



Alcoholic Beverages Advertisement in Printed Media and Youth Drinking: A case study of university students in Bangkok, Thailand

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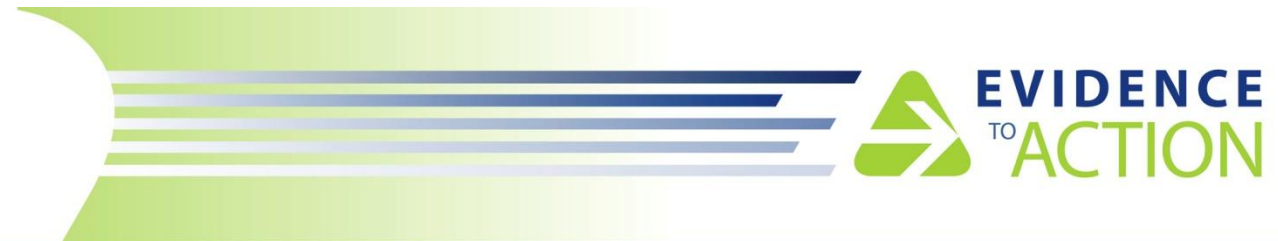
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As required by the Alcohol Policy 18 Conference,
I/we have signed a disclosure statement and note the
following conflict(s) of interest:

None



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Objectives:

- to study frequencies of alcoholic beverages drinking and brand commonly drunk by university students.
- to analyze association of seeing alcoholic beverages advertisement as sponsor for sports program, music (concert) program by alcohol industry, and consumption by university students.



Research method: quantitative method through self-administered questionnaire, with sample size of 200 university students, with 100 each from autonomous (formerly government), or public university, and private university).



Results: 12.6% from autonomous, or public university, drink spirits and 11.6% drink beer; while 65.3% from private university, drink beer.



Results (cont.): for autonomous, or public university students, 34.7% drink JW whiskey
11.6% drink Heineken beer
11.6% drink Spy Wine Cooler
7.7% drink Leo beer
7.7% drink Black Label whiskey.



Results (cont.): for private university students,

- 53.6% drink Leo beer
- 14.5% drink Singha beer
- 8.8% drink Chang beer
- 7.3% drink Spy Wine Cooler
- 5.8% drink Blend 285 whiskey.



Results (cont.):

- 71.6% from autonomous, or public university, and 56.8% from private university, agreed that seeing advertisements increased drinking.
- 75.8% from autonomous, or public university, and 73.7% from private university, agreed that sales promotion of alcoholic beverages increased drinking.



Gender (p-value = 0.000) and sales promotion (p-value = 0.037) were variables associated with alcoholic beverage, with statistical significant.



Recommendations: Prohibition of advertisement, sales promotion, by alcohol industry is a necessary measure for alcoholic beverage consumption control among youths.



Thank you