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

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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
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