



Alcohol Brand Merchandise and Thai Youth

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Alcohol Brand Merchandise (ABM)



Background

- Advertising has strong influence on consumer decisions to purchase goods and service.
- The alcohol industry spends average 2,433.2 million bahts each year on advertising such as television, newspaper, film, radio, and billboards.[1]
- ABM, defines as Alcohol Brand Merchandise is effect way to advertise alcohol.
- The evidence suggests that there is an association between ownership of ABM and initiation of drinking as well as underage binge drinking. [2]
- Youth are the main current and future clients of alcohol business.
- Many stop the idea to promote ABM as a mean to prevent youth from health demoting behaviors.[2-8]
- There are limited evidence point to ABM and alcohol consumption of Thai youths.

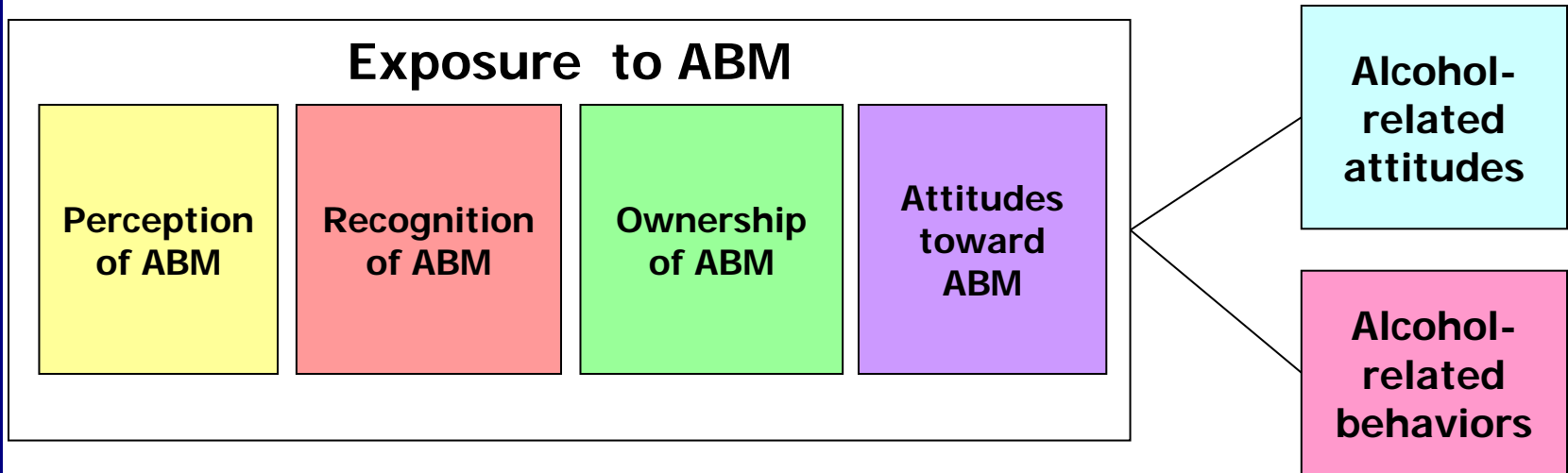
Objective

- To examine perception, recognition and ownership of ABM among Thai youth and their associations with alcohol-related attitudes and behaviors.



Conceptual framework

- Association between variables



Methodology

- **Research design:** Mixed- methods using questionnaires and focus group
- **Population study:** high school and vocational school students
- **Setting:** urban and rural areas in 5 provinces across Thailand

- **Sample size:**

1,351 students from high school and vocational schools both in urban and rural areas in five provinces across Thailand



50 of students were purposively selected from 1,351 students for focus group

Methodology

- Tool



Self-reported Questionnaire on their perception, recognition, ownership of ABM and alcohol related attitude and behaviors



Focus group discussion on attitude with ABM related to attitudes of the students and their drinking practice.

Criteria	Owner	Not Owner
Drink	3	3
Not Drink	2	2
Total	5	5

Methodology

- **Measures**
 - *ABM Perception*
 - *ABM Recognition*
 - *ABM Ownership*
 - *Attitude with ABM*
 - *Alcohol Consumption Attitudes*
 - *Alcohol Consumption*
- **Data analysis**
 - **Descriptive statistic:** percentage, mean, standard deviation
 - **Analytical statistic:** Chi-square
 - Content analysis

Findings



Quantitative

- **Perception**

- Overall

- 32.1% of young drinker exposed to ABM everyday or almost everyday
 - 32.7% of youth saw ABM at Barbecue restaurant

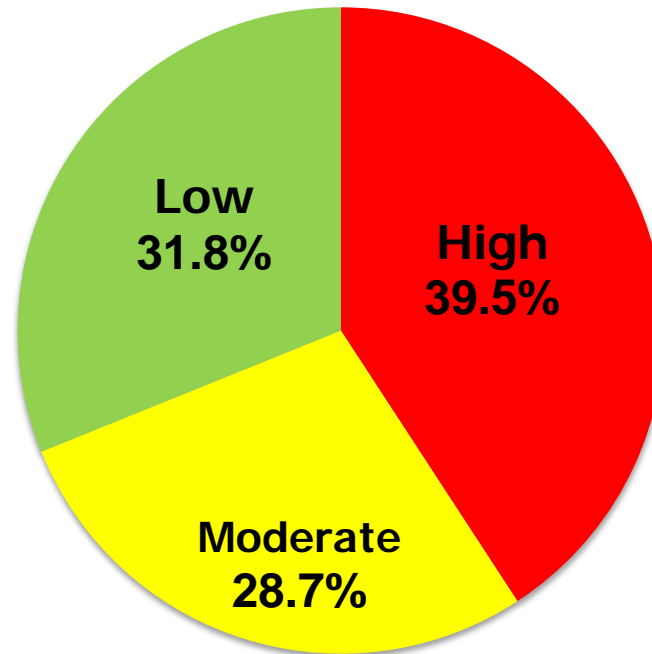
- Drinker

- 42.4% of Thai youth exposed to ABM everyday or almost everyday
 - 79.6% of youth saw ABM at Barbecue restaurant



Quantitative

- **Recognition**
 - Overall: 39.5% of youth recognized ABM



Quantitative

- **Ownership**

- 84.7% of Thai youth own ABM and average 4 items
- **Popular item:** glasses are most-owned merchandises followed by sport clothing, key ring, calendar and cap

71.1%



56%



46.4%



36.8%



36.2%



Quantitative

- **Attitudes toward ABM**
 - 51.6% of youth have positive view on ABM
 - 92.5% of youth are well aware of that ABM is a marketing technique of the alcohol industry
 - 79.7% of youth believe that ABM has no impact to their drinking practices



Quantitative

- Perception, ownership, and attitude with ABM associated to attitudes of youth

	Percentage of attitude with alcohol consumption					P-value
	Totally agree	agree	neutral	disagree	Totally disagree	
total (1,302)	26	199	719	320	38	-
Perception of seeing ABM						
≥5 times per week	2.9	19.1	58.9	17.5	1.7	0.001*
3-4 times per week	2.0	18.2	52.6	22.7	4.5	
1-2 times per week	1.3	29.4	54.2	13.9	1.3	
1-3 times per month	1.2	8.4	54.2	32.5	3.6	
<1 times per month	1.4	11.0	50.7	32.9	4.1	
Never seen	1.3	12.2	54.5	26.9	5.1	
Recognition of ABM						
high	2.8	16.2	54.0	24.1	3.0	0.812
moderate	1.3	14.3	55.3	26.7	2.4	
low	1.7	14.9	56.6	23.7	3.2	
Ownership of ABM						
yes	2.1	16.1	55.8	23.8	2.2	0.001*
no	0.7	10.3	49.7	32.4	6.9	
Attitude with ABM						
Seem to be sex appeal	2.7	39.7	50.7	4.1	2.7	<0.001*
Show socio-economic status	1.6	29.1	52.0	14.2	3.1	<0.001*
Rarely thing	1.5	22.1	57.9	15.9	2.6	0.005*
Feel like a way of celebrity life	1.4	31.9	43.5	20.3	2.9	0.003*
Fit with lifestyle	1.8	19.0	60.2	16.4	2.6	<0.001*
Look high quality	2.2	20.2	60.3	16.5	0.7	<0.001*
Get it for free	2.1	13.0	54.2	28.4	2.4	0.007*
Useful in bringing up	1.5	11.2	54.3	30.8	2.2	<0.001*
others	0.0	6.1	58.5	30.5	4.9	0.059

Quantitative

- Perception, recognition, ownership, and attitude with ABM **associated to** drinking practice of youth

	Percentage of alcohol consumption			
	Current drinkers	Former drinkers	Lifetime abstainers	P-value
Total (1,320)	431	405	484	-
Perception of seeing ABM				
≥5 times per week	42.4	31.2	26.4	<0.001*
3-4 times per week	35.9	28.2	35.9	
1-2 times per week	26.1	35.9	38.0	
1-3 times per month	28.4	30.2	41.4	
<1 times per month	21.1	31.6	47.4	
Never seen	20.9	25.3	53.8	
Recognition of ABM				
high	35.6	33.3	31.1	0.018*
moderate	30.9	29.3	41.1	
low	35.6	33.3	31.1	
Ownership of ABM				
yes	34.2	31.8	34.0	<0.001*
no	19.9	21.9	58.2	
Attitude with ABM				
Seem to be sex appeal	50.0	27.6	22.4	0.002*
Show socio-economic status	40.5	27.5	32.1	0.134
Rarely thing	39.1	31.5	29.4	0.045*
Feel like a way of celebrity life	38.6	27.1	34.3	0.548
Fit with lifestyle	38.1	31.5	30.4	<0.001*
Look high quality	37.6	30.3	32.1	0.106
Get it for free	29.6	31.2	39.2	0.031*
Useful in bringing up	27.8	29.1	43.1	0.001*
others	32.9	24.4	42.7	0.365

Qualitative

- *"If ABM is sport clothing, I think that the alcohol industries promote football team. If they are umbrella or bag, may be distributed from the concert that alcohol industries are sponsor and they support this event."*
- *"The company becomes a sponsor so I purchase its products"*
- *"It seems to return to the consumers when we purchase their products. Alcohol companies also want to produce ABM in order to pay back to us"*
- *"In my opinion, my parents give ABM to me. It seems to give me the guidelines for drinking because they drink before. I often see this brand so I try to drink."*
- *"When we got ABM from my Dad, be delinquent! I think my parents allow me to drink."*
- *"If my friends who are my closed-friends give ABM as a birthday gift or a New Year present, I'm really sure that my friends persuade me to drink. I know it will go ahead."*



Limitations

- Samples
- Self-report approach



Conclusion

- Thai youth have high exposed to and recognition on ABM.
- Most of them own ABM on average of 4 items.
- Both drinker and non-drinker have positive view on ABM.
- Drinker have higher expose, higher recognition, higher possession and higher positive attitude on ABMs compared to non-drinkers.
- ABM has a clear association to drinking practice among Thai youth.
- Therefore, ABM must be included in the alcohol marketing regulation framework.



Recommendations

- **Policy recommendations**

- Translate the study into policy formulation, better regulate the Alcohol Brand Merchandise, either free distribution or for sale
- Alcohol Control Act is indicated that *“No person shall advertise or display names or trademarks of alcoholic beverage deemed to exaggerate their qualifications or induce people to drink such alcoholic beverage either directly or indirectly”*. Therefore, the ABMs must be included as integral component of alcohol marketing regulatory framework.
- Legal sanction for Alcohol Brand Merchandise to adolescents younger than under 20 years



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