FACTORS INFLUENCING ALCOHOL CONSUMPTION OF STUDENTS FROM ONE UNIVERSITY IN PHITSANULOK

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Abstract - The purposes of this study were, firstly, to study the marketing factors that affect the decision to drink alcohol of Naresuan University students. Secondly, to study the demographic factors that affect the decision to drink alcohol of Naresuan University students. The samples of this study were 100 Naresuan University students. The majority of this study was female students. Most of the respondents were students who aged 20 – 22 years old. This study used descriptive statistics and inferential statistics in order to analyse the information. The results revealed that there were several factors that can affect alcohol consumption; demographic factors included gender, monthly income, age, and academic year and marketing factors included promotion, product, price and place. The strongest marketing factor was price. This study would help people who want to start up alcohol business close to Naresuan University understand better about students as the customer and also help existing alcohol store to develop their business. In addition, people can use the information from this thesis to find the way to prevent or reduce alcohol consumption of students.

Keywords - Alcohol consumption, Alcohol, Demographic factors, Marketing factors

I. INTRODUCTION

Alcohol is a famous drink and it is widely used in Thailand. There are many Thai people who consume alcohol in every special event such as celebrations, religious ceremony, and funeral. "It may be said alcohol is part of consumption culture of Thai people" [1]. The results of the survey on alcohol consumption of Thai population aged 15 years and above in 2014 found that drinking alcohol in Thai population aged 15 years and over during 1 year was 38.9%, male 55.9% and female 23%. There are a similar proportion of drinkers in all age groups. The age group 15-29 years old drank 44.4% and the highest proportion in the age group 30-44 at 46.0%. The prevalence of heavy drinking was highest in the age group 15-29 and 30-44 years [2], that Naresuan University students are involved in the age group 15-29 years old who are in a high consuming alcohol age range. Moreover, alcohol is still taking many bad effects on the body that are; firstly, it affects to the brain that interferes with communication pathway. It makes people think and do something slowly, it might change mood and behavior. Secondly, it affects to heart that are high blood pressure and irregular heartbeat. Lastly, it affects the liver that is cirrhosis and cancer. And it also affects many other parts of the body such as the esophagus, throat, immune system, and so on [3].

A. Problem Statement

This research studied the factors influencing alcohol consumption of Naresuan University students. So, the researcher had chosen to use demographic factors in term of income, and gender and marketing factors in term of price, product, promotion, and place to explain the reasons why Naresuan University students consume alcohol. This research would help the researcher and anyone who gets this information can understand more and about the reason why Naresuan University students consume alcohol. They could use the information to find the way to prevent or reduce alcohol consumption of students. In addition, this information would help people who want to start up alcohol business close to Naresuan University understand better about students as the customer and also help existing alcohol store to develop their business.

B. Definitions of Terms

- Alcohol or alcohol beverage is any drink that contains ethyl/ethanol alcohol such as fermented spirits; beer and wine, and distilled spirits; brandy, whiskey, rum, gin, and vodka [4].
- Alcohol consumption is the way that people drink beverages that contain ethyl/ethanol alcohol. People mostly drink alcohol for their physiological and psychological effects, but they often consume in a part of religion practice or within specific social contexts [5].
- Naresuan University is a university in Phitsanulok, Thailand. It was developed from a college of education and the Phitsanulok Campus of Srinakharinwirot University. There are 21,744 students [6].
- Demographic factors are socioeconomic characteristics of the population that show the statistic information such as age, education, gender, religion, occupation. And all demographic factors will be including in all population. This study focuses only on gender and income [7].

- Marketing factors are any external agents that have an effect on the demand of goods or services. This study use Marketing Mix to describe marketing factors are; price, product, promotion, and place as the main factors which affect alcohol consumption [8]

C. **Research Objectives**

- To study the effects of demographic factors have on influencing alcohol consumption of Naresuan University students.
- To study the effects of marketing factors have on influencing alcohol consumption of Naresuan University students.

II. LITERATURE REVIEW

A. Demographic Segmentation

Demographic segmentation is the simple strategy that use several socioeconomic information to categorize the customer as the target market that include gender, age, income, occupation, and education [9]. It also means socioeconomic characteristics of the population that show the statistic information such as age, education, gender, religion, and occupation. Thus, all demographic factors will be including in all population [7].

B. Income and alcohol consumption

From the study of Tobler (2009), "the alcohol-related neighborhood context of a large sample of urban, racial/ethnic minority, young adolescents and examined how this context related to alcohol use". Tobler (2009) found that the sample of low income urban youth did not have a risk about accessing to alcohol. It means they have low rate to use or have an intention if compare with others [10].

C. Gender and alcohol consumption

The relationship between aggression and alcohol use, there was a lot in boys, but there was less in girls that because of that relationship, it is not shown in girl as aggression [11]. Moreover, the age and gender of the peers might influence differently to girls and boys in term of alcohol use [12]. Adolescent boys and girls show the different patterns, ways, and the development of alcohol. Furthermore, it was expected that difference gender will have the understanding different in term of using alcohol [13].

D. Marketing Mix (4Ps)

"Marketing Mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target" [14] and there are 4 levels of marketing decision in term of marketing mix, they are price, product, promotion, and place [15]. The Marketing Mix is the word that describes the integration of strategy is used to achieve the goal to market its products or services to target customer [16]. Constantinides (2006) said that Marketing Mix also is accepted by field marketers widely, that 4Ps are the variables that can control which influence the customers buying behavior and decision [17]. Marketing may make social norms about alcohol consumption and they will influence indirectly on alcohol consumption behavior [18]. The relationship between alcohol marketing and alcohol consumption may increase as levels of obligation with marketing increase. The obligation will be the most potential if the marketing facilitates the interaction of the customer, the brand, and the customer's peers.

Price - price is the thing that most often customer will think about the price when estimate the value of products or services [19]. And price is the most important factor to determine the customer satisfaction. Price is the amount of payment that one party has to give to another party and get return in term of goods or services in a commercial exchange [20]. Price and quality of the product had influence on the customer that they will consider the price and quality before they decide to buy the product. Moreover, they hesitate to buy low quality and high price [21].

Product - product is the item that actually can be sold. Product must serve as minimum standard of performance [22]. Otherwise, even though there is the best work of other elements will not be working. Product is anything that can be offered to the market that can satisfy needs and wants of customer. Product is including in many things such as physical, objectives, services, and ideas [23].

Promotion - business promotion is communicating with the public to make them aware of the products or services and influence them to buy the products or services [24]. Promotion is any type of marketing communication that is used to publish to target customer of the relative of a product, service, or brand [15].

Place – placement or distribution is like a position that customer can access to products or services [25]. It is an important part in marketing mix. It is also mean practice the strategy in order to sell products or services in different region, city, or country [26]. Place affected the customer behavior that they access closer shop location. It was the way that customer can save more time, not waste their time [27].

III. RESEARCH METHODOLOGY

A. Population and Sample

The population size of this study was Naresuan University students who currently enroll in the university. The total of Naresuan University students was 21,744 students [28]. The sampling design of this study was nonprobability sampling. Moreover, the researcher would calculate the sample size by using Taro Yamane's formula, See (1), Where n = sample

size, N = total of population, and e = the acceptable sampling error (10%). The sample size was 100 Naresuan University students

$$n = \frac{N}{1 + N(e)^2} \qquad (1)$$

The researcher used Likert scale and all the questionnaires gave to relevant respondent to get their responses. The following scale assigned to each of five responses, See TABLE I.

TABLE I. Likert Scale and statement Table Type Styles

Scale	4.50-5.00	3.50-4.49	2.50-3.49	1.50-2.49	1.00-1.49
Statement	Strongly agree	Agree	Not sure	Disagree	Strongly disagree

B. Informed Consent and Confidentiality

The researcher would collect the data from the sample, Naresuan University students by using questionnaire to survey them to find the factors influencing alcohol consumption of them. Before the survey, the researcher would ask the consent from the students first. Then, the researcher would explain the information clearly and carefully to participants that include detail about question in questionnaire and the process of this study is going to be. The questionnaire must not be the question asking to identify the information of the participants including name, phone number, address, e-mail, and so on. The individual questions were appropriated to be age, gender, the academic year of students, and so on. The research should not have risk to the participants. Moreover, during the process doing the research, all the information would be stored in laptop of the researcher which using password to open and all paper of this research would be stored at the researcher dorm. One year after finish doing the research, all questionnaires would be destroyed by burning and all the information will be deleted.

C. Validity and Reliability

Validity is the extent that the researcher has to make sure the sample of the study is intended to measure [29]. Neuman (2006) indicated "Validity is an overused term. Sometimes, it is used to mean "true" or "correct" [30]. The researcher would use construct validity, internal validity, and statistical validity to make sure this research is valid. In Construct validity, all hypotheses and the other information would not be changed. In Internal validity, all participants are Naresuan University students who drink alcohol and they would not be changed. In Statistical validity, the researcher would use SPSS to analyze the data in order to make sure its validity. "Reliability is an indication of consistency between two measures of the same thing" [31]. Reliability is the measurement of consistency or stability of the test [32]. This study would use internal consistency reliability that the researcher would make sure the test should measure a single construct that the researcher would not change the number of samples that there was 100 students and only the researcher could ask and give the questionnaire to the participants.

IV. RESULT AND DISCUSSION

A. General Information

There was 94 percent of the students who aged 20 – 22 years old and only 6 percent aged 23 – 25 years old. The majority of the respondents were female which was responsible for 75 percent of the total respondents. Then, there was 35 percent of the total which was male students. In addition, male students consumed alcohol less than once a week which was responsible for 18 percent of the total. The highest percentages of female consume alcohol less than once a week which was responsible for 40 percent of the total. However, female respondents tended to consume more alcohol than male respondents. Moreover, the respondents who consumed alcohol frequently particularly 5-6 times per week were female (5%), See TABLE II. Furthermore, 65 percent of the total respondents were fourth-year students and 35 percent of the total was third-year students. In term of academic year, the majority of the respondents were 4th-year students that mean the higher level of academic year of studying in University, the higher level of alcohol consumption

TABLE II. Cross tabulation between gender and the frequency of alcohol consumption of the students

Gender	The frequency of alcohol consumption of the students (times per week)					
	Less than once	1 time	2 times	3-4 times	5-6 times	Total
Male	18.0%	4.0%	2.0%	1.0%	.0%	25%
Female	40.0%	15.0%	9.0%	6.0%	5.0%	75%
Total	58.0%	19.0%	11.0%	7.0%	5.0%	100%

Most of the students still got the support allowance from their family each month. Firstly, there was 29 percent of the total who received money more than 10,000 baht monthly. Secondly, students who receive money between 5,001 baht to 7,000 baht and students who receive money between 7,001 baht to 10,000 baht both accounted for 27 percent of the total. Thirdly, the students who receive money between

2,001 baht to 5,000 baht were responsible for 17 percent of the total. The income of the students affected the alcohol consumption frequency. The students who drink alcohol less than once a week was responsible for 58 percent of the total. Then, students who drink alcohol once a week was responsible for 19 percent of the total. Next, students who drink alcohol twice a week was responsible for 11 percent of the total. Students who drink alcohol between three to four times per week was responsible for 7 percent of the total. Lastly, students drink alcohol between five to six times per week was responsible for 5 percent of the total. The students which still have limited income can afford to drink alcohol once a week.

TABLE III. Cross tabulation between monthly income and the frequency of alcohol consumption of the students

Monthly income (Baht)	The frequency of alcohol consumption of the students (times per week)					
	Less than once	1 time	2 times	3-4 times	5-6 times	Total
2,001 - 5,000	13.0%	2.0%	1.0%	1.0%	.0%	17.0%
5,001 - 7,000	19.0%	4.0%	1.0%	2.0%	1.0%	27.0%
7,001 - 10,000	12.0%	7.0%	5.0%	2.0%	1.0%	27.0%
More than 10,000	14.0%	6.0%	4.0%	2.0%	3.0%	29.0%
Total	58.0%	19.0%	11.0%	7.0%	5.0%	100.0%

Furthermore, no one who got money 2,001 – 5,000 baht monthly consume alcohol 5 – 6 times per week. There was 1 percent of the students got money 5,001 – 7,000 baht monthly consume alcohol 5 – 6 times per week. Student who got money 7,001 – 10,000 baht monthly consume alcohol 5 – 6 times per week which was responsible for 1 percent. In addition, there was 3 percent of the student who got money more than 10,000 baht monthly consume alcohol 5 – 6 times per week. It shows that the higher rate of getting more monthly money reflects higher frequency of consuming alcohol, See TABLE III.

B. Factors that affect student's decision in consuming alcohol

TABLE IV. Factors that affect student's decision in consuming alcohol

Factors	Mean ($\bar{x}$)	S.D.	Meaning
I consume alcohol because its package is beautiful.	2.84	1.13	Not sure
I consume alcohol because it is a new product.	3.19	1.12	Not sure
I consume alcohol because of the brand I like.	3.84	1.20	Agree
I consume alcohol because its alcohol level is suitable.	3.56	1.07	Agree
I consume alcohol because of the taste of alcohol I had been drinking.	3.77	1.25	Agree
I consume alcohol because the price of alcohol is suitable for its quality of alcohol product.	3.86	0.97	Agree
I consume alcohol because the price of alcohol is cheap.	2.95	1.11	Not sure
I consume alcohol because the location I can access to alcohol is close to my location.	2.98	1.32	Not sure
I consume alcohol because the location I can access to alcohol provides high responsiveness of service.	3.08	1.14	Not sure
I consume alcohol because the location I can access to alcohol is easy to purchase alcohol.	3.40	1.16	Not sure
I consume alcohol because there is a discount promotion.	3.77	1.22	Agree
I consume alcohol because there are the varieties of promotion.	3.68	1.21	Agree
Average	3.10	1.16	Not sure

There were several factors that affect student's decision in consuming alcohol, See TABLE IV. First, the highest influencing factor was the price of alcohol which is suitable for its quality of alcohol product ($\bar{x}$ = 3.86, S.D. = 0.97). Second, "I consume alcohol because of the brand I like." ($\bar{x}$ = 3.84, S.D. = 1.20) was also the factor influencing alcohol consumption. Third, the respondents consumed alcohol because of the taste of alcohol ($\bar{x}$ = 3.77, S.D. = 1.25). Fourth, "I consume alcohol because there is a discount promotion." ($\bar{x}$ = 3.77, S.D. = 1.22) was one of the factor influencing alcohol consumption. Next, the students agreed that the students consumed alcohol because there are the varieties of promotion ($\bar{x}$ = 3.68,

S.D. = 1.21). Then, the students also agreed that the students drank alcohol because of suitable level of alcohol ($\bar{x}$ = 3.56, S.D. = 1.07). Furthermore, "I consume alcohol because the location I can access to alcohol is easy to purchase alcohol." was interpreted as "Not sure" ($\bar{x}$ = 3.40, S.D. = 1.16). Moreover, "I consume alcohol because it is a new product." was interpreted as "Not sure" ($\bar{x}$ = 3.19, S.D. = 1.12). In addition, "I consume alcohol because the location I can access to alcohol provides high responsiveness of service." was interpreted as "Not sure" ($\bar{x}$ = 3.08, S.D. = 1.14). Then, "I consume alcohol because the location I can access to alcohol is close to my location." was interpreted as "Disagree" ($\bar{x}$ = 2.98, S.D. = 1.32). After that, "I consume alcohol because the price of alcohol is cheap." was interpreted as "Disagree" ($\bar{x}$ = 2.95, S.D. = 1.11). Lastly, the lowest influence was "I consume alcohol because its package is beautiful." which was interpreted as "Disagree" ($\bar{x}$ = 2.84, S.D. = 1.13).

C. Suggestion

There was 61 percent of the respondent said "Yes". This means it is possible to stop drinking alcohol. Furthermore, there was 39 percent said "No" that it is not possible to stop drinking alcohol. From 61 respondents who answered "Yes" also suggested how to stop drinking alcohol. Some respondents suggested more than one way to stop drinking alcohol. Firstly, 11 respondents said that the respondents could just stop drinking alcohol immediately. Secondly, another 11 respondents said that exercising is a way to stop drinking alcohol. Thirdly, 8 respondents said that avoid going to alcohol store, pub, and bar. Fourthly, 7 respondents said that gradually reduce drinking alcohol. Then, 5 respondents said that drinking milk. Next, another 5 respondents said that save money and do not drink alcohol. Furthermore, 4 respondents said that drinking juice is the way. In addition, 3 respondents said doing something else like activities. Moreover, 2 respondents said drinking sweet drinks. After that, another 2 respondents said being with friends who do not drink alcohol. Finally, there were 4 respondents left that 1 respondent answered for each way; working, reading books, going to temple and making merit, and ordinate. Some of the students mentioned that the students can stop drinking alcohol without any hesitation and prohibit method. However, some students believed that those previous suggestions can be used to stop drinking alcohol.

CONCLUSION

There were the demographic factors that influence alcohol consumption of Naresuan University students including age, gender, academic year, and monthly income. In term of age, most of the respondents were students who aged 20 – 22 years old. It means students aged between 20 -22 years old tend to consume alcohol the most if compare with others. In term of gender, the majority of the respondents were female. It meant female of Naresuan University consume alcohol more than male in the way of the frequency of consumption which compared the percentage of each. In term of receiving monthly money, it was meant that with the higher rate of getting more money reflects the higher frequency of consuming alcohol. Monthly income can affect alcohol consumption. In term of academic year, the majority of the respondents were 4th-year students that mean the higher level of academic year of studying in University, the higher level of alcohol consumption. Nevertheless, from all factors, with the difference between ages, gender, monthly income and academic year of the students, these factors had an effect on influencing alcohol consumption. There were several marketing factors that can influence alcohol consumption of Naresuan University students. The first factor was promotion. The respondents consumed alcohol because there were a discount promotion and the varieties of promotion. The strongest influence was a discount promotion. It means the discount promotion affect alcohol consumption of the respondents. The second factor was product. The respondents consumed alcohol because of the brand preference, suitable alcohol level, the taste of alcohol, and a new alcohol product. The highest influence that the respondents focused on was the preference brand. It means the existing brand of the product affect alcohol consumption of the respondents. The third factor was price. The respondents might consume alcohol because the price of alcohol is suitable for its quality. The last factor was place. The respondents might consume alcohol because the location is easy to purchase alcohol. Next, the respondents consumed alcohol because the location that the respondents can access to alcohol provides high responsiveness of service.

However, from all factors, the strongest marketing factor was price. The students consumed alcohol because the price of alcohol is suitable for its quality of alcohol product. Then, promotion was another influence. It means Naresuan University students more focused on discount promotion when they consumed alcohol. Next, other impact was product. It means Naresuan University students purchase the alcohol based on the brand preference, suitable alcohol level, the taste of alcohol, and a new alcohol product. The least influence factor was place or location. It means Naresuan University students drink alcohol by not really focus on the location that the respondents can access to the alcohol or distance.

RECOMMENDATION

- For the future researchers who will be interested in this topic, the researcher recommends about get into the specific factor, know the focused

topic that will help to do the research easily and it will be the useful research.

- The researcher recommends using more function in data collecting process because this research was distributed only the survey that cannot analyze the specific information deeply. The function might be interview in order to get the specific information.
- In order to study in marketing factor, the researcher recommends adding more elements of marketing topic, not only 4Ps which are price, place, product, and promotion.
- In term of sample size, the researcher recommends adding more the sample size to increase the accuracy.

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