

Factors on Motorcycle Drunk Driving Behaviour in Bangkok Metropolitan

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According to the Center for Disease Control & Prevention, in 2010 **nearly one-third of all traffic-related deaths** were attributed to drunk driving.



Attitude of Motorcyclists

50% - “It is not necessary to wear a helmet if we travel nearby and just drive on a road near home.”

25% - “Driving motorbikes in the opposite way of the arrows on the road is not dangerous if we are careful.”

20% - “If we are drunk but still conscious. We can drive the motorbikes.”

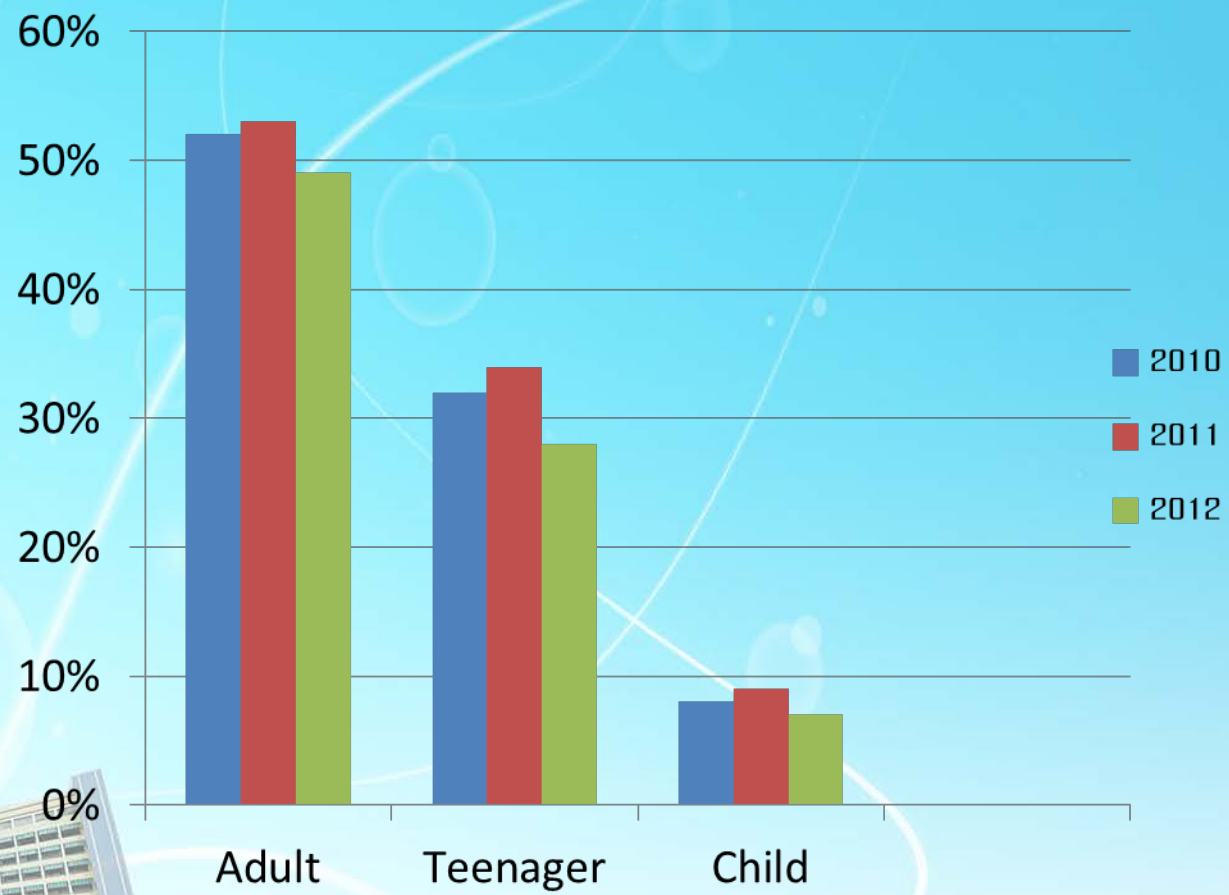
(From the survey of motorcyclists in Thailand in 2010)

Motorcycle Helmet Use in 2012

Rider	52%
Passenger	20%
All Motorcyclists	43%



Motorcycle Helmet Use by Age Group (2010-2012)



Motorcycle Helmet Use by Age Group (2010-2012)

- **Adult**- 52% (2010) 53% (2011) 49%(2012)
- **Teenager**- 32% (2010) 34% (2011) 28%
(2012)
- **Child (only child passengers)**- 8% (2010)
9%(2011) 7% (2012)

Road Safety Situation in Thailand

The largest group of road
accident victims is

motorcyclist **80%**.



Refusal to wear a helmet is a major cause of serious head injuries.

Drunk driving could cause **deaths** and **disabilities**



Scope of the Study

Mixed method both qualitative and quantitative methods.

In 2012, the researcher collected data with **1,011 questionnaires** and used **focus groups with 36 motorcyclists aged between 18-24 years** who used to be drunk driving and employed **in-depth interview with 40 male adolescent motorcyclists aged between 18-24 years** who used to be drunk driving.

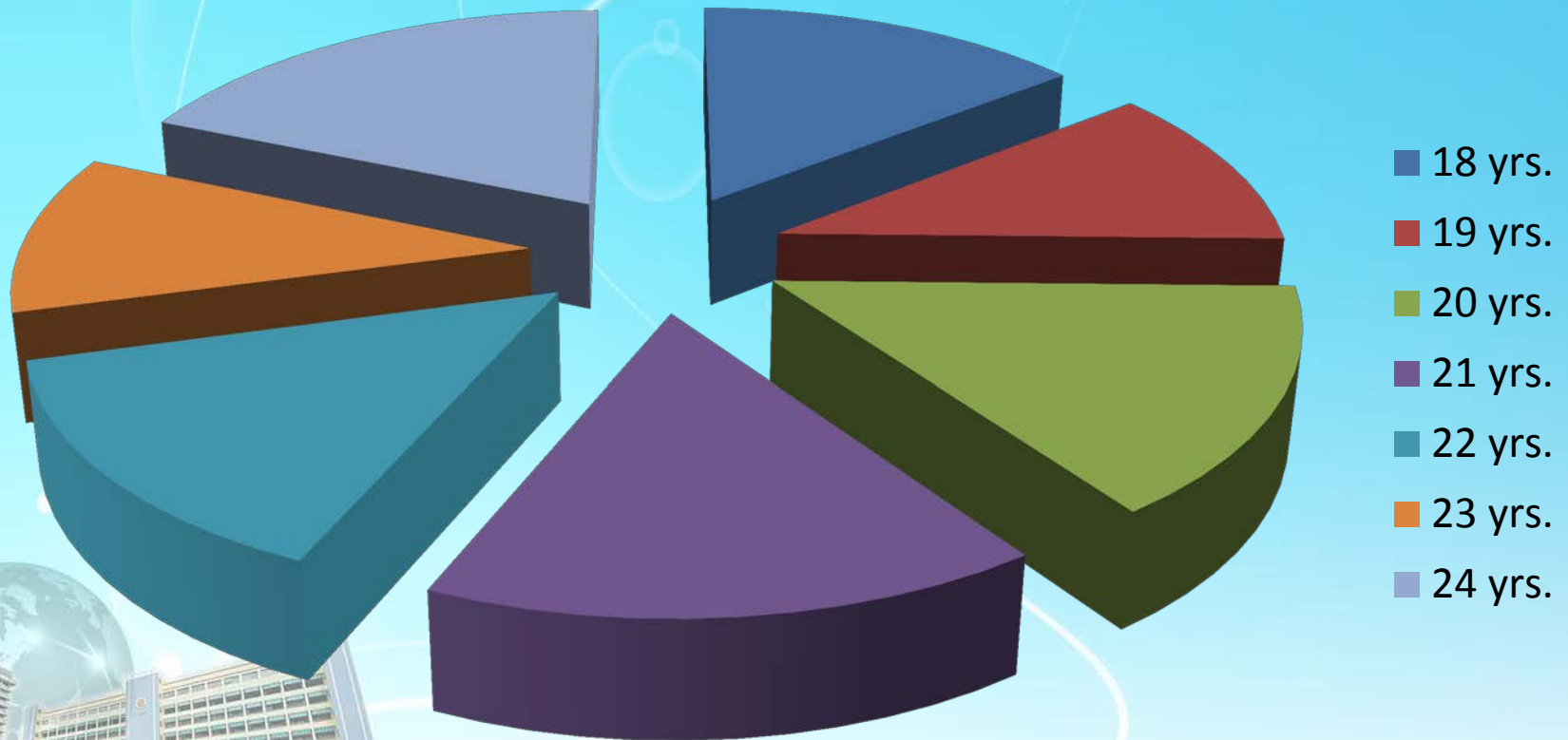
Research Objectives

- **To find factors on drunk driving motorcyclists**
- **To study the behavior of media exposure of drunk driving motorcyclists.**



Demography of Respondents

AGE



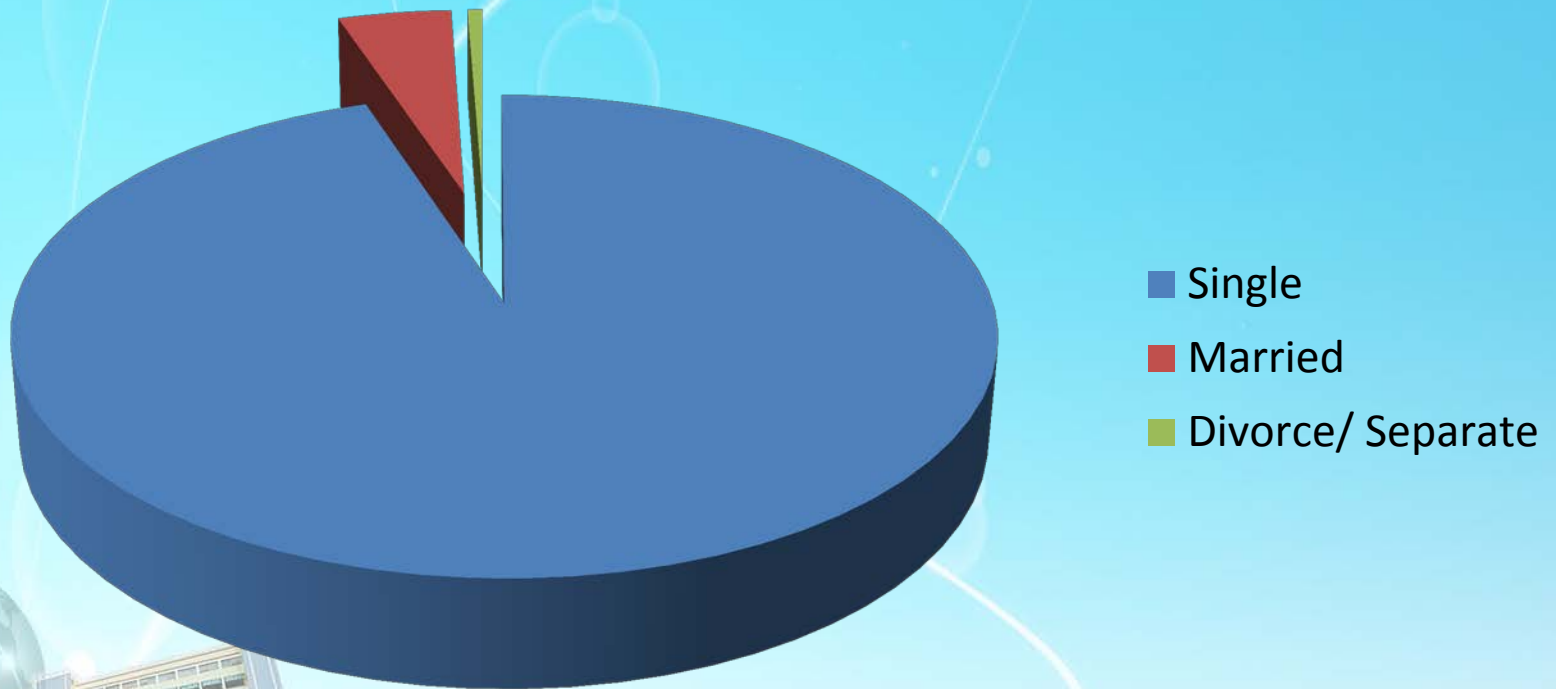
Education of Respondents

Education



Marital Status

Marital Status



Reasons to Drink Alcohol

- **Party** 46.1 %
- **Trial** 25.8 %
- **Persuasion of Friends** 23.1 %
- **Tension** 4.9 %



Period of Drinking Alcohol

- **3-4 years** **26.5%**
- **More than 5 years** **25.6%**
- **Less than 1 year** **24.7%**
- **1-2 years** **23.1%**



Wearing Helmets while driving

Wear helmets while driving sometime	59.0%
Wear helmets while driving every time	30.4%
Never wear helmets while driving	10.6%



Research Findings

- Demographic Factors
- Psychological Factors
- Behavioral Factors
- Social and Cultural Factors



Risk Factors of Drunk Driving

Demographic Factors

Risk groups of drunk driving were male adolescents aged between 15-25 years old who lived in dormitories with friends.



Risk Factors

Psychological Factors

- Male adolescents liked to **challenge and took a risk** which cause drunk driving.
- They were afraid of **motorcycles missing** so they drove them back home even they were drunk.
- Although they understood the penalty of drunk driving, they thought that **law enforcement was weak.**



Risk Factors

Behavioral Factors

The drunk adolescents were not afraid of drunk driving.

They did not feel guilty when they were drunk driving.

Some of them had accidents but felt scared for a while.



Risk Factors

Social and Cultural Factors

Friends were the most influential groups for drunk driving motorcyclists. They could not refuse their friends.

If they lived near places which they could purchase alcohols and stayed alone, they tended to be drunk driving rather than staying with families.



Conclusion

- Factors of drunk driving may be internal factor called **teenage invincibility**. They prepared to take risk without fear. External factor was **peer pressure**.



Media Exposure

The adolescents exposed to television and internet the most.

They perceived campaign message of stickers, billboards, posters and televisions.

They were attracted to fear-arousal appeal on media.

Recommendation

- There are two main methods to solve the problems including policy movement and public communication.
- Policy movement consists of effective law enforcement, preventive programs for drunk drivers and research funding.



Recommendation

- Public communication includes to publicize projects and activities on website , present news on driving while intoxicated and provide social marketing campaign, information campaign and public service campaign.

