency (FREQUENCY) and quantity (QUANTITY) in the alcohol consumption are related to the latent variable: the alcohol consumption behavior (BEHAVIOR)

Relationship equation

$$\text{BEHAVIOR} = [\text{FREQUENCY} + \text{QUANTITY}]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.7 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: in case of the frequency (FREQUENCY) and quantity (QUANTITY) in the alcohol consumption. These variables are related to the latent variables: the alcohol consumption behavior (BEHAVIOR).

Variable	Latent variable in the model
Independent variable	BEHAVIOR
FREQUENCY	2.54
QUANTITY	3.21*

- * Statistically significant at the level of 0.01

Conclusion can be made from the hypothesis No. 5. The results from the influence path analysis found that quantity (QUANTITY) in the alcohol consumption is positively related to the latent variables, the alcohol consumption behavior (BEHAVIOR) with statistically significantly at the level of 0.01. With the high coefficient values of 3.21. While the frequency (FREQUENCY) has no relationship with the latent variables: the alcohol consumption behavior (BEHAVIOR).

Hypothesis No. 6

The latent variable, the communication perceived by senses (EX) is related to the latent variable: the memory (IN).

Relationship equation

$$IN = [EX]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.8 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: the latent variable, the communication perceived by senses (EX) relate to the latent variables: the memory (IN).

Variable		Latent variable in the model
Independent variable		IN
EX		0.97*

- * Statistically significant at the level of 0.05

Conclusion can be made from the hypothesis No. 6. The results from the influence path analysis found that the latent variable: the communication perceived by senses (EX) is positively related to the latent variables: the memory (IN) with statistically significant at the level of 0.05.

Hypothesis No. 7

The latent variable, the communication perceived by senses (EX) is related to the latent variable: thinking (THINK).

Relationship equation

$$\text{THINK} = [\text{EX}]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.9 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: the latent variable, the communication perceived by senses (EX) relate to the latent variables, thinking (THINK).

Variable		Latent variable in the model
Independent variable		THINK
EX		0.11*

- * Statistically significant at the level of 0.05.

Conclusion can be made from the hypothesis No. 7. The results from the influence path analysis found that the latent variable, the communication perceived by the external senses (EX) is positively related to the latent variables, the analytical thinking (THINK), which has the coefficient influence for the total of 0.11, with statistically significant at the level of 0.05.

Hypothesis No. 8

The latent variable, the communication perceived by senses (EX) is related to the latent variable, the alcohol consumption behavior (BEHAVIOR).

Relationship equation

$$\text{BEHAVIOR} = [\text{EX}]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.10 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: in case of the latent variable, the communication perceived by senses (EX) is related to the latent variables, the alcohol consumption behavior (BEHAVIOR).

Variable	Latent variable in the model
	BEHAVIOR
Independent variable	
EX	0.01

Conclusion can be made from the hypothesis No. 8. The results from the influence path analysis found that the latent variable, the communication perceived by the external senses (EX) has no relationship with the latent variables, the alcohol consumption behavior (BEHAVIOR).

Hypothesis No. 9

The latent variable, the memory (IN) is related to the latent variable, thinking (THINK).

Relationship equation

$$IN = [THINK]$$

Note: [.....] is the relationship equation between the independent variables that affect the secondary variables.

Table 4.11 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: the latent variable, the memory (IN) is related to the latent variables, thinking (THINK).

Variable	Latent variable in the model
	THINK
Independent variable	
IN	0.38**

- ** Statistically significant at the level of 0.01.

Conclusion can be made from the hypothesis No. 9. The results from the influence path analysis found that the latent variable, the memory (IN) is positively related to the latent variables, thinking (THINK), which has the coefficient equal to 0.38, with statistically significant at the level of 0.01.

Hypothesis No. 10

The latent variable, thinking (THINK) is related to the latent variable, the alcohol consumption behavior (BEHAVIOR).

Relationship equation

$$THINK = [BEHAVIOR]$$

Note: [.....] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.12 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: in case of the latent variable, thinking (THINK) is related to the latent variables, the alcohol consumption behavior (BEHAVIOR).

Variable	Latent variable in the model
	BEHAVIOR
Independent variable	
THINK	-0.11

Conclusion can be made from the hypothesis No. 10. The results from the influence path analysis found that the latent variable, thinking (THINK) has no relationship with the latent variables, the alcohol consumption behavior (BEHAVIOR).

Hypothesis No. 11

The latent variable, inner feelings (ATVAMO) are related to the latent variable: the alcohol consumption behavior (BEHAVIOR).

Relationship equation

$$\text{BEHAVIOR} = [\text{ATVAMO}]$$

Note: [...] is the relationship equation between the independent variables that affect the dependent variables.

Table 4.13 The coefficient of the causal factor (the independent variable) that affects the latent variable, which are dependent variables: in case of the latent variables, attitude, values and emotions (ATVAMO) are related to the latent variables: the alcohol consumption behavior (BEHAVIOR).

Variable	Latent variable in the model
	BEHAVIOR
Independent variable	
ATVAMO	-0.06

Conclusion can be made from the hypothesis No. 11. The results from the influence path analysis found that the latent variable, attitude, values and emotions

(ATVAMO) has no relationship with the latent variables: the alcohol consumption behavior (BEHAVIOR).



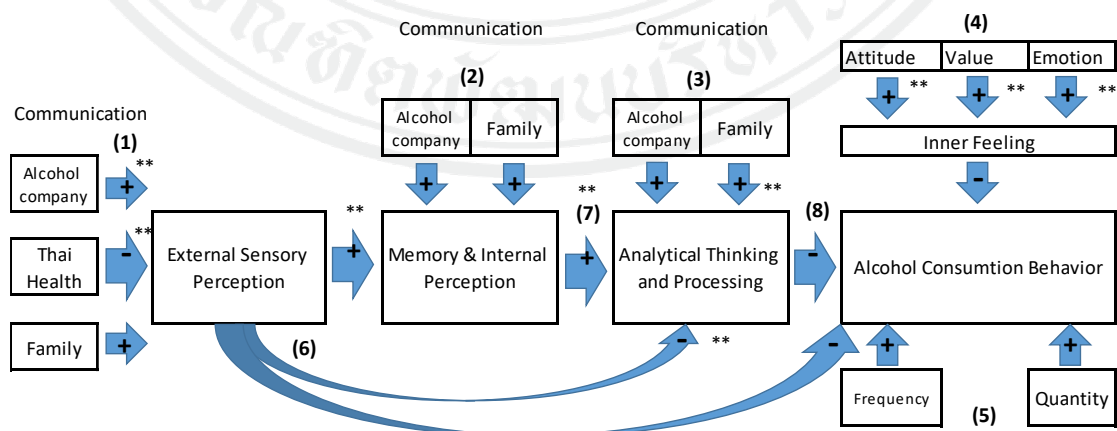
CHAPTER 5

RESEARCH CONCLUSION, DISCUSSIONS AND RECOMMENDATIONS

5.1 Research Conclusion

The relationship, influence and role among the three communication factors, the study of alcohol marketing communications, the against-alcohol communication campaigns of the Thai Health Promotion Foundation (Thai Health) and the communication, the learning, the family members' instructions, the family teaching / the communication within the family, schools and friends that affect the alcohol consumption behavior. The quantitative research influence is indicated in the following diagram:

Figure 5.1 The influence path model of the alcohol marketing communications, the communication campaigns of the Thai Health and the communication, the learning, the giving of the instructions of the family members/ the communication within the family, schools, friends that affect the alcohol consumption behavior, which was analyzed by the quantitative analysis.



Remark : The + / - sign indicates the positive and negative influences.

** The arrow sign shows the influence path and direction that are statistically significant.

1. The Influence and role of the three-types of communication factors based on the rationalized model of the information processing in the alcohol decision-making of this research have three direct influences on the communications; the direct influence on the communication from senses, memories, and effects on the thinking systems. All these three stages of the information processing have different patterns and influence values. The external communication from the alcohol marketing communications, has the highest positive influence on the sensory perception. While the external communication of influential people have less influence. These two types of communication have positive influence with statistical significance. However, the communication that sent from the Thai Health Promotion Foundation does not have any relationship with the senses.

2. The alcohol marketing communications have no relationship with the memory process in the research model.

3 The communication of influential people is related to the thought. While the alcohol marketing communications have no relationship to the thought of the information processing in any alcohol consumption decision.

4. Attitude, values and emotions which are gathered together as the inner feelings, have no relationship with the alcohol consumption behavior.

5. Alcohol consumption quantity is related to the alcohol consumption behavior in the positive direction by the statistically significant. While the drinking frequency is not related to the alcohol consumption behavior.

6. Sensory communication is positively related to memory, and is associated with the thought in the positive direction. There is dramatic decreasing in the relationship level. In this sense, it is the relationship level of the memory that is higher than the relationship level of the thought.

7. Memories are positively related to the thought with the statistical significance.

8. There is no relationship between the thought and the alcohol consumption behavior.

9. The influence of the communication in the information processing towards the alcohol consumption decision-making based on the research model showed that there

are influence enhancement of the communication in the sensory perception process of the alcohol marketing communications and the communication of influential people. While other processes of the rationalized processing, have no influence or influence refutation of the communication.

10. The information processing in the research model is based on the hypothesis when compared with the information processing theory. The process starts when information perceived by the senses and remembered as memories and thoughts. This process responds to the received information by the statistically significant. However, it cannot completely affect the process of action in terms of the consumption behavior in the process. This is partly caused by many reasons as mentioned in section 5.2.

5.2 Statistical Values of the Research Model in The Rationalized Processing on the Alcohol Consumption Behavior and the Communication Influences that cannot truly reflect Consumption Behavior

Based on the influence path model of the hypothesis in the prototype, shown in the Figure 5.2, compared with the research results of the quantitative analysis it was found that there was the use of rationalize based on the information processing in the alcohol consumption decision-making of consumers in Bangkok. There are some findings that confirm the use of rationalized processing. Only the alcohol marketing communications and the communication of influential people are related to the external senses, and consequently sent the results from senses to the memory system.

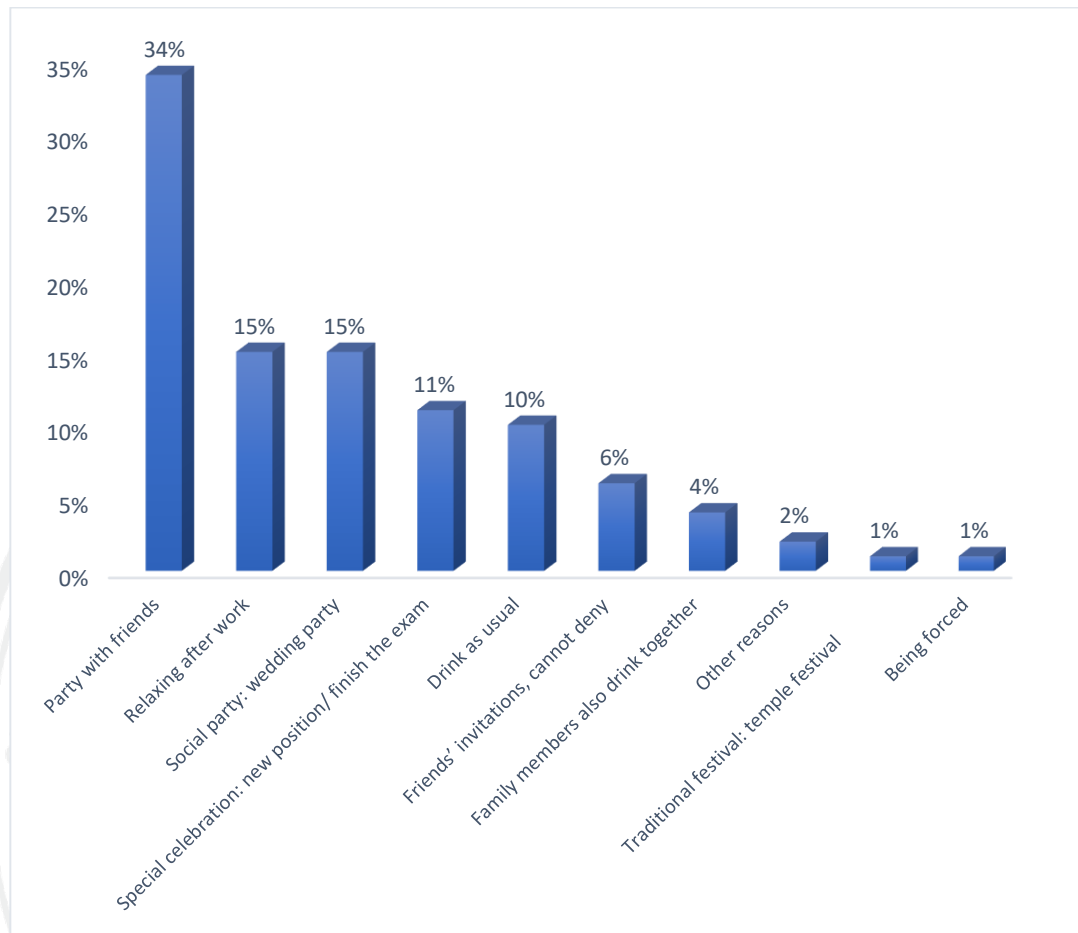
While the attitudes, values and emotions related to alcohol are related to the inner feelings., the inner feelings are not related to the alcohol consumption behavior. From the above diagram, it indicates the influence values that should be generated by the prototype model in the research has disappeared from the model which received from the empirical data analysis. In particular, the connection between the three types of communications relationship, which are the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people have disappeared from the model. From these three communications, only the alcohol marketing communications and the communication of influential people showed that the influence values latent in the rationalized processing based on the information processing theory.

However, the lack of connection between the relationship and influence leads to the non-impact affect on the alcohol consumption behavior with statistical significance. The research results are not consistent with the preliminary research hypothesis, which assumes that there should have the relationship. If the three types of communications are changed, this will directly affect the perception, the recognition and the primary analytical thinking. Then it will indirectly affect the alcohol consumption behavior.

Part of the reason that this model cannot show the influence values and the significant relationship by according to the research hypothesis is due to the following reasons:

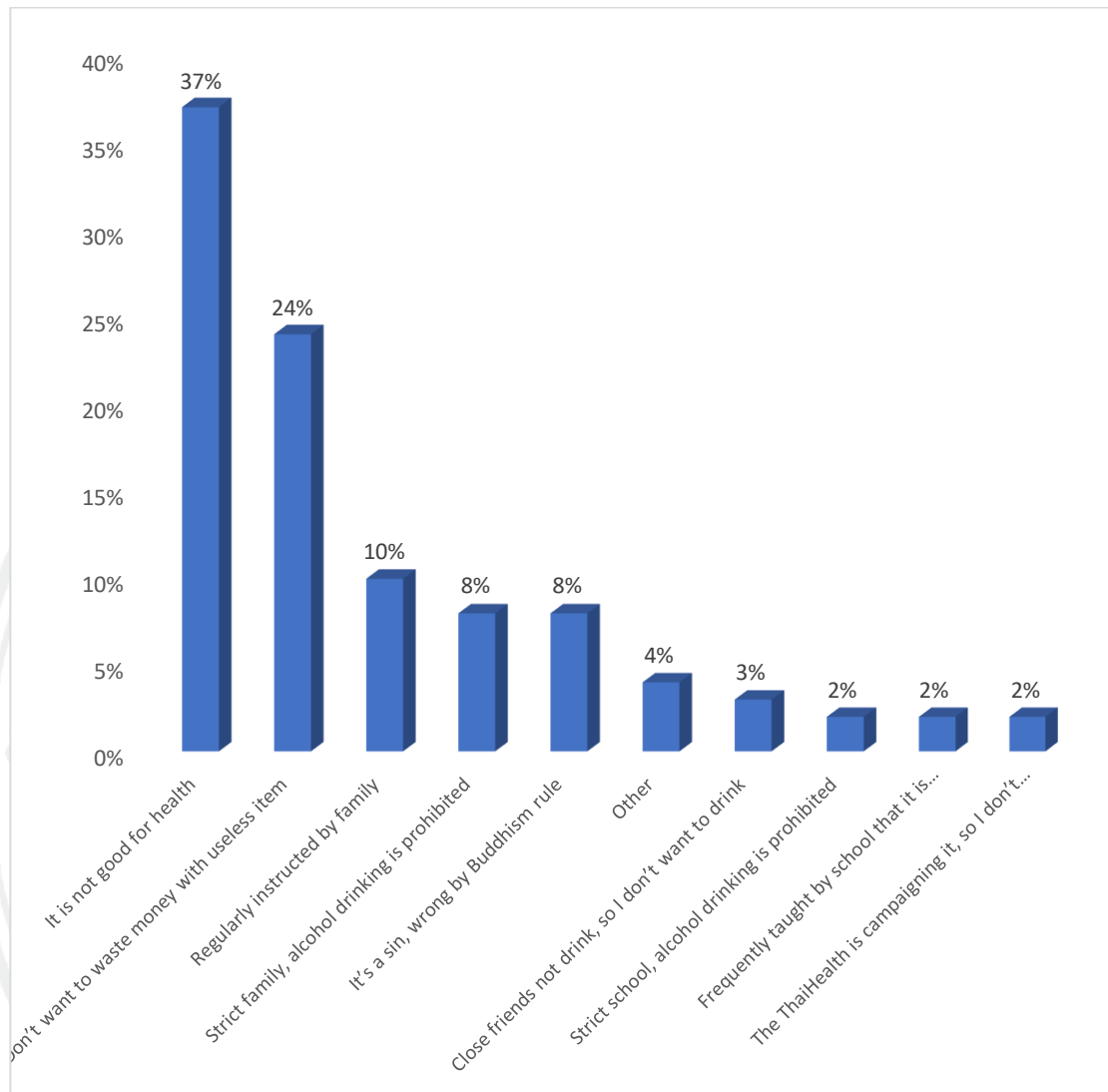
1. The data of the respondents in the specific information section related to the alcohol consumption, as shown in the alcohol drinking causes' table, indicates that the cause of the alcohol consumption is mainly caused by social and environmental reasons. The living cultures are linked to the research respondents, which are beyond the hypothesis and variables of this research.

Figure 5.3 The cause of the alcohol consumption



The alcohol drinking experienced people revealed that most of the causes are from the external factors that are related to social and environment approximately for 85 percent. By providing the reason as parties with friends for 34 percent, relaxation after work 15 percent, social occasion such as wedding parties for 15 percent and special occasions, such as celebrating new positions/ exams completing celebration for 11 percent, including the regular drinking routine for 10 percent. Meanwhile the reasons that are related to the communication variables only 12 percent such as being persuaded by friends and cannot reject for 6 percent, following the family members to drink for 4 percent and other reasons for 2 percent.

Figure 5.4 The reasons of never drinking alcohol



On the other hand, the sample groups who had never drunk revealed their reasons of not drinking alcohol, which were not related to the communication variables in this research model. There are the total of 77 percent from the sample groups who had never drunk alcohol. The respondents gave the reasons that it was not good for their health for 37 percent, the economic reasons, as they did not want to spend money on useless item for 24 percent, because of their strict family for 8 percent and believing that drinking was immoral for 8 percent. These are the major factors that are not directly related to communication. This is another reason why the values obtained in the model cannot reflect on the alcohol consumption behavior enough to be statistically significant.

2. The model is designed to measure the rationalized processing based on the information processing theory, in the decision-making to consume alcohol. Hence, this model cannot measure the emotional and cultural processes or social factors that are involved as a complementary factor completely. This can be proved from the inner feelings that reflect the values, attitudes and emotions expressing the high level of relationship. However, this does not reflect the consumption behavior eventually.

3. The communication of influential people is the integrated communication among the parents, guardians, schools and friends as a single variable. This may be a reason that makes the relationship level from the model consistent with the information processing and the alcohol marketing communications. That is to promote a positive relationship that related to the alcohol towards the sensory perception system, memories and thoughts, which results from the high influence of the communication by friends. It is considered to be very influential (based on the national bureau of statistics that mentioned earlier). This leads to the attenuation, deviation of influence values in a positive way to the sensory perceptions, memories and the thoughts, eventually.

4. The influence of values, attitudes and emotions which is related to alcohol have significant high relationship that affect the internal feelings. But eventually, this does not affect the alcohol consumption behavior. The possible causes may be from the research tools which are not sufficiently focused on capturing the internal feelings to reflect the consumption behavior. It focuses on the three-way of communications; which are the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation, the communication of influential people, which is based on the main goal of the research.

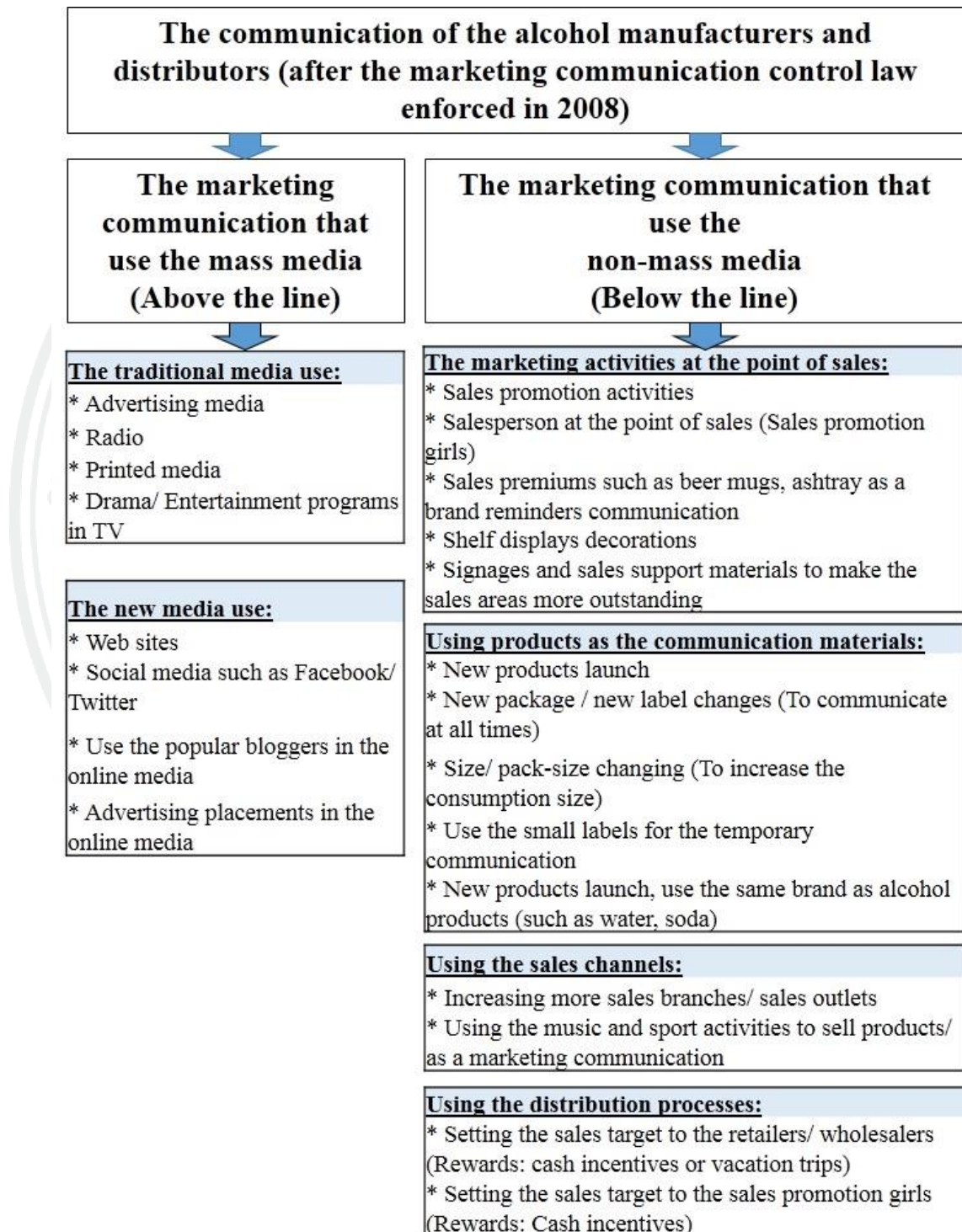
5.2.1 The communication of the alcohol manufacturers and distributors

After the marketing communication control law is enforced, the alcohol companies have changed the methods of the marketing communications, which originally used the mass media as a main media, such as radio, television, newspapers, and magazines. Later, they have changed the main media and focused, as well as used more of the new media, including developed more on the marketing

communication channels at the point of sales. The alcohol companies' updated marketing communication patterns are as shown in Figure 5.5.



Figure 5.5 The communication patterns of the alcohol manufacturers and distributors after the marketing communication control law is enforced in 2008, which influenced alcohol consumption behavior.



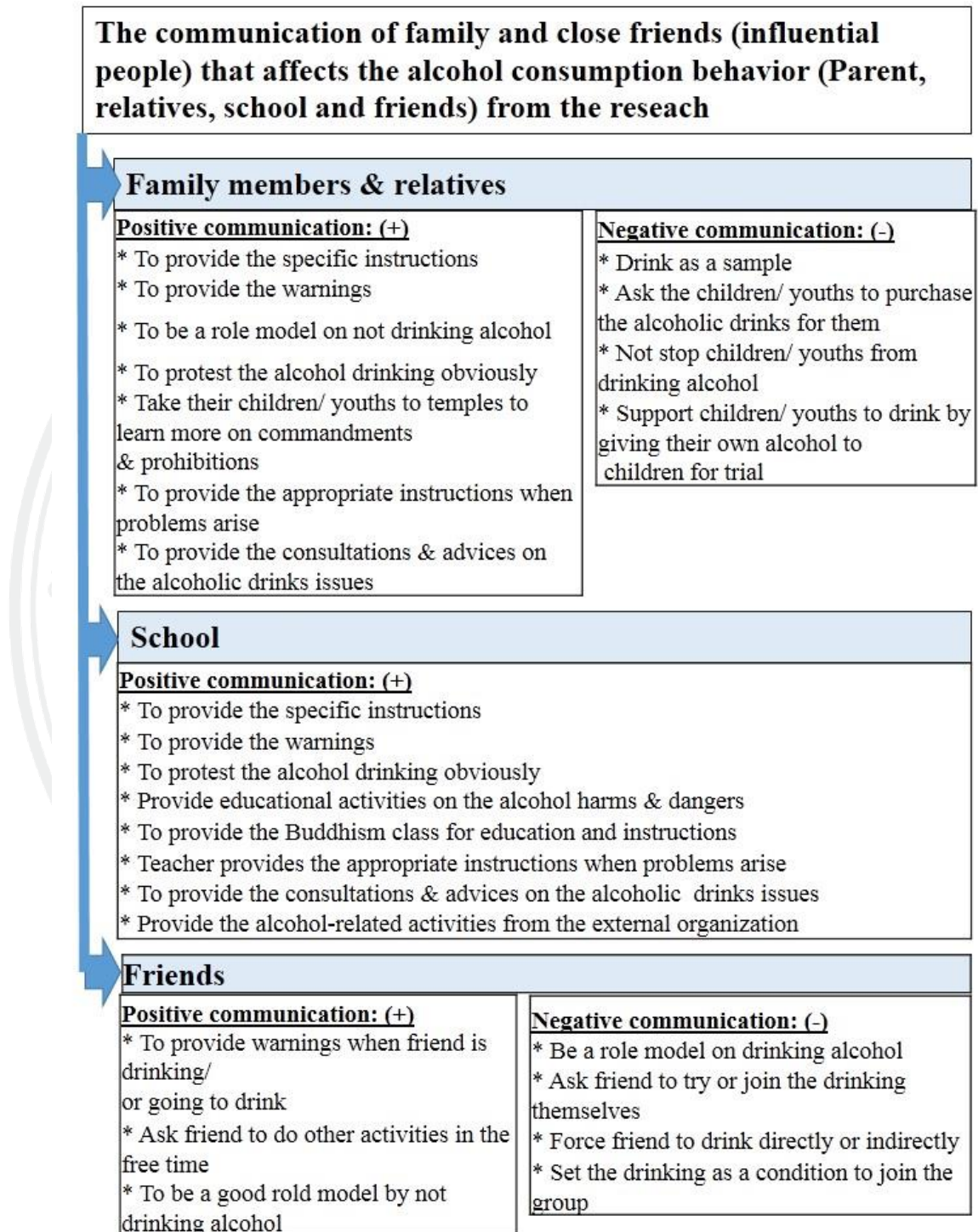
5.2.2 The communication of the family, schools and friends

The communication of the family, schools and friends are direct communication pattern that has been sent to the message recipients or consumers, which resulting in messages often informed, taught or instructed at schools. At the same time, friends are the role models that cause the message recipients or consumers to follow. In summary, the research in-depth interviews indicated that the influence of the parental and school instructions are the main influences that lead to suspending or reducing the alcohol consumption.

From this type of communication, this research shows that most of the influences that are factors contributing to the alcohol consumption are friends' invitations or imitating parents and friends. As parents and friends are the role models of the alcohol consumption, which lead to the imitation and acceptance. This alcohol consumption implies that as the influential people can do it, then the message recipients also can follow without any guilt.

According to the quantitative analysis, in analyzing the path that these influence values are more supportive on the alcohol consumption than the influence of restraint. The communication pattern details are shown in the Figure 5.6

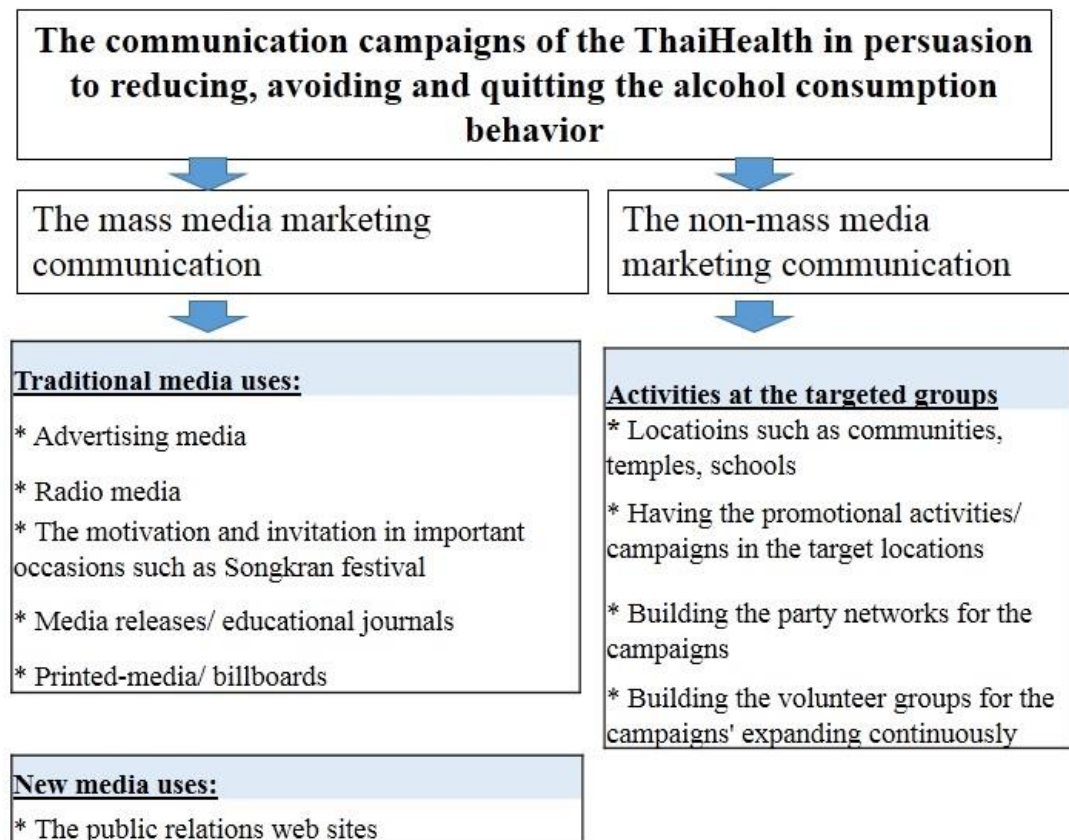
Figure 5.6 The communication pattern of the family members and close friends who have an influence on the alcohol consumption behavior.



5.2.3 The communication campaigns for reducing, avoiding and quitting the alcohol consumption of the Thai Health.

As shown in Figure 5.7, the conclusion communication pattern of the Thai Health Promotion Foundation, most of the research interview respondents received the communication from the Thai Health Promotion Foundation in the form of watching or listening to the main media. The main media are the television advertisements, radio or print advertisings, including the often seen public relations billboards that displayed in many places and the public relations of the government sectors that are consistent with the Thai Health Promotion Foundation. However, these public relations and advertisements are based mainly on the traditional media and the new media are rarely used. The current activities that reach the targeted groups in the areas are also not focused.

Figure 5.7 The communication patterns of Thai Health that affect the alcohol consumption behaviors



The influence that occurs from the communication campaigns of the Thai Health which affects the consumption behavior and the results from the communication, has a positive effect on the external perception from the external senses perception based on the research model. But this cannot affect the perception in the range or to the internal perception process that turns to the memory and the process of analytical thinking and processing.

5.3 Consistency and Difference of the Research Findings and Theory Concepts in this Research and the Previous Research.

The information processing theory describes the recognized process of the human memory, which is the recognizing and remembering of the brain that is compared to a computer. By perceiving the primary information from the five senses, then the brain will keep the feeling from the external five senses, translates and files as an information and this will eventually affect the human behaviors and expressions. This is based on the concept of George A. Miller et al (1960), which is studied as a core of this research. The research findings are consistent with some part of the information processing theory.

The research results found that the external sensory perceptions from the three ways of communications of the alcohol marketing communications, the communication campaigns of the Thai Health Promotion Foundation and the communication of influential people, which are the sources of information, are perceived by the senses. Then the brain of consumers will recognize and memorize that information into the memory, followed by the process of analytical thinking and processing and finally this becomes the decision making to consume or not to consume the alcohol.

In this research, the rationalization process in the information processing that related to the sensory communication, memories, and thoughts are linked together, which partly caused by the perception of the alcohol updated information, especially from the alcohol marketing communications and the communication of influential people. This rationalization processing is related to the information processing theory.

However, when it comes to the thinking, analyzing and processing processes that affect the alcohol consumption behaviors and models derived from the statistical thinking analysis, the research found that there are not consistent with the theory. There are no significant relationship between these processes and the alcohol consumption behavior.

While the concept of the integrated marketing communications combines a variety forms of the communications. In this research it was found that both message senders, which are the alcohol manufacturers, distributors and the Thai Health Promotion Foundation are the influencers and the operators. The alcohol manufacturers and distributors have obviously used the aforementioned concept by implementing the integrated communications of all channels. They have also changed the communication strategies to be more complex and in forms of the multi-format strategies. The target groups are specifically classified, then the communication patterns are designed to reach the target groups and make the target groups aware of that communication clearly. There is objective to lead the target groups to finally taking actions, which are the alcohol consumptions or to be aware of the presence of the alcoholic products. Then the target groups make their decisions to try or to consume eventually. According to the concept of Phillip Kotler (1999) who explained that the integrated marketing communications is the marketing view as a holistic picture. These processes will focus on the objective of the message receivers, who are the consumers as well. It also combines the marketing communications into various forms.

At the same time, the alcohol manufacturers and distributors' communications have been implemented continuously for a long time. With the purpose to change in the behaviors, which are the actions of the target groups that meet the message senders' objective. Based on these behaviors and the actions of the alcohol manufacturers and distributors, these can clearly prove that the aforementioned concept has been applied intensively. While the Thai Health Promotion Foundation is another sector that applies the integrated marketing communications by having the purpose of campaigning to promote the reducing, avoiding and quitting the alcohol consumption. The Thai Health Promotion Foundation focuses on using the main media to deliver the messages to the target groups, which are the consumers or those

who have not consumed alcohol to perceive the information and try to reduce, avoid and quit the alcohol consumption effectively. To educate people on the dangers and harmful effects of the excessive alcohol consumptions and to those who have never consumed alcohol and are in the process of deciding, or the young people who still cannot consume the alcohol, to learn from these cases. The Thai Health Promotion Foundation uses the main media in delivering the messages toward several and various types of target groups generally, not focuses on any specific groups.

At the same time, many activities are held to build more awareness in various channels, such as schools, communities, or the academic seminars in order to achieve the management of this agenda as an urgent agenda such as Songkran festival, New Year festival, and the Buddhist Lent festival. These are considered that the Thai Health Promotion Foundation has implemented the integrated marketing communication strategy for these agenda as well. The concepts were transformed into the activities of both alcohol manufacturers, distributors and the Thai Health Promotion Foundation, which were consistent with the research of Thaikla (2010). The study viewed that the alcohol manufacturers and distributors have implemented the integrated marketing communications, included the use of communications in the new media to communicate to the target groups. By expecting to build more awareness and to have more alcohol consumptions that make the consumers able to recognize the alcohol brands, these will ultimately lead to the consumptions.

At the same time, according to the study of Khamkaen (2005) indicated that the working-age range populations tend to consume alcohol increasingly. The changes of the social, which are the economy, the communication progresses and the infrastructure technologies such as roads, mobile phones uses, these were factors that initiated the alcohol consumptions. In consistent with the in-depth interviews that the aforementioned factors are related to a relationship with the alcohol consumption behaviors accordingly.

Moreover, the reasons for alcohol drinking are relevant to the research of Lokaew (2009) who found that the reasons for alcohol drinking were for socializing, invited by friends and drank after work or study. Most of the alcohol drinking occasions were drinking with friends or drinking at the social parties such as tradition or wedding parties. While the drinking quantity was similar to that of this research,

which was the approximately one to two standard drinking units. The personal factors are also important factors related to the alcohol consumption behaviors such as gender, educational level, income and age.

Based on the study of Keawkaew (2012), there were some parts that were consistent with this research. It showed that building the awareness, learnings in the communities including homes, temples and schools would affect the alcohol consumption behavior. While the integrated communication management of the alcohol manufacturers and distributors that resulted in the alcohol consumption behavior is in the same direction, that is, the more of integrated communication management, the higher alcohol consumption quantity would be.

However, the researcher also viewed that the communication begins at schools and families will make children learn and can manage the alcohol consumption behavior correctly and appropriately. The interviews from this research showed that the concepts of the interviewees are linked to author's research, that is, most of the interviewees viewed the communication through schools or parental instructions as highly important and play a crucial role in the alcohol consumption decision.

The research conducted by Sanguansap (2009) was consistent with the research findings that the Thai Health Promotion Foundation is using the integrated marketing communications and having the partners in operating to achieve the main objectives. While On-in (2009) viewed that the complimentary factors that contributed to the increased consumption were the distribution channels and motivations from friends. The communities' attitudes and values that are samples of the alcohol consumption during the festive seasons or in the regular period will also drive the youths' alcohol consumptions.

Moreover, this research in-depth interviews showed information that is similar to those of Pairat's as well. The research findings indicated that the persuasion from friends, co-workers have influenced people on the alcohol consumption. Also, when it is easy to purchase an alcohol, this leads to people make drinking decisions easier. While the research by Sathapitanont et al. (2010) which focused on the study of activities for the social benefits, and were organized by the alcohol manufacturers and distributors. The alcohol companies aimed to build the good image for their

organizations and eventually affected the consumers' attitudes towards those alcohol companies. This also affected the alcohol consumption behaviors and the products selection for consumption.

From the research findings, when compared with the Hierarchy of Effect Model, which describes the steps and processes model of impacts, which are resulted from the product advertising viewing until it leads to the product purchasing step. Regarding to the research in-depth interviews, it found that the information from the interview is consistent with some parts of the aforementioned concepts. The in-depth interview indicated that the interviewees who have the alcohol consumption behaviors will select or decide to purchase alcoholic drinks partly from the good attitude towards that alcohol manufacturers and distributors. Accompanying with the perception, recognition and reminding from those alcohol companies' marketing communications continuously, this eventually makes consumers decide to consume the products. The selected alcoholic products are public relations advertised that they regularly support the social. This is similar to the research of Larpyai (2008), which has the concepts in the same direction.

Loysamuth et al. (2012) conducted research relating to the perception and recognition of the alcohol manufacturers and distributors' advertising, which had resulted in the consumers' perceptions and recognitions. Ultimately, this led to the positive attitudes towards those alcohol manufacturers and distributors, and finally affected the alcohol products purchase. In 2008, Inklub had studied the alcohol consumption behaviors and alcohol drinking perceptions among the college students in Bangkok areas, where the study showed that most of the students did not drink alcohol. This is different from this research findings, which found that the sample groups who are college students have a high proportion of alcohol drinking. However, this students' drinking pattern is temporary and not drink continuously and they have a relatively high drinking experience. But there is a consistency in the personal characteristics, including gender, income and the cause of drinking and the reasons for not drinking.

As well as the research findings of Muangmoa (2008) it is found that the personal factors such as gender, income, age were related to the alcohol consumption behaviors. While most of the reasons for the alcohol consumption decision come from

the drinking in general parties and ceremonies, including drinking socially with friends or co-workers. Also, the information in the author's research stated that it was easy to access to alcohol as the product distribution points were widely available. This information is consistent with this research accordingly.

Whereas the study of Waleewong et al. (2010) which focused on the parental roles and behaviors that affect the alcohol consumption, the study showed that the alcohol drinking behaviors of the parents were models for children's learning and imitating. Finally, children will take those prototypes in making their decisions to consume alcohol. This is relevant to the information from the interviews of this research sample groups, which show they feel that alcohol drinking is not wrong.

Due to examples from their parents, the supports to drink or to try drinking; sometimes parents asked them to buy the alcoholic drinks when they were young, so the decision to consume alcohol is not wrong at all. Therefore, the parents' behaviors will be the important cause of learning and this is considered as a communication perceived by senses, then it is reinforced into the learning system, recognized as a memory that is the internal communication. Finally, this becomes the thoughts, analyzing and processing that affect the alcohol consumption behavior according to the contents of this research as well.

According to Poolporn (2009) who conducted a study on the media exposure and attitudes towards the television advertising and campaigning to stop drinking alcohol. There was a consistency in the perception of communication for the campaign and this led to the attitude that support the stop-drinking alcohol campaign. The initial statistic information from the questionnaires of this research shows that the perception of the Thai Health Promotion Foundation's communication on the reducing, avoiding and quitting the alcohol consumption campaign is at high level. This is relevant to the author's research.

5.4 Research Discussion

While the Alcohol Control Act has been enforced, including the continuous campaigns have been implemented, the communication campaigns' perceptions are

also very high, nevertheless why the alcohol consumptions did not decrease. How much can this research explain this phenomenon?

Based on this research, it shows that the context and reasons of the consumers in deciding to drink or not to drink alcohol can be seen from the initial situation. There are many causes of drinking which are party with friends, relaxing from work, social parties such as wedding party, including the special occasions such as new position celebration or party after the exam. These are most of the causes of alcohol drinking or almost 80 percent of all causes. While the causes of never drink alcohol are knowing that alcoholic drinks are not good for health, as well as not want to spend money with the useless item, family instructions and alcohol is strictly prohibited by the family. These are almost 80 percent of the causes of never drink alcohol.

While the influential people or the environments are the second most important factor in deciding whether to drink or not. The main reason that can be found from the research model, including the initial statistical analysis clearly indicated that the communications will occur in many ways, which influence the alcohol consumption behaviors. The communication is also an independent external factor, whether it is the communication of the alcohol manufacturers and distributors, the communication of influential people (family and friends). These influences are in positive direction and reinforce influences of each other well. Although it was lessened by the influence of the communication campaign of the Thai Health Promotion Foundation, the reducing, avoiding and quitting alcohol, the lessened and decreased power will be more effective if the communication of the Thai Health Promotion Foundation and the communication of influential people have more negative values than what occurred in this research. Both values still cannot make an impact and lessen the influence of the communication level of the alcohol companies enough to significantly lessen the behaviors.

In addition, the communication of the alcohol manufacturers and distributors can be intervened in the procedure of information perception from the external senses. In this procedure, the communication of the Thai Health Promotion Foundation that resulted from the factor analysis and path analysis research shows that the communication of the Thai Health Promotion Foundation does not have the

influence to that process accordingly. It would be better if the memorization system, the recognition in the human brain and the analytical thinking process can be occurred continuously in communicating on the reducing, avoiding and quitting alcohol campaigns or the appropriate alcohol consumption campaigns. This will make the analytical thinking and processing continue more effectively than usual and this will result in the decreasing consumption.

As the values shown in the research indicating that the effect of such communication is not sufficiently strong enough to drive or to change the consumption behaviors. While the communication of influential people which is consist of the parents and close family members including schools and friends, can penetrate in the two processes, the external communication that perceived by senses and thoughts. The initial statistic values and the model generated from the research are considered the high performance influential communication but the influential values are in the direction of consumption. The influence values should be increased to have more negative impact on the consumption behavior, that is both the frequency and contents of the communication must be clear and appropriate on the alcohol consumption that showing harmful effects and dangers.

Moreover, the alcohol consumption should be done appropriately and must be non-self-inflicted consumption. Then the alcohol consumption behavior will be decreased eventually. In addition, the external communication of the Thai Health Promotion Foundation that leads to the sensory perception may be necessary to find the appropriate ways to make the communication campaigns of reducing, avoiding and quitting the alcohol consumption to build the internal awareness and to create more memories in the brain of consumers. From the research findings, the communication of the Thai Health Promotion Foundation still cannot influence on the aforementioned process completely. This process also has to be sent and to be occurred in the thinking system and the processing in order to be more serious and can happen. This will make such influence the double negative effect on the consumption behavior as well.

Even though there are laws that regulate and communicate the campaigns for the reducing, avoiding and quitting alcohol consumption, this process is only create the sensory perception. This process still cannot cause a deep impact through the

perception and becomes a memory that is retained and passed to the thinking process, analyzing and processing. Finally, this leads to the decision making to not consume alcohol and to reduce consumption behavior. The effects of communication that should happen effectively are too little, especially from the senses caused by the communication of influential people which still has a positive value. This will contribute to the alcohol consumption direction. However, this influence should be negative in order to diminish influence of the alcohol companies' inviting communications appropriately.

5.5 Recommendations

The recommendations for the alcohol marketing communications management

The advertising in the campaigns to reduce, avoid and quit the alcohol of the Thai Health Promotion Foundation, the communication of family members/ the communication within the family, schools, friends which related to the alcohol consumption, from this the research showed that the communication campaigns of the Thai Health Promotion Foundation focused on using the mainstream media to communicate towards the non-specific target groups. It focuses on communicating widely to all levels of audiences, by using the advertising that creates the recognition and release the advertising in the continuous frequency. This communication can be achieved from the external senses perception.

However, the goal of the Thai Health Promotion Foundation in communicating is to build the awareness, to slow or to stop the alcohol consumption by using the mass media as the main communication. The advertising created by the Thai Health Promotion Foundation can create good recognitions by using the humorous contents and successfully creating the popularly speaking words to the society for a period of time. However, that good recognized advertising is not sufficient to make it memorable and can be forwarded to the analyzing and processing systems that affect the negative result on the alcohol consumption behaviors. One of the reasons for this is that the competitors, which are the alcohol manufacturers and distributors, who intensively use the multi-channel media as planned in their strategies

in using the integrated marketing communications including their strategies are continuously adjusted both for the short term and long term plans.

Also, the alcohol companies mostly focus on the large target group and the specific target groups. In this sense, these are points that the communication campaigns of the Thai Health Promotion Foundation still cannot do well enough. The cause is that the processes and procedures of the Thai Health Promotion Foundation are still in the bureaucratic form, with several steps, procedures and take long period of time. These are factors that clearly make the Thai Health Promotion Foundation's operation performance less effective than of the alcohol manufacturers and distributors.

The goal of the Thai Health Promotion Foundation in operation does not focus only on the campaigns to reduce, avoid and quit alcohol consumption behavior alone. However, there are other goals that the Thai Health Promotion Foundation must work in the same period as the purpose of the organization establishing, which is to promote overall Thai people's health. When there are multiple targets, these need the Thai Health Promotion Foundation to allocate the limited resources in order to achieve the targets of every working group.

While there is the only single resource budgeting which is the source for many projects of the Thai Health Promotion Foundation, it is necessary that the Thai Health Promotion Foundation has to release communications plan in order to reduce the influence power of the communication from many alcohol manufacturers and distributors which was contributed from plenty of resources. From the above reasons, it is necessary for the Thai Health Promotion Foundation to develop and to improve these disadvantages as well as to manage the limited human resources budget to the highest efficiency.

The Thai Health Promotion Foundation also needs to adjust its media strategy to create awareness across the multiple channels by using more of the integrated marketing communication principles and continuously. It is necessary for the Thai Health Promotion Foundation to start communicating towards the children target groups to create the perceptions and the continuous recognitions. These are the disadvantages that both the alcohol manufacturers and distributors and the parents including the consumers have confirmed that their previous perception experiences

about the alcohol were still low. The Thai Health Promotion Foundation needs to create the activities in schools, in order to build awareness among children about the alcohol consumption that it can be harmful to them. The guidelines for the appropriate alcohol consumption will help them on how to avoid or how to control the alcohol consumption that will not cause troubles to the society, to other people and to themselves.

The alcohol manufacturers and distributors have the advantage points, which more resources, more budgets and more manpower than the Thai Health Promotion Foundation. Moreover, the operation processes and steps to achieve their objectives are effective, concise and fast and have less steps in the operations. The alcohol companies can also rapidly adjust the strategies and change strategies for both in the short and long terms. These are the advantages of integrating marketing communications of the alcohol manufacturers and distributors to influence the people's perceptions from the external senses to the internal with marketing activities that focus on specific target groups. In this part, the government sector is necessary to get involved, as it is not appropriately controlled, this will cause the negative effects on the overall society.

The alcohol manufacturers and distributors, realize that communication from the government sector and the Thai Health Promotion Foundation are trying to create the consumers' attitudes to see the alcohol companies as the culprit of the society. At the same time, the government sector continues to act in the opposite direction by supporting the alcohol manufacturers and distributors for their further investments, the capital circulations and then collects the tax as the government's revenues. So this seems to be a contradiction that the alcohol manufacturers and distributors find it is unfair, therefore the alcohol companies will find loopholes of the law to gain the maximum benefits for their companies in the future.

To maximize the efficiency in the communication management that will benefit the social which is related to the alcohol consumption, the alcohol manufacturers and distributors view that to label the alcohol companies as a culprit of the society may not be a good thing. Besides that the government sector's actions in trying to push the alcohol companies from being a part of the society member will cause more harm.

The recommendations to all concerned parties, which are the government sector, parents, the Thai Health Promotion Foundation and the alcohol companies should cooperate together to set the master framework for the sustainable management. It cannot be denied that alcohol drinking is an ordinary habit in every countries, in all places and has been continued for a long time. With the intention of consuming the alcohol responsibly and not creating any harmful effects to the society and to drink alcohol to suit with the status and situations of consumers, all concerned parties have to build the awareness to all consumers on the harmful effects of alcohol consumption.

Also, the consumers should know on how they can manage themselves in the alcohol consumption situation, for example to consume consciously and to know on how to consume the alcohol without creating any harmful effects to themselves, other people, family and society. These actions can occurred if all sectors' coordinate together to manage the alcohol consumption behavior, The alcohol manufacturers and distributors must not be left out as outsider of this process. As the alcohol companies are considered the easiest and the fastest key contributors that can access to the alcohol consumers.

The alcohol manufacturers and distributors have suggested that the appropriate communication about alcohol consumption should be started since the beginning of lifetime, which is in the childhood period. If communication is provided and perceived by the children, then the children will learn about the alcohol consumption correctly, learn on how to consume consciously or learn on how to not get involved with the alcohol drinking. Once they have known about the harmful effects of the alcohol consumption in their daily lives, children will learn on how to consume alcohol appropriately. If they choose to drink they will drink less and drink moderately and will not make any harmful to themselves, to the society and to other people. Gradually, they will have sufficient knowledge to inhibit themselves not to enter the trial process or the initial consumption experiment easily.

Therefore, it is necessary for all concerned sectors to cooperate as the alcohol manufacturers and distributors are considered an expert that understand the most regarding alcohol consumption behaviors of the consumers. In addition, the cooperation of all parties in the society, which are among the alcohol manufacturers,

the government sector, the society and the consumers themselves must be settled with the same goal which is consistent with creating the operational plans and operating all plans to achieve the short and the long term plans successfully.

As such, the perceptions and decisions of the alcohol consumption will be appropriate and meets the benefits of all parties. For the family, close relatives, parents, schools and friends, these are part of the communication that affect the perceptions and the processing, including the final decision to choose whether to consume or not to consume the alcohol. From this research, all parties including the communication controller that comes from the government sector, the alcohol consumption reducing, avoiding and quitting campaign specialists, parents, as well as the alcohol consumers and the alcohol companies agree that children are important mechanism to drive the main objective for the society future. This is to manage the alcohol consumption situation to be better than today. Parents and the alcohol consumers have questioned the appropriateness of communication related to the perceptions of the alcohol consumption, the perception of the alcohol harmful effects including the management of the appropriate alcohol consumption from school.

While the parents have also accepted that they cannot effectively communicate with their children. One of the reason may come from the hurry of their lives, the work limitation and they have a very short period of time to meet their children as both sides are so busy with activities, both works and studies. Moreover, the new media also plays an important role in causing more age gaps between the parents and their children. This concept is consistent with the interviews of the specialists of the alcohol consumption reducing campaigns, parents, the executives of the alcohol manufacturers and distributors include the government agencies media controller. All agree that these factors make communication between parents and children less than in the past. Therefore, in order to reduce this gap, schools are considered as the important mechanism to initiate the communication, the perception of learning to live or to choose to consume and not to consume the alcohol. As the schools' teaching, educating and spending time with children for up to 8 hours daily, these lead to the question of how to make this learning happens continuously. Started from the point that children enrolled in the kindergarten and continued until they graduated from their college education. The total period of the children education in these educational

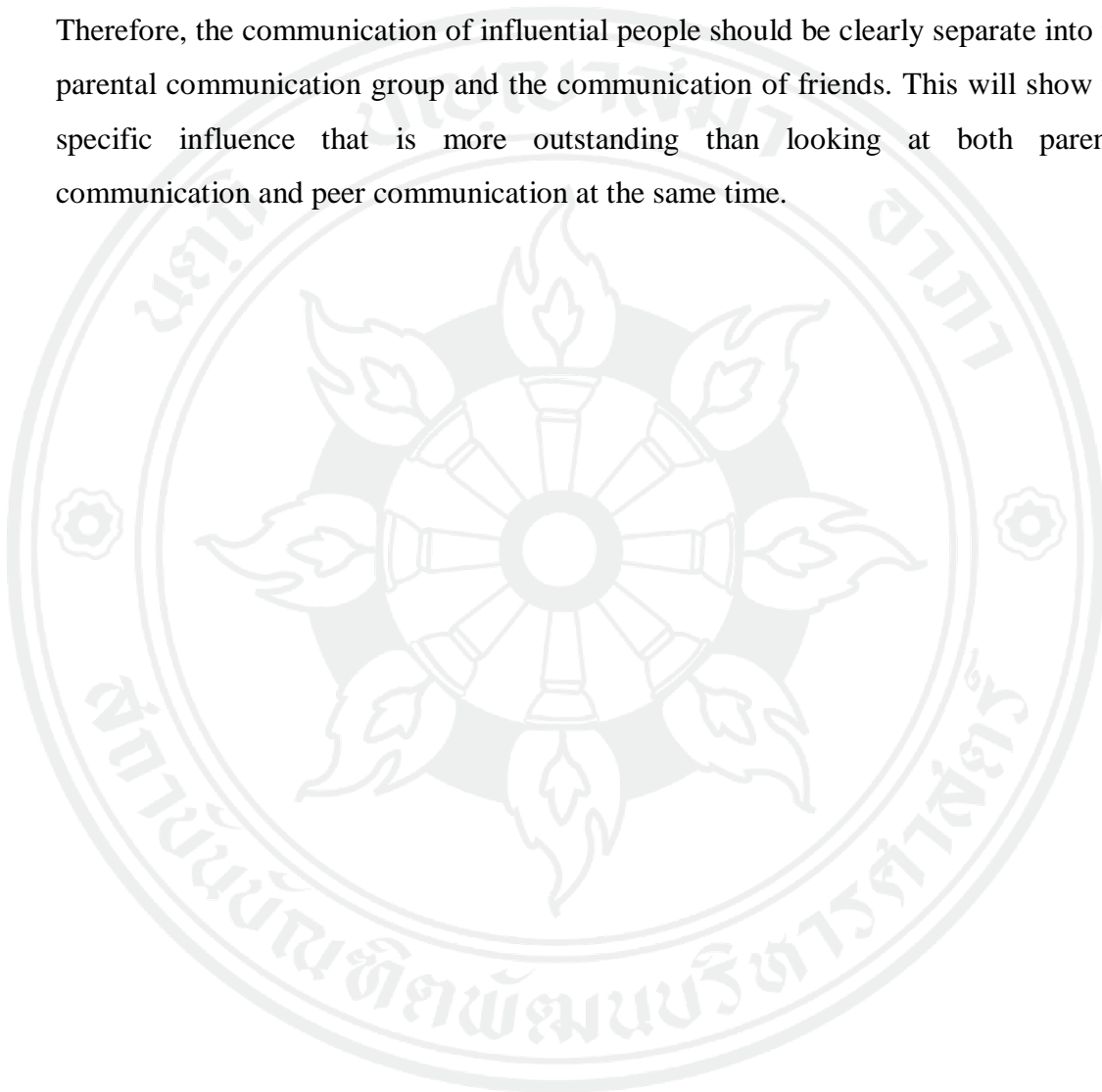
institutes is up to nineteen years, which is a very long time to cultivate and to educate children with knowledges and in the right direction continuously. This will ensure that when the children grow up to be adults in the future, they will learn whether or not it is appropriate to consume alcohol. However, if they choose to consume alcohol, they know how to manage themselves not to let the alcohol create any harmful effects to themselves, their families, peers and the overall society. The school will have to play an important role in educating and providing the knowledge information to reach all levels of students, therefore this issue is considered an important agenda for all sectors. This will build continuity and ultimately communication and its results will lead to the sustainable operations and great benefits to the society.

5.6 Recommendations for the Future Research

5.6.1. From the research findings, it indicates that the communication contributes to the rationalized processing cannot affect the alcohol consumption behavior. Even though the process received the communication and recorded as a memory, based on the information processing; it can be possible. Finally, it does not affect the action including values, attitudes and emotions as well. While the initial statistic values received from the interviews show more information about the alcohol consumption behavior that most alcohol consumers decide to drink because of the culture of the social workplace or to drink in the special occasions. These alcohol consumption results in the drinking behavior which does not cause from the rationalized thinking process. It is interesting to continue the study that the aforementioned decision may cause from the emotional decision-making rather than the rational decision. Therefore, the additional information findings to study on the emotional processes that drive the decision-making to consume the alcohol can help to see more aspects and may show the influence that leads to the decision-making to consume alcohol.

5.6.2 The research indicates that the communication of influential people has overlapped and may lead to the offsetting outcome such as the parental communication and the communication of friends. Both communications tend to be

in conflict and to influence in the opposite direction. This leads to the influence of the alcohol consumption decision-making of the influential people's communication aspects which is difference from the communication of the alcohol companies. In this close relation situation, the influence should be in the same directions. However, the study of the communication in such groups tend to be toward different directions. Therefore, the communication of influential people should be clearly separate into the parental communication group and the communication of friends. This will show the specific influence that is more outstanding than looking at both parental communication and peer communication at the same time.



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APPENDIX

QUESTIONNAIRE AND SUMMARY OF DATA SAMPLE

1. Questionnaire

Questionnaire No. ID.....
Source:

Questionnaire

Subject: The information recognition from the Thai Health Promotion Foundation (ThaiHealth), the alcohol manufacturers and distributors and the communication within the family that related to the alcohol consumptions of the consumers

Descriptions:

1. This questionnaire has the objective to study on the information recognition from the Thai Health Promotion Foundation (ThaiHealth), the alcohol manufacturers and distributors and the communication within the family that related to the alcohol consumptions of the consumers

2. Please mark (X) into the box c or fill in the blank space as the actual facts. The answers will not have any effect on you. The researcher will kept this information confidential and will not present the personal information. All information will be analyzed and presented as the overall information only.

3. There are 2 parts of the questionnaire, which are:

Part 1: General information of the questionnaire respondents regarding the alcohol consumptions, 15 questions

Part 2: The information recognition from the ThaiHealth/ from the alcohol manufacturers and distributors/ the communication within the family that related to the alcohol consumptions and feelings caused by the recognition of all three types of communications, 34 questions

4. To answer the questions in the part of comments, there are 4 criteria answer to choose, which are:

Strongly agree	means	You highly agree with the above statements
Agree	means	You very much agree with the above statements
Disagree	means	You a little agree with the above statements
Highly disagree	means	You highly disagree with the above statements

Part 1: General information of the questionnaire respondents regarding the alcohol consumptions, 15 questions.

1. AgeYears (Full)
2. Gender ☐ 1 Male ☐ 2 Female
3. Marital status ☐ 1 Single ☐ 2 Married
4. What is your highest educational level?

<input type="checkbox"/> 1. Non-educated	<input type="checkbox"/> 2. Primary school
<input type="checkbox"/> 3. Secondary school	<input type="checkbox"/> 4. High school/ Equivalent/ Vocational school
<input type="checkbox"/> 5. High vocational school/ Diploma/ Equivalent	<input type="checkbox"/> 6. Bachelor degree
<input type="checkbox"/> 7. Higher than Bachelor degree	
5. Occupation

<input type="checkbox"/> 1. Student/ College student	<input type="checkbox"/> 2. Employee
<input type="checkbox"/> 3. Trading/ Own business	<input type="checkbox"/> 4. Public servant/ Pensioner
<input type="checkbox"/> 5. Agriculture/ Fishery	<input type="checkbox"/> 6. Others
6. Monthly incomes

<input type="checkbox"/> 1. 0-15,000 Baht/ month	<input type="checkbox"/> 2. 15,001- 25,000 Baht/ month
<input type="checkbox"/> 3. 25,001- 35,000 Baht/ month	<input type="checkbox"/> 4. 35,001- 45,000 Baht/ month
<input type="checkbox"/> 5. 45,001- 55,000 Baht/ month	<input type="checkbox"/> 6. over than 55,000 Baht/ month
7. Have you ever consumed alcohol?

<input type="checkbox"/> 1. Yes	<input type="checkbox"/> 2. Never (Skip to question No. 15)
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8. What kind of alcoholic drink that you normally drink most often? (Can choose more than 1 answer)

<input type="checkbox"/> 1. Spirits	<input type="checkbox"/> 2. Beer
<input type="checkbox"/> 3. Wine	<input type="checkbox"/> 4. Ready-to-drink alcohol
<input type="checkbox"/> 5. Local spirits	<input type="checkbox"/> 6. Others
9. Frequency of monthly drinking

<input type="checkbox"/> 1. Less than once a month/ several months per drink	<input type="checkbox"/> 2. Once a month
<input type="checkbox"/> 3. Twice a month	<input type="checkbox"/> 4. Three times/ month
<input type="checkbox"/> 5. Four times / month	<input type="checkbox"/> 6. More than 4 times/ month
10. Reasons of drinking alcohol (Can choose more than 1 answer)

<input type="checkbox"/> 1. Drink as usual	<input type="checkbox"/> 2. Relaxing after work
<input type="checkbox"/> 3. Party with friends	<input type="checkbox"/> 4. Family members also drink together
<input type="checkbox"/> 5. Special celebration: new position/ finish the exam	<input type="checkbox"/> 6. Social party: wedding party
<input type="checkbox"/> 7. Friends' invitations, cannot deny	<input type="checkbox"/> 8. Being forced
<input type="checkbox"/> 9. Traditional festival: temple festival	<input type="checkbox"/> 10. Other reasons
11. What kind of alcoholic drink do you most often drink and how much do you drink per time? (Select only 1 answer)

<input type="checkbox"/> 1. If you drink the large bottle of beer, you will drinkBottle (Large)
<input type="checkbox"/> 2. If you drink the small bottle of beer, you will drinkBottle (Small)
<input type="checkbox"/> 3. If you drink spirits/ local spirits, you will drinkGlass(s)
<input type="checkbox"/> 4. If you drink wine, you will drink Glass(s)
<input type="checkbox"/> 5. If you drink the ready-to-drink alcohol, you will drinkBottle (Small)
12. Have you ever wanted to quit drinking the alcohol?

<input type="checkbox"/> 1. Yes	<input type="checkbox"/> 2. Never
---------------------------------	-----------------------------------
13. If you ever wanted to reduce/ quit drinking alcohol, why? (Can choose more than 1 answer)

<input type="checkbox"/> 1. Want to reduce/ quit by yourself	<input type="checkbox"/> 2. The family tell you to reduce/ quit
<input type="checkbox"/> 3. Wife/ husband tells you to reduce/ quit	<input type="checkbox"/> 4. Friends tell you to reduce/ quit
<input type="checkbox"/> 5. Co-workers tell you to reduce/ quit	<input type="checkbox"/> 6. Alcohol drinking is prohibited at your residence / Cannot bring alcohol to residence
<input type="checkbox"/> 7. Want to be in trend as nobody wants to drink n	<input type="checkbox"/> 8. It's a sin, wrong by Buddhism rule
<input type="checkbox"/> 9. Seen many aggressive campaigns, want to reduce/ quit	<input type="checkbox"/> 10. Others

14. If you can choose, do you want to go back in time and not try drinking the alcohol at first?

- ☐ 1. Yes, knowing this, I shouldn't try it at first ☐ 2. No, I will still drink as usual

15. (For the respondents that answer “Never” drink the alcohol before only) Why did you never drink?

(Can choose more than 1 answer)

- ☐ 1. It is not good for health ☐ 2. Don't want to waste money with useless item
☐ 3. Strict family, alcohol drinking is prohibited ☐ 4. Strict school, alcohol drinking is prohibited
☐ 5. Regularly instructed by family ☐ 6. Frequently taught by school that it is inappropriate
☐ 7. The ThaiHealth is campaigning it, so I don't want to ☐ 8. It's a sin, wrong by Buddhism rule
☐ 9. Close friends not drink, so I don't want to drink ☐ 10. Others

Part 2: The information recognition, 34 questions

1. Which media that you perceive the communication related to alcoholic drinks, including encouraging to drink alcoholic (Can choose more than 1 answer)

- ☐ 1. Television ☐ 2. Radio ☐ 3. Friends ☐ 4. Family members
☐ 5. Billboard ☐ 6. Leaflets ☐ 7. School/ Educational institute ☐ 8. Government agencies
☐ 9. Internet/ web sites ☐ 10. Newspaper ☐ 11. Movies/ dramas ☐ 12. Others

2. From which media do you perceive communication related to alcohol, the campaign not to drink or the warning,

- ☐ 1. Television ☐ 2. Radio ☐ 3. Friends ☐ 4. Family members
☐ 5. Billboard ☐ 6. Leaflets ☐ 7. School/ Educational institute ☐ 8. Government agencies
☐ 9. Internet/ web sites ☐ 10. Newspaper ☐ 11. Movies/ dramas ☐ 12. Others

Question No. 3-18 Please choose the media that communicates about alcohol consumptions, including the non-drinking campaigns/ teaching, guiding/ or advertising to support the products purchasing that which type of communication makes you feel that message is the most important in each topic. Choose only 1 number and mark (x) in the provided box.

Question No.		1. The communication campaigns of the ThaiHealth	2. The communication of the alcohol manufacturers / distributors	3. The communication within the family and close friends
Sensory Information				
3	Please choose any media that you perceive, encourage or most seen/ or have seen most often.			
4	Please choose any media that you think the media contents such as advertising, words or images that appear with the communication that makes it easy to understand on what the communicators want to communicate.			
5	Please choose any media that motivates you to listen, to view and is the most interesting, not boring.			
6	Please choose any media that you have perceived/ have heard very often and has an updated information presented to you frequently. To convince you to follow them as much as possible.			

Question No.		1.The communication campaigns of the ThaiHealth	2.The communication of the alcohol manufacturers / distributors	3.The communication within the family and close friends
Sensory Information				
Internal recognition - Memory				
7	Please choose the media that is your favourite media such as comedy, sad, melodrama, so impressed in the media content and words that makes you remember it the most.			
8	Please choose the media that is your most memorable media. That <u>media also leads you to do</u> anything that related with the alcoholic drinks such as makes you drink more, drink less or quit alcohol drinking.			
9	Please choose the media that is your most memorable media and <u>can be described</u> in details on what media says such as the instructions, invitations, warnings, which affect your alcohol consumptions.			
10	Please choose the media that if you have been <u>reviewed or motivated again, you can remember</u> quickly on what media says such as the instructions, invitations, warnings, which affect your alcohol consumptions.			
11	Please choose the media that are the <u>most impressed and can be described</u> in details on what the media says such as the instructions, invitations, warnings, which affect your alcohol consumptions.			
12	Please choose the media that you <u>will tell other people in details</u> on what media says such as the instructions, invitations, warnings, which affect your alcohol consumptions.			
13	When you face any situation <u>that makes you think of</u> any media, the instructions or campaigns of these media publishers.			
Analytical thinking				
14	You <u>can understand the meaning</u> of the media or the instructions as mentioned above well.			
15	We <u>can use the knowledge or examples exhibited by the above mentioned advertising in our daily lives</u> or to use that knowledge to make a decision to consume products as the advertising's invitation.			
Analytical thinking				
16	When considering or viewing an advertising or listening to the instructions from a parent or family, we <u>can make comparisons or can compare with past behavior that we made</u> . Including the decision that we decided to continue doing or not doing after watching the advertising or after been instructed.			
17	When there are frequently prompt motivated by the communicator, <u>these cause the respondents to think that they should or should not follow</u> what they have been instructed by those communicators.			
18	The communicators who can make us believe the most and this leads to the offensive in other media that has conflicts with the concepts that we believe.			

Question No. 19 – 34 Please select the text in the box on the right hand side (select only one box) if you agree/ disagree with the

Values	1. Strongly agree	2. Agree	3. Disagree	4. Highly disagree
19 Do you agree that when communication enter and invite you to follow this can cause the new values?				
20 Do you agree that the alcohol marketing communication tends to always create the values for society to follow?				
21 Do you agree that the parents' communication and instructions really creates the value of not drinking beer or spirits?				
22 Do you agree that the new values can happen from the imitation of the daily life communications?				
Attitudes				
23 You also have been cultivated from your school that alcohol is harmful and not good for health.				
24 The respectful person has been taught you and you believe in that person's teachings and instructions. However, that person may drink or may not drink alcohol.				
25 Do you agree that the alcohol marketing communication can build a positive attitude toward the alcohol companies?				
26 Do you agree that the alcohol marketing communication, the ThaiHealth communications or the parents' instructions can change the attitudes?				
27 Do you agree that attitudes can be built from the alcohol marketing communication, the ThaiHealth communications or even from the parents' instructions?				
28 Do you agree that the alcohol companies that advertise their organization image building will persuade consumers to have a better attitude toward their products than non-advertised alcohol companies?				
Emotions				
29 Do you agree that the information receiving can contribute the shared emotion that makes you want to follow?				
30 Do you agree that when they watch or see the alcohol advertising, this makes you have a passion for drinking?				
31 Do you agree that when receiving parent's teachings or instructions to not drinking the alcohol this makes you want to follow and have the shared emotion to follow those instructions?				
32 Do you agree that sometimes when you perceive some communication information it creates the shared emotion to follow even sometimes that information conflicts with what you like or dislike previously?				
33 Do you agree that the communication campaigns of the ThaiHealth or the alcohol marketing communication in the signages or billboards on the street make you interested and would like to follow?				
34 Do you agree that sometimes when you have the emotion at that moment and you suddenly see such communication which are from the ThaiHealth's communication campaigns, the alcohol companies or the parent's communication, these lead you want to follow that communication?				

2. Summary of Data Sample

Table Appendix 1 The number (frequency) and the percentage of the sample classified by gender.

Gender	Total of Sample(n)	(%)
Male	223	47.35%
Female	246	52.23%
n/a	2	0.42%
Total	471	100%

Table Appendix 2 The number (frequency) and the percentage of the sample classified by gender.

Age	Total of Sample(n)	(%)
< 20yrs. (18-19 yrs.)	9	2%
20-30yrs.	180	38%
31-40 yrs.	117	25%
41-50 yrs.	103	22%
51-60 yrs.	54	11%
>60 yrs.	4	1%
n/a	4	1%
Total	471	100%

Table Appendix 3 The number (frequency) and the percentage of the sample classified by marital status.

Age	Total of Sample(n)	(%)
Single	309	66%
Married	155	33%
n/a	7	1%
Total	471	100%

Table Appendix 4 The number (frequency) and percentage of sample group classified by education level

Educational level	Total of Sample(n)	(%)
Non-educated	7	1%
Primary school	15	3%
Secondary school	15	3%
High school/ Equivalent/ Vocational school	29	6%
High vocational school/ Diploma/ Equivalent	24	5%
Bachelor degree	289	61%
Higher than Bachelor degree	92	20%
Total	471	100%

Table Appendix 5 The number (frequency) and percentage of sample group classified by occupation.

Occupation	Total of Sample(n)	(%)
Student/ College student	54	11%
Public servant/ Pensioner	80	17%
Employee	147	31%
Trading/ Own business	36	8%
Agriculture/ Fishery	3	1%
Others	151	32%
Total	471	100%

Table Appendix 6 The number (frequency) and percentage of sample group classified by Monthly incomes.

Monthly incomes (Baht/Month)	Total of Sample(n)	(%)
0-15,000	148	31%
15,001- 25,000	92	20%
25,001- 35,000	63	13%
35,001- 45,000	65	14%
45,001- 55,000	46	10%
over than 55,000	56	12%
n/a	1	0.2%
Total	471	100%

Table Appendix 7 The number (frequency) and percentage of sample group classified by ever consumed alcohol.

Ever consumed alcohol	Total of Sample(n)	(%)
Yes	331	70.3%
Never	139	29.5%
n/a	1	0.2%
Total	471	100.0%

Table Appendix 8 The number (frequency) and percentage of sample group classified by type of alcoholic drink.

Type of alcoholic drink	Total of Sample(n)	(%)
Beer	214	40%
Spirits	162	30%
Wine	71	13%
Ready to drink	48	9%
Local Spirit	22	4%
Other	17	3%
Total	534	100%

Table Appendix 9 The number (frequency) and percentage of sample group classified by Frequency of monthly drinking.

Frequency of monthly drinking	Total of Sample(n)	(%)
Less than once a month/ several months per drink	151	46%
Once a month	37	11%
Twice a month	26	8%
Three times/ month	29	9%
Four times / month	27	8%
More than 4 times/ month	61	18%
Total	331	100%

Table Appendix 10 The number (frequency) and percentage of sample group classified by Reasons of drinking alcohol (Can choose more than 1 answer).

Reasons of drinking alcohol (can choose more than 1 answer)	Total of Sample(n)	(%)
Party with friends	233	34%
Relaxing after work	102	15%
Social party: wedding party	101	15%
Special celebration: new position/ finish the exam	75	11%
Drink as usual	67	10%
Friends' invitations, cannot deny	44	6%
Family members also drink together	29	4%
Other reasons	12	2%
Traditional festival: temple festival	8	1%
Being forced	6	1%
Total	677	100%

Table Appendix 11 The number (frequency) and percentage of sample group classified by Type of Alcohol /Consumption Volume per time.

Type of Alcohol / Consumption Volume per time (unit)	Beer : Big bottle (bottle)	Beer : Small bottle (bottle)	Spirit / Local spirit (glass)	Wine (glass)	Ready to drink (bottle)
1	38	43	13	18	17
2	42	13	5	6	3
3	32	7	7	7	4
4	10	8	2	1	2
5	4	1	12	3	0
6-10	8	1	14	1	2
over than 10	3	1	0	0	0
Total	137	74	53	36	28

Table Appendix 12 The number (frequency) and percentage of sample group classified by ever wanted to quit drinking the alcohol.

Ever wanted to quit drinking the alcohol	Total of Sample(n)	(%)
Yes	176	53%
Never	151	46%
n/a	4	1%
Total	331	100%

Table Appendix 13 The number (frequency) and percentage of sample group classified by reason to quit alcohol drinking.

Reason to quit alcohol drinking	Total of Sample(n)	(%)
Want to reduce/ quit by yourself	195	49%
The family tell you to reduce/ quit	58	15%
Other reasons	38	10%
It's a sin, wrong by Buddhism rule	32	8%
Wife/ husband tells you to reduce/ quit	24	6%
Seen many aggressive campaigns, want to reduce/ quit	22	6%
Alcohol drinking is prohibited at your residence	12	3%
/ Cannot bring alcohol to residence		
Friends tell you to reduce/ quit	6	2%
Co-workers tell you to reduce/ quit	5	1%
Want to be in trend as nobody wants to drink now	5	1%
Total	397	100%

Table Appendix 14 The number (frequency) and percentage of sample group classified by question “do you want to go back in time and not try drinking the alcohol at first time

Do you want to go back in time and not try drinking the alcohol at first time	Total of Sample(n)	(%)
Yes, knowing this, I shouldn't try it at first	95	28.7%
No, I will still drink as usual	235	71.0%
n/a	1	0.3%
Total	331	100.0%

Table Appendix 15 The number (frequency) and percentage of sample group classified by question “Why did you never drink?” (Can choose more than 1 answer)

Why did you never drink?	Total of Sample(n)	(%)
It is not good for health	126	37%
Don't want to waste money with useless item	82	24%
Regularly instructed by family	33	10%
Strict family, alcohol drinking is prohibited	28	8%
It's a sin, wrong by Buddhism rule	26	8%
Other	14	4%
Close friends not drink, so I don't want to drink	11	3%
Strict school, alcohol drinking is prohibited	7	2%
Frequently taught by school that it is inappropriate	7	2%
The Thai Health is campaigning it, so I don't want to try	6	2%
Total	340	100%

Table Appendix 16 The number (frequency) and percentage of sample group classified by Media to perceive the communication related to alcoholic drinks, including encouraging to drink alcoholic drinks.

Type of media	Total of Sample(n)	(%)
Television	313	26%
Friends	256	21%
Internet/ web sites	162	13%
Billboard	145	12%
Radio	96	8%
Movies/ dramas	64	5%
Newspaper	61	5%
Leaflets	32	3%
Family members	29	2%
Other	19	2%
School/ Educational institute	15	1%
Government agencies	13	1%
Total	1,205	100%

Table Appendix 17 The number (frequency) and percentage of sample group classified by media to perceive communication related to alcohol, the campaign not to drink or the warning, instruction, prohibition.

Type of media	Total of Sample(n)	(%)
Television	350	22%
Billboard	218	14%
Internet/ web sites	180	12%
Family members	152	10%
School/Educational institute	142	9%
Radio	128	8%
Government agencies	124	8%
Newspaper	91	6%
Movies/ dramas	63	4%
Leaflets	60	4%
Friends	39	2%
Other	16	1%
Total	1,563	100%

Table Appendix 18 The number (frequency) and percentage of sample group classified by media sources of the three media producers, The communication campaigns of the Thai Health, The communication of the alcohol manufacturers/ distributors , and The communication within the family and close friends that cause external perception from sensory based models in research.

Media sources / Sensory Information	Awareness stimulation often alert	Easily understood what media is needed	Interesting, not boring	Convince to follow	Mean
ThaiHealth	253	275	250	259	259
%	54	58	53	55	55
Alcohol manufacturers/ distributors	152	146	162	147	152
%	32	31	34	31	32
Family and close friends	65	49	58	64	59
%	14	10	12	14	13
n/a	1	1	1	1	1
%	0.2	0.2	0.2	0.2	0.2
Total	471	471	471	471	471

Table Appendix 19 The number (frequency) and percentage of sample group classified by media sources of the three media producers, The communication campaigns of the Thai Health, The communication of the alcohol manufacturers/ distributors , and The communication within the family and close friends that cause internal recognition - memory based models in research.

Media sources / Internal recognition	Popular, favorite, and able to recognize	Remember and Action	Can be described in detail	The new stimulus will be able to remember quickly	Most impressed and can be described in details	will tell other people in details	When you encounter any events, think of the media.	Mean
Thai Health	256	288	268	264	268	247	270	266
%	54	61	57	56	57	52	57	56
Alcohol manufacturers/ distributors	151	107	121	124	108	112	125	121
%	32	23	26	26	23	24	27	26
Family and close friends	63	75	80	82	94	111	75	83
%	13	16	17	17	20	24	16	18
n/a	1	1	1	1	1	1	1	1
%	1.6	2	0.8	0.9	0.7	1	0.2	0.2
Total	471	471	470	471	471	471	471	471

Table Appendix 20 The number (frequency) and percentage of sample group classified by media sources of the three media producers, The communication campaigns of the Thai Health, The communication of the alcohol manufacturers/distributors , and The communication within the family and close friends that cause Analytical thinking based models in research.

Media sources / Internal recognition	can understand the meaning	can use the knowledge or examples exhibited by the above mentioned advertising in our daily lives	can make comparisons or can compare with past behavior that we made	these cause the respondents to think that they should or should not follow	can make us believe the most	Mean
ThaiHealth	269	272	252	237	220	250
%	57	58	54	50	47	53
Alcohol manufacturers/distributors	138	148	92	116	113	121
%	29	31	20	25	24	26
Family and close friends	62	50	124	115	134	97
%	13	11	26	24	28	21
n/a	2	1	3	3	4	3
%	0.4	0.2	0.6	0.6	0.8	0.6
Total	471	471	471	471	471	471

Table Appendix 21 The number (frequency) and percentage of sample group classified by media sources of the three media producers, The communication campaigns of the Thai Health, The communication of the alcohol manufacturers/distributors , and The communication within the family and close friends that have relevant communications linked to alcohol consumption and cause to create the values.

Description	communication enter and invite you to follow this can cause the new values	alcohol marketing communication tends to always create the values for society to follow	the parents' communication and instructions really creates the value of not drinking beer or spirits	the new values can happen from the imitation of the daily life communications	Mean
1. Strongly agree	180	132	202	185	175
%	38	28	43	39	37
2. Agree	257	277	211	252	249
%	55	59	45	54	53
3. Disagree	24	49	50	28	38
%	5	10	11	6	8
4. Highly disagree	7	10	6	4	7
%	1.5	2.1	1.3	0.8	1.4
n/a	3	3	2	2	2
%	0.6	0.6	0.4	0.4	0.5
Total	471	471	471	471	471

Table Appendix 22 The number (frequency) and percentage of sample group classified by media sources of the three media producers, The communication campaigns of the Thai Health, The communication of the alcohol manufacturers/distributors, and The communication within the family and close friends that have relevant communications linked to alcohol consumption and cause to create attitudes.

Description	Have been cultivated from your school that alcohol is harmful and not good for health	Respectful person has been taught you and you believe in that person's teachings and instructions	The alcohol marketing communication can build a positive attitude toward the alcohol companies	The alcohol marketing communication, the ThaiHealth communication or the parents' instructions can change the attitudes	Attitudes can be built from the alcohol marketing communication, the ThaiHealth communication or even from the parents' instructions	The alcohol manufacturers/distributors creates an image of good attitude.	Mean
1. Strongly agree	207	155	95	130	135	116	140
%	44	33	20	28	29	0	30
2. Agree	246	263	252	257	279	252	258
%	52	56	54	55	59	54	55
3. Disagree	15	44	105	74	48	87	62
%	3	9	22	16	10	18	13
4. Highly disagree	2	8	17	8	7	15	10
%	0.4	1.7	3.6	1.7	1.5	3.2	2
5. n/a	1	1	2	2	2	1	2
%	0.2	0.2	0.4	0.4	0.4	0.2	0.3
Total	471	471	471	471	471	471	471

Table Appendix 23 The number (frequency) and percentage of sample group classified by media sources of the three media producers, The communication campaigns of the Thai Health, The communication of the alcohol manufacturers/distributors , and The communication within the family and close friends that have relevant communications linked to alcohol consumption and cause to create emotion.

Description	Information receiving can contribute the shared emotion that makes you want to follow	When they watch or see the alcohol advertising, this makes you have a passion for drinking	Receiving parent's teachings or instructions to not drinking the alcohol this makes you want to follow	Perceive some communication information it creates the shared emotion to follow even conflicts with what you like	Communication campaigns of the ThaiHealth or the alcohol marketing communication in the signages or billboards make you interested and would like to follow	Want to follow that communication	Mean
1. Strong-ly agree	153	129	146	106	120	117	129
%	32	27	31	23	25	25	27
2. Agree	267	204	266	272	241	282	255
%	57	43	56	58	51	60	54
3. Disagree	41	105	52	82	93	59	72
%	9	22	11	17	20	13	15
4. Highly disagree	9	32	6	9	15	11	14
%	1.9	6.8	1.3	1.9	3.2	2.3	2.9
5.n/a	1	1	1	2	2	2	1.5
%	0.2	0.2	0.2	0.4	0.4	0.4	0.3
Total	471	471	471	471	471	471	471

BIOGRAPHY

NAME

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ACADEMIC

BACKGROUND

Bachelor of Laws
Thammasat University
Graduation Year 2002

Master of Economics
Chulalongkorn University
Graduation Year 1995

Bachelor of Sciences
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Graduation Year 1993

EXPERIENCES

Sales Manager
Bridgestone Sales (Thailand) Co.,Ltd.
2019

Deputy General Manager
Thai Glico Co., Ltd.
2016 - 2018

Vice President : Marketing & Trade Marketing
KCG Corporation Co., Ltd.
2015

Group Key Account Manager
Fonterra Brand (Thailand)
2010-2014

Sales Manager
Jagota Brothers Trading Co.Ltd.
2008 - 2009

Key Account Manager – Modern Trade
Thai Asia Pacific Brewery Co. Ltd.
1999 - 2008

Lending Analyst
Siam City Bank PCL.
1996 - 1999