

A SURVEY OF THE INFLUENCE OF ALCOHOL ADVERTISING
IN MAGAZINES TOWARDS PURCHASING DECISION OF
YOUTHS IN BANGKOK

A MASTER'S PROJECT
BY
PIYANAN BENJALIKIT

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International
Communication at Srinakharinwirot University

August 2006

การสำรวจอิทธิพลของสื่อโฆษณาเครื่องดื่มแอลกอฮอล์ในนิตยสารที่มีผลต่อ

การตัดสินใจซื้อของเยาวชนในเขตกรุงเทพมหานคร

สารนิพนธ์

ของ

ปิยนันท์ เบญจลิจิต

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

สิงหาคม 2549

Piyanan Benjalikit. (2006). *A Survey of the Influence of Alcohol Advertising in Magazines*

towards Purchasing Decision of Youths in Bangkok. Master's Project, M.A.

(Business English for International Communication). Bangkok: Graduate School,

Srinakharinwirot University. Project Advisor : Assist. Prof. Dr. Amporn Srisermbhok.

The purposes of this study were 1) to examine the influence of alcohol advertising in popular magazines towards purchasing decision of youths in Bangkok, and 2) to find out which elements of alcohol advertising catch youths' attention, and motivate them to purchase alcoholic beverages. The instrument used was the questionnaire consisting of three parts: the personal data, attitudes and purchasing behavior, and the advertising factors toward purchasing decision. They were given randomly to one hundred youths. The findings revealed that alcohol advertising on magazines had the influence on the consumers' purchasing decision. The factors used to catch youths' attention and persuade them to purchase products were images and brand name. However, the attractive advertising was one of many factors in marketing that made the youths purchased products. The other factors which affect purchasing decision of youths were also taste and reasonable prices.

ปิยนันท์ เบญจลิจิต. (2549). การสำรวจอิทธิพลของสื่อโฆษณาเครื่องดื่มแอลกอฮอล์ในนิตยสารที่มี

ผลต่อการตัดสินใจซื้อของเยาวชนในเขตกรุงเทพมหานคร. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษ

ธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ.

ที่ปรึกษาสารนิพนธ์ : ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค.

สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อที่จะ 1) สำรวจอิทธิพลของสื่อโฆษณาเครื่องดื่มแอลกอฮอล์ในนิตยสารที่มีผลต่อการตัดสินใจซื้อของเยาวชน ในกรุงเทพมหานคร และ 2) เพื่อศึกษาว่าองค์ประกอบใดในโฆษณาเครื่องดื่มแอลกอฮอล์ดึงดูดความสนใจและจูงใจให้ซื้อเครื่องดื่มแอลกอฮอล์ เครื่องมือที่ใช้ในการดำเนินงานวิจัยครั้งนี้ คือ ตัวอย่างโฆษณาแอลกอฮอล์จากนิตยสาร 10 ตัวอย่าง และแบบสอบถามซึ่งประกอบไปด้วยสามส่วน ได้แก่ ข้อมูลส่วนตัว,ทัศนคติและพฤติกรรมการซื้อ, และสิ่งที่มีอิทธิพลต่อการตัดสินใจซื้อ กลุ่มตัวอย่างที่ใช้ในการศึกษา คือ เยาวชน 100 คน เลือกโดยวิธีการสุ่มตัวอย่าง ผลการศึกษาครั้งนี้พบว่า โฆษณาเครื่องดื่มแอลกอฮอล์ในนิตยสารมีอิทธิพลต่อการตัดสินใจซื้อต่อเยาวชน องค์ประกอบที่มีอิทธิพลมากที่สุดในการดึงดูดความสนใจและชวนให้ซื้อผลิตภัณฑ์ ได้แก่ ภาพโฆษณาและ ยี่ห้อ อย่างไรก็ตาม โฆษณาที่ดึงดูดใจเป็นส่วนประกอบหนึ่งทางด้านการตลาดที่ทำให้เยาวชนซื้อเครื่องดื่มแอลกอฮอล์ ทั้งนี้ เนื่องจากยังมีปัจจัยทางการตลาดอื่นที่มีอิทธิพลต่อการตัดสินใจซื้อของเยาวชน เช่น รสชาติและราคา อีกด้วย

A SURVEY OF THE INFLUENCE OF ALCOHOL ADVERTISING
IN MAGAZINES TOWARDS PURCHASING DECISION OF
YOUTHS IN BANGKOK

A MASTER'S PROJECT

BY

PIYANAN BENJALIKIT

Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International
Communication at Srinakharinwirot University

August 2006

Copyright 2006 by Srinakharinwirot University

ACKNOWLEDGEMENTS

I would like to acknowledge the enormous help given to me in the completion of this project to many people for their kind contribution and support.

Firstly, I deeply wish to convey my gratitude to my advisor, Assist. Prof. Dr. Amporn Srisermbhok, for her kind assistance, consultation, and patience in providing helpful comments during this project. I also would like to take this opportunity to express my appreciation for her valuable knowledge given to me.

My sincere gratitude is extended to Dr. Saengchan Hemchua and Ms. Sopin Chantacloi, my committee members for their valuable guidance and proofreading.

Finally, I would also like to extend my special thanks to my family and friends who understand, support, and inspire me to undertake this project successfully.

Piyanan Benjalikit

TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION	
Background.....	1
Statement of the problem.....	3
Research questions.....	4
Objectives of the study.....	4
Significance of the study.....	4
Scope of the study.....	5
Expected outcomes of the study.....	6
Definition of terms.....	6
2 REVIEW TO THE RELATED LITERATURE.....	8
3 RESEARCH METHODOLOGY.....	21
4 FINDINGS.....	24
5 CONCLUSION AND DISCUSSION.....	39
BIBLIOGRAPHY.....	46
APPENDICES.....	50
VITAE.....	71

LIST OF TABLES

Table	Page
1 Characteristics of the subjects.....	25
2 Alcohol beliefs of the subjects.....	27
3 The favorite brands of the subjects.....	28
4 Purchasing behavior and factors that affect purchasing decision.....	29
5 Media consumption on magazines.....	31
6 Awareness of alcohol ads.....	32
7 The influence of alcohol advertisements.....	33
8 The psychological responses toward samples of alcohol advertisements...	34

LIST OF FIGURES

Figure		Page
1	The advertising pyramid.....	10
2	The creative pyramid.....	16
3	Consumers' purchasing decision process.....	18
4	The levels of the factors that affect the purchasing decision.....	37
5	Johnnie Walker ad.....	61
6	Jack Daniel's ad.....	62
7	Ben More ad.....	63
8	Heineken ad.....	64
9	Singha ad.....	65
10	Asahi ad.....	66
11	Nite ad.....	67
12	Spy Wine Cooler ad.....	68
13	Bacardi Breezer ad.....	69
14	Vodka Cruiser ad.....	70

CHAPTER 1

INTRODUCTION

Background

In modern society, advertising is not only everywhere in a daily life, but it also plays a key role in business. It is said that advertising is a part of persuasive communication, and no one can escape from the influence of advertising, especially youths. Obviously, alcohol advertising is one that affects the Thai youth society by arousing or changing their needs, attitudes and beliefs. In addition, alcohol advertising also presents reasons why people should buy, believe, or do something with the products.

Competition through advertising is often preferred in many industries including the alcoholic beverage industries. Each year these alcoholic-beverage industries have spent billions of baht for advertisements to compete with their competitors in order to encourage sales, arouse customers' needs, and so on. Magazines are as popular mediums as television those companies used for advertising their products.

Although, many organizations today such as the Ministry of Public Health, the Ministry of Education, The World Health Organization (WHO) or even the Thai government are concerned with the impact of alcohol advertising by attempting to raise the awareness of alcohol consumption such as the "Drink do not drive" campaign, as the Thai youths have continually increased drinking alcoholic beverages (the Ministry of Public Health. 2001 :

155). Similarly, CSR Asia Weekly (2005 : 13) recently reported that the United Nations and Agriculture Organization (FAO) indicated that Thailand is ranked the 5th in the world in terms of alcohol consumption. This high level of alcohol consumption is a sign that reflects many serious health problems and such problems reflected the loss of employment, crimes, violence, suicides, or family problems. That is why many related parties have often argued to ban alcohol ads for protecting and keeping people away from drinking alcohol beverages.

However, the impact of alcohol advertising on the Thai society is a major topic which has frequently been debated. Many individual studies seem to agree that alcohol advertising has a relation with alcohol consumption on youths. Eighty percent of general public respondents in a poll by the Bureau of Alcohol, Tobacco and Firearms (1988 : 14) believed that “alcohol advertising influences youths to drink alcoholic beverages”. Similarly, Strasburger (1995) indicated that advertising has an indirect effect on drinking behavior, through attitudes, beliefs, and intentions to drink. As Wyllie; Zhang; & Casswell (1998 : 361-371) examined the nature of relationships between the responses of 10 to 17 years old to alcohol advertisements and their drinking behavior as well as future drinking expectancies. Positive responses to the advertisements increased the frequency of current drinking and expected future drinking. Also, Dring (2001: 7) pointed out that alcohol advertising has a strong attraction to increase self-confidence, improve mood, contribute to social and sexual success, and encourage drinking more among the younger age group.

In contrast, alcoholic beverage industries argued that alcohol advertising encourages drinkers to choose new brands, but does not make them drink more. Waterson (1989 : 111) indicated that a response from the alcohol industry to criticise their advertising is that the focus of alcohol advertising is to encourage existing drinkers to maintain their brand preference, or to switch brands, and that it is not intended to attract new customers.

Although more studies have been undertaken, this study should be conducted because the number of Thai drinkers today has continually increased especially underage drinkers and young adults. Increasing the alcohol consumption is also related to the violence, crime, accident, health problems, suicide, and mortality rates inevitably.

Statement of the Problem

As mentioned above, advertising is essential to every business. It may convey both advantages and disadvantages for consumers. A study by the A.C. Nielsen Company revealed that people who viewed ads in magazines were from 2 percent to 37 percent more likely to purchase the product. In other words, effective advertising helps to grab the reader's attention and to arouse customers to take actions with products.

However, lacking considerations of disadvantages on alcohol advertising may cause the drinking problems such as increasing alcohol consumption or addicted drinking; therefore, the consumers should understand and consider the influence of alcohol advertising before making all decisions. It is said that alcohol advertising is a mirror

because it may be a powerful tool for a business meanwhile it also leads to social and health problems of Thai people.

Research Questions:

In this study, there are three research questions as follows:

1. Does alcohol advertising have any effect on the consumer's purchasing decision?
2. In what way does alcohol advertising catch youths' attention, and can motivate them to purchase alcoholic beverages?
3. Which appeal of alcohol advertising attract youths the most?

Objectives of the Study

The purposes of this study are the following:

1. To examine the influence of alcohol advertising in popular magazines towards purchasing decision of youths in Bangkok.
2. To find out which elements of alcohol advertising catch youths' attention, and motivate them to purchase alcoholic beverages.

Significance of the Study

Alcohol advertising in magazines is one influent factor that helps recognize the products, and encourage youths to buy or do something with the products. However, what

elements of advertisement really motivate youths to purchase the product – the slogan, the presenter, brand name, advertising messages, concept of ads, images, or design of ads. All of these elements are very important because they help to grab consumers' attention, and help to arouse consumers' needs as well.

The researcher realized that the importance of the influence of alcohol advertising on magazines may affect the purchasing decision, and lead to increase alcohol consumption. Therefore, understanding the influence of alcohol advertising is helpful for consumers to get away from being victimized by the advertiser.

Scope of the Study

This study investigated the influence of alcohol advertising towards purchasing decision of youths in Bangkok. The researcher is very interested in three types of alcohol: spirits, beers, and alcopops because Thai youths have consumed them a lot.

The study explored alcoholic-beverage advertising presented during April 2004 – February 2006 in popular magazines such as Maxim, FHM, A Day, Cleo, GM, and Elle that have a target group on youths. The researcher chose to analyze Johnnie Walker, Jack Daniel's, Ben More, Heineken, Singha Beer, Asahi Beer, Nite, Spy Wine Cooler, Bacardi Breezer, and Vodka Cruiser because these brands have a long-term reputation, and they are very popular in many pubs and restaurants in Bangkok. The instruments used in this study were samples of alcohol ads and two sets of questionnaires: one is in English and the

other is in Thai. The English version utilized general interested people while the Thai version was designed for Thai respondents in this study. They were given randomly to one hundred youths in Bangkok aged between 15-25 years old. The questionnaires were divided into 3 parts. The first part was the personal data. The second part focused on attitudes and purchasing behavior. The third part maintained the advertising factors toward purchasing decision.

Expected Outcomes of the Study

It was expected that the information from this study would have some benefits in three areas:

1. This study helps to raise awareness of the impact of alcohol advertising.
2. This study provides an idea and knowledge for interested people to understand the power of advertising.
3. This study is useful for related parties to set policies such as controlling alcohol advertising in order to reduce, protect, or keep people away from alcoholic beverages

Definition of Terms

1. Spirits

Generally, spirits refer to distilled beverages low in sugars and containing at least 35% alcohol by volume. Gin, vodka, rum, whiskey, and tequila are types of spirits.

2. Beer

Beer is an alcoholic beverage produced through the fermentation of sugars suspended in an aqueous medium, and which is not distilled after fermentation. The unfermented sugar solution, called wort, is obtained from steeping, or "mashing," malted grains, usually barley. It contains 4 to 8 percent of alcohol.

3. Alcopop

It is a term coined by the popular media of the United Kingdom to describe bottled alcoholic beverages that resemble sweet drinks such as soda and lemonade. In the alcoholic beverage industry they are known as RTDs (ready to drink) or FABs (Flavoured Alcoholic beverages). These drinks tend to be sweet, served in small bottles (typically 200-275 ml), and between 5-7% alcohol by volume. Alcopops are usually (though not always) un-hopped beers with added flavoring.

4. Youth

Popular use of the word "youth" refers to a person who is neither an adult nor a child, but somewhere in between. This study focused on the youths aged between 15-25 years old in Bangkok.

CHAPTER 2

REVIEW TO THE RELATED LITERATURE

To understand the overall concept of the study, this chapter reviews related literature which was divided into the following five main topics:

1. Advertising
2. Magazine advertisements
3. Brand
4. Consumers' purchasing decision process
5. Previous research

1. Advertising

1.1 The meaning of advertising

As advertising is all around and familiar to modern consumers, they do not often pause to think that advertising can influence them. Angela (2002 : 8) suggested in a book entitled, "The Language of Advertising". "Advertising" is not just about the commercial promotion of branded products, but it can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organization. William (1996 : 6) defined, "advertising" as the nonpersonal communication of information, usually paid for and usually

persuasive in nature about products (goods and services) or ideas by identified sponsors through various medias.

1.2 The objectives of advertising

According to Kelly (n.d. : Online), advertising objectives are generally placed in two categories. First is a direct-action objective. Direct-action objectives are more easily measured if results- sales go up, sales lead more people to try the product for the first time. These happenings may all be the result of advertising that was developed as a result of direct-action objective. Second is an indirect-action objective or communication through image, ambiance, and the changing of habits. Advertisements with these objectives or goals are more concerned with communicating an idea that should result in increased sales in the long run. No immediate effect can be attributed to such ads in most situations.

William ; John; & Sandra (2003 : 15) pointed out that advertising performs three basic functions. The first function is to provide product and brand information. Many ads are devoid of information, providing the consumers with relevant information that will aid decision making. The second function is to provide incentives to take action. In most instances, consumers are reluctant to change their buying behavior. Advertising gives the consumers a reason to switch brands if that is the goal. Convenience, high quality, lower price, warranties – all these might be stressed in advertising. The third function is to provide reminders and reinforcement. Much advertising is directed at keeping current customers.

Advertising must constantly remind the consumers about the name of the brand, its benefits, its value, and so forth. These same messages help reinforce the consumers' decision.

Ressel; & Ronald (1993 : 28) indicated that good advertising should contribute to social well-being. As a key communication link in the marketing process, advertising is also a major stimulant to vigorous economic growth and stability. Consumers are better educated; they perceive advertising as part of their lives, and also part of the accepted mass communication system.

1.3 The advertising pyramid

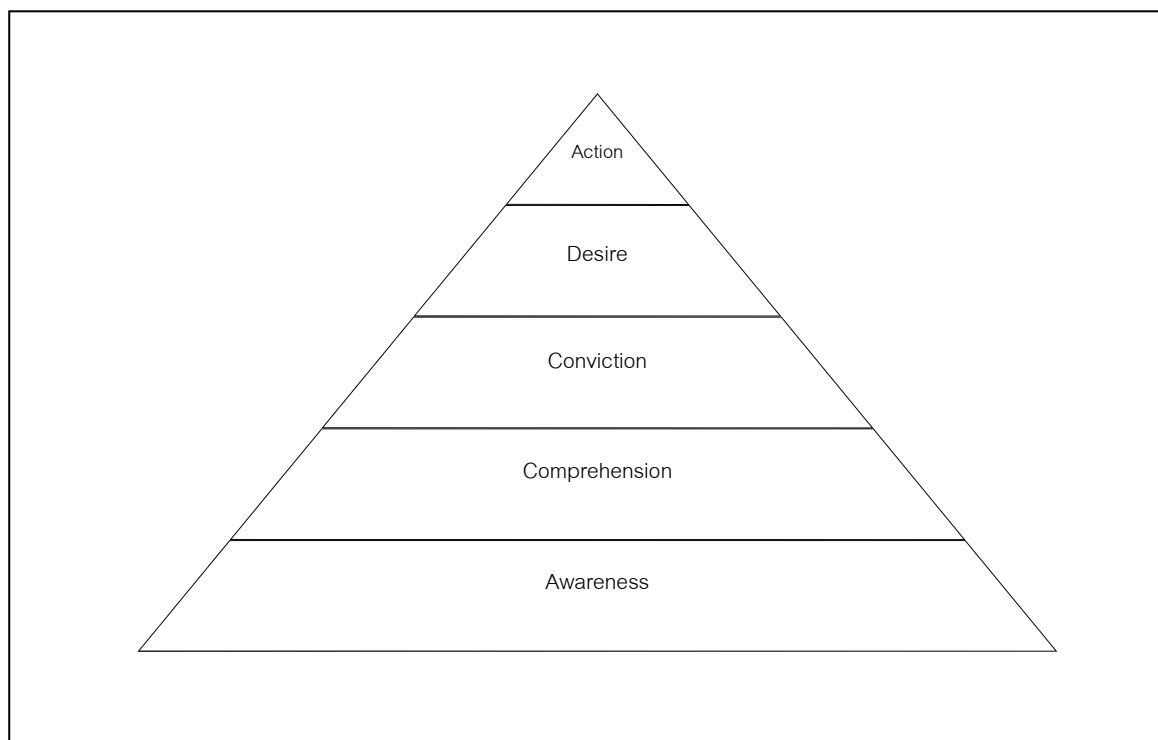


Figure 1 The advertising pyramid

Source: William F. Arens. (1996). Contemporary Advertising. p. 204.

The advertising pyramid examines how the advertising works and depicts the progression of effects advertising has on mass audiences, especially for new products (William. 1996 : 204).

As shown in Figure 1, the first advertising objective must be to create awareness in order to acquaint people with the company, product, or brand. The next task is to develop comprehension for communicating enough information so some percentage of the aware group recognizes the product's purpose, image or position, and perhaps some of its features. Next advertising needs to communicate enough information to develop conviction in order to persuade a certain number of people to believe in the product's value. Those who become convinced can be moved to desire the product. Finally, some percentage of those who desire the product will take action such as requesting additional information, visiting a store, or buying it. In short, if a company continues advertising, the number of people who become aware of the product increases. As more people comprehend the product, believe in it, and desire it, more take the final action of buying it.

In Collins; Schell; Ellickson; & McCaffrey (2003 : 1297-1306) 's study entitled, "Predictors of Beer Advertising Awareness among Eighth-Graders" showed that youths with greater exposure to alcohol advertisements in magazines, on television, and at sporting and music events were more aware of the advertising and more likely to remember the advertisements they had seen.

2. Magazine Advertisements

Advertising in the magazine's special interest may be as valuable as the articles.

For this reason, magazines have a long advertising life.

However, many elements of advertising in magazines can be grouped into 2 key elements that are copy and art. The copy is the written elements in an ad, including headlines, subheads, body copy, captions, and slogans. Art is the visual element in an ad, including layout, color, type, and illustrations. (William; John; & Sandra. 1989: 415)

2.1 The elements of magazine advertisements

A headline is the title of an ad. Commonly, it is set in large type to get the reader's attention and to communicate the creative concept to help people make sense of the message and the point of the ad. Philip (1981) estimated in his article entitled, "Which ad pulled best?" that only 20 percent of those who read the headline go on reading the body copy. A headline must select the right prospect, stop the reader, identify the product and brand, and start the sale by luring the readers into the body copy.

Subheads and captions also help lure the reader into the body copy. They are usually larger and set in a different type from the body copy. Subheads are sectional headlines and are also used as mass of "gray" type (tends to blur together) when one glances at it.). Captions are very useful in explaining what's happening in photos, since people often find such visuals confusing.

A slogan is used for memorability. Some slogans use rhyme, rhythm, alliteration (repetition of sounds), or parallel construction (repetition of the structure of sentences or phrase).

A body copy is the text of the ad which develops the sales message and provides support, states the proof, and gives the explanation. This is the persuasive heart of the message. The relationship between the headline and the body copy is important in arousing interest and stopping the reader's scanning.

Once art directors have chosen the images and typographic elements, they manipulate all of the visual elements on paper to produce a lay out. A layout is a drawing that shows where all the elements in the ad are positioned. It is a communication tool that translates the visual concept, and helps attract attention.

Color is used in advertising to attract attention because it has a psychological language that speaks to moods and symbolic meanings; for example, warm colors are bright and happy, pastels are soft and friendly, and earth tones are natural and no-nonsense.

Visual images often lead to more favorable attitudes toward both the advertisement and the brand. They also tend to be more easily remembered than body copy. It is said that visual images are more powerful than verbal descriptions. Thus far our discussion has focused on the information, or verbal, portion of the message. However, the nonverbal, visual elements of an ad are also very important. Many ads provide minimal amounts of information and rely on visual elements to communicate. Ads with pictures also tend to pull

more readers into the body copy; initial attention is more likely to turn to interest with a strong visual. Pictures are commonly used in advertising to convey information or reinforce message claims. As George (1998 : 185) discussed, the use of a visual that is inconsistent with the verbal content leads to more recall and greater processing of the information presented.

2.2 Types of advertising appeals

Advertising appeals are approaches to reaching consumers with ads. The seven major appeals are fear, humor, sex, music, rationality, emotions, and scarcity. The particular appeal should be based on the objective of the advertisement. However, the key responsibility of the advertisers is to make sure which appeal is the right choice for the brand and products. (Kenneth; & Donald. 2002: 306-326)

Fear appeal increases both the viewer's interest in an advertisement and the persuasiveness of that ad. Most advertisers use fear to sell a variety of products such as life insurance, cosmetic products. The goal of a fear ad is to be strong enough to get a viewer's attention and to influence viewers' thought.

Humor appeal is effective in both getting attention and keeping it. The success of humor as an advertising tactic is based on three things. Humor causes consumers to watch, laugh, and remember. Also, the humor appeal should be connected directly to the product's benefits.

Sexual appeal is one approach to build brand awareness. Normally, the attention is greater for opposite-sex situations than same-sex situations; for example, a male viewing a female in a sexually provocative advertisement pays more attention than a male viewing another male in a sexually provocative ad. The use of alcohol as a means of attracting the opposite sex was perceived to be a message in many of the advertisements like girls and boys dancing together were seen as a means of sexual arousal.

Music appeal helps capture the attention of listeners and is linked to emotions, memories, and other experiences. Music is an important ingredient in ads produced for television, radio, and even for the Internet.

Rational appeal provides the information needed to help make the decision. It can pause to read the verbal content such as in automobile ads usually displays information about warranties or other features.

Emotional appeal can capture a viewer's attention and help develop an attachment between consumers and brand. It is a key to develop brand loyalty. Visual cues in ads are important in emotional appeals such as models in the ads can convey emotions and attitudes through facial expressions.

Scarcity appeal urges consumers to buy a particular product because of a limitation. The limitation can limit the number of the products available for only a limited time. It is often used with other promotional tools.

2.3 The Creative pyramid

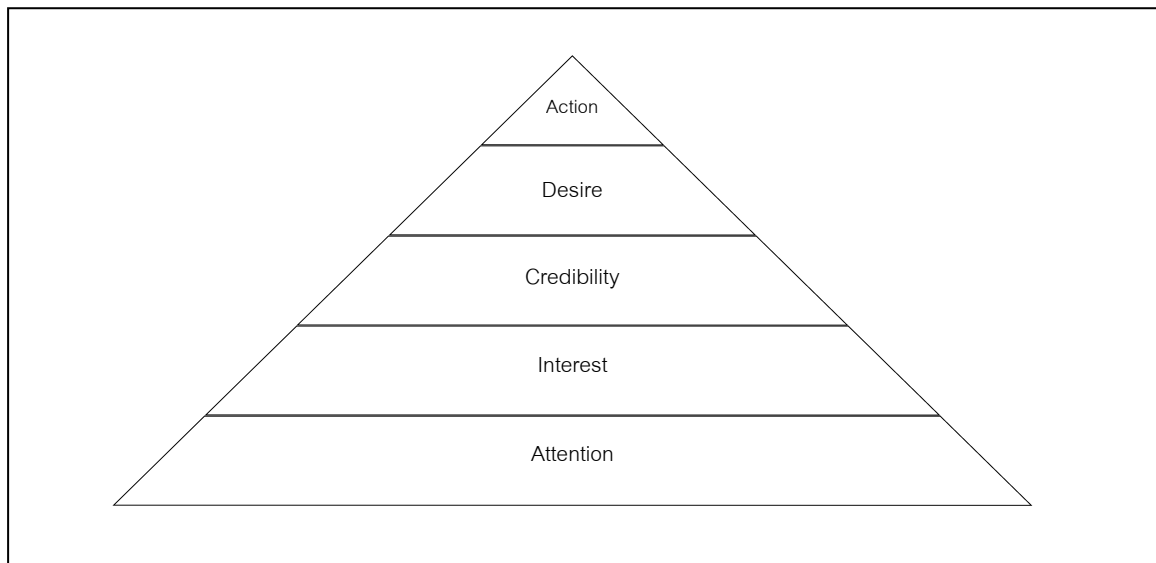


Figure 2 The creative pyramid

Source: William F. Arens. (1996). Contemporary Advertising. p. 265-269.

The purpose of advertising copy and design is to persuade or remind prospective customers to take some actions to satisfy a need or want (William. 1996 : 265-269). As shown in figure 2, the creative pyramid is a guide to formulate a copy and art. First, they need to be made aware of the problem or of the solution. To create awareness in the advertising pyramid, the creatives must get prospect's attention. It must break through consumers' physiological screens to create the kind of attention that leads to perception. Print ads often use the headline, dynamic visuals, and subhead as the major attention-getting device. Many other devices also help gain attention such as an unusual layout, vibrant color, or dominant ad size. The second step is to stimulate the prospect's interest in

the product. It carries the prospective customer to the body of the advertising. To maintain the audience's interest, the tone and language of body copy should be compatible with the target market's attitude. Also one way to do so is to relate to prospects' psychological screens by talking about their problems, their needs, and how the product answers them. The third step is to build credibility for the product. Well-known presenters may lend credibility to commercials. In the forth step, desire, the writer encourages prospects to picture themselves enjoying the benefits of the product or service. In the third and fourth steps, body copy is a major device to handle credibility and desire. The final step is to stimulate action such as placing dotted lines around coupons to suggest cutting, or highlighting the company's telephone numeber with a large type or a bright color. In this step, the action takes place with the logo and slogan.

3. Brand

Customers buy brands because they offer an extra value. They view a brand as an important part of the product and branding can add value to the product. So when a company creates strong brands, it attracts customer preference and builds a defensive wall against competition. Deepak (2004 : Online) defined, a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify goods or services of one seller or a group of sellers and to differentiate them from those of the competitor. Usually brands are registered (trademarked) with a regulatory authority and so cannot be used freely by other

parties. According to USA Today (1997 : 1A), it was found that teens say alcohol ads have a greater influence on their desire to drink in general than on their desire to purchase a particular brand of alcohol.

4. Consumers' Purchasing Decision Process

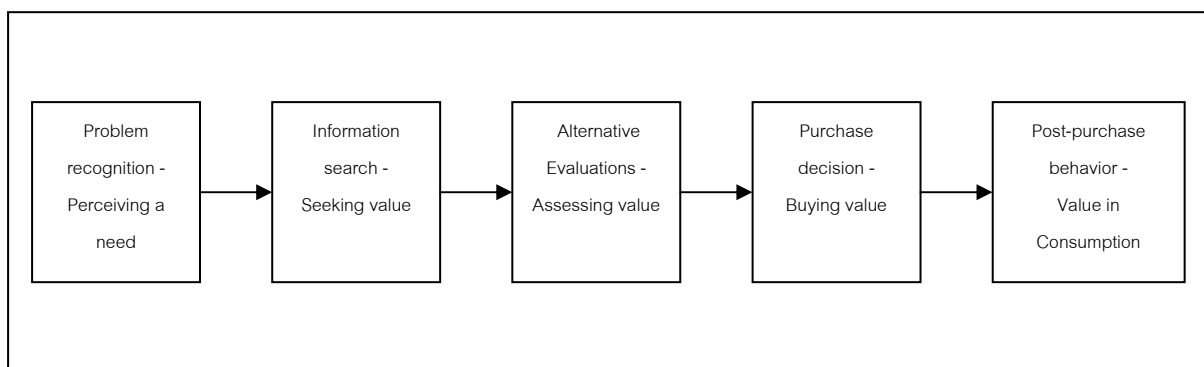


Figure 3 Consumers' Purchasing Decision Process

Source: Roger; Steven; & William. (2004). Marketing The Core. p. 101-102.

A purchase decision process is a stage that a buyer passes through in making choices about which product or services to purchase (Roger; Steven; & William. 2004: 100-102). It has five stages as shown in figure 3:

The first stage is problem recognition or perceiving a need. It means the consumers acknowledge the necessity of buying a certain product to fulfill their needs. Then, the consumers move to the second stage that is information search or seeking value. Marketing communication affects the consumers at the second step because the consumers receive

information about the product from the mass media through advertising. The third stage is an alternative evaluation or assessing value. The consumer will evaluate their alternatives after they collect the information enough. The forth stage is a purchase decision or buying value. In this stage, the consumers decide which product to purchase. The last one is post-purchase behavior or value in consumption or use. In this stage, the satisfaction or dissatisfaction with the product can lead to repeated purchasing the next time.

5. Previous Research

In Cindy Dring (2001)'s study entitled, "The Impact of Alcohol Advertising on Teenager in Ireland", the findings indicated that alcohol advertising is likely to have a greater impact among younger age groups and the 15-17 year old girls. The younger age group is particularly vulnerable, given that they perceive the advertising messages as saying that alcohol can bring them fun with friends, and become popular.

In Ratchanee Lertdechdecha (2004)'s study entitled, " A Study of the Influence of Visual Language Used in Telecom Advertising on Late Adolescents in Bangkok: A Case Study of Orange Telecommunication Network", it is revealed that visual advertising successfully attracted the attention of late adolescents. The most influential visual element was catchy words and the other powerful visual factors were colors, slogans, and presenters. These results implied that visual language and creative design could create an emotional connection between the audience and the product.

Similarly, Siriluk Junsri (2004) carried out a study entitled, "The Influences of Television Advertising on the Decision to Purchase Whitening Products of Thai Adolescents. Her study revealed that TV advertisements influenced the decision to purchase whitening products of Thai adolescents. The most important TV ad element was the brand, and other influential factors were presenters and advertising messages. As for adolescents, an attractive presenter and design of the advertisement can obviously grab their attention.

Accordingly, Federal Trade Commission (1999) studied in "A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers", it revealed that while many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role.

In short, consumers have several influential factors to motivate them to purchase the products. It depends on what kinds of product, and how much advertisement can lure their needs.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter described the procedures used in this study. It was divided into four main parts:

1. Subjects
2. Instruments
3. Samples and Sites
4. Procedures

1. Subjects

Wikipedia (2005 : Online) indicated that a youth is defined as being somewhere between aged 12 and aged 26. According to Longman Essential Activator, youth is the time when a person is young, especially the time between 15 and 25. Therefore, the subjects of this study consist of one hundred youth drinkers aged between 12-25 years old in Bangkok.

2. Instrument

2.1 Materials

The alcohol advertisements used in this study were ten ads found on Maxim, FHM, A Day, Cleo, GM, and Elle magazines during April 2004 – February 2006. There were Johnnie

Walker, Jack Daniel's, Ben More, Heineken, Singha, Asahi, Nite, Spy Wine Cooler, Bacardi Breezer, and Vodka Cruiser.

2.2 Questionnaires

The instrument employed in this study was two sets of questionnaires. One was in English that was designed for the interested readers, and then it was translated into Thai version for Thai youths in this survey. Thai questionnaires were given randomly to one hundred youths in Bangkok. The data gathered from questionnaires were divided into 3 parts. The first part was the personal data designed to examine who the target customers are. The second part was the information about attitudes and purchasing behavior. The third part was the information about the factors used in advertising towards purchasing intention. It was designed to examine the influential role of alcohol advertising under different factors, such as appealing of alcohol advertising, advertising messages, and brands, that can affect the responses of consumers to advertisements.

3. Samples and Sites

The questionnaires were distributed in five areas that youths mainly gathered.

1. Bangrak area: Silom road
2. Buengkum area: Kaset-nawamin road
3. Makasan area: UM RCA
4. Vathana nua area: Tonglor
5. Rachadapisak area: Fortune

4. Procedures

4.1 Data collection

The researcher selected 100 Thai youths randomly. All respondents were drinkers aged 15-25 years old. The researcher asked each respondent to fill in the questionnaire during March - April 2006.

4.2 Data analysis

The procedures of data analysis are as follows:

1. Ten ads of various alcohol brands were collected.
2. The questionnaires were distributed to the target subjects.
3. Data obtained were analyzed by using the statistics. All are presented by using the frequency and percentage in the form of tables and graphs.
4. The analysis results were discussed to find advertising factors which may have an influence on consumers' purchasing decision.
5. The study was summarized in detail with recommendations for further studies.

CHAPTER 4

FINDINGS

This chapter describes the data obtained from the questionnaires. The results of the study were sorted by using the frequency and percentage in the form of tables and a graph.

It was divided into seven main parts:

1. Characteristics of the subjects
2. Alcohol beliefs of the subjects
3. Purchasing behavior towards favorite brands of alcoholic beverages
4. Media consumption on magazines
5. The Influence of alcohol advertisements
6. The psychological responses toward the samples of alcohol advertisements
7. The levels of the important factors that affect the purchasing decision

1. Characteristics of the Subjects

In this part, the result of the study about the personal data was presented in the form of table and described by using the frequency and percentage as seen in Table 1.

One hundred youths were selected randomly to fill in the questionnaires. The result indicated that 35% of the respondents were female and 65% were male. Aged 15-20 years old were found the most (65%) while aged 21-25 years old were at 35%.

Table 1 Characteristics of the subjects

Item	Frequency	Percent
Sex		
Male	65	65 %
Female	35	35 %
Total	100	100 %
Age		
15-20 years old	65	65 %
21-25 years old	35	35 %
Total	100	100 %
Education		
Bachelor's degree level	54	54 %
Graduate level	27	27 %
High school / Diploma	19	19 %
Total	100	100 %
Occupation		
Student	62	62 %
Employee	27	27 %
Government official	5	5 %
Business owner / self- employed	3	3 %
Unemployed	3	3 %
Total	100	100 %
Income per month		
0 – 5,000 baht	30	30 %
5,001 – 10,000 baht	32	32 %
10,001 – 15,000 baht	14	14 %
More than 15,000 baht	24	24 %
Total	100	100 %

They were graduates with high school certificate or diploma (19%), in a bachelor's degree level (54%), and in a graduate level (27%). For their occupation, most respondents were students (62%). Twenty-seven percent were employees and five percent were government officials while self-employed were as equal as unemployed at 3%. In addition, thirty percent of the respondents had an income about 0 – 5,000 baht a month, 32% had 5,001 – 10,000 baht a month, only 14% had 10,001 – 15,000 baht a month, and 24% had an income per month more than 15,000 baht.

2. Alcohol Beliefs of the Subjects

This part describes two categories: reasons for drinking alcoholic beverages and alcohol beliefs of the subjects after drinking. As seen in Table 2, most respondents (53%) stated that they drank alcohol because they wanted to be sociable with friends while 13% of the respondents drank in order to get drunk. Nine percent said that they drank for relaxation, 8% indicated that they drank because most alcoholic beverages were sold in pubs and restaurants where they liked to go while 7% drank for reducing boredom. Obviously, the respondents who drank alcoholic beverages to get away from their worries were as equal as the respondents who drank for gaining confident (4%). However, the number of the respondents drank to please sales-girls was only 2%. About the alcohol beliefs, there were both positive and negative responses. For the positive responses, 26% of the respondents believed that alcoholic beverage made them relaxed while 22% felt happy after drinking.

About 12% said that alcoholic beverages made them feel confident. There were 10% who felt more energetic after drinking alcohol and only 9% felt that they were accepted by peers. However, 16% of the respondents had negative responses after drinking alcohol. They replied that alcohol made them feel hangover, had a headache and stomachache, loss memory, want to flight, and feel out of control.

Table 2 Alcohol beliefs of the subjects

Item	Frequency	Percent
Reasons to drink		
To be sociable with friends	53	53%
To get drunk	13	13 %
To relax	9	9 %
To go to pubs and restaurants	8	8 %
To reduce boredom	7	7 %
To feel confident	4	4 %
To forget worries	4	4 %
To please sales-girls	2	2 %
Total	100	100 %
Feeling after drinking alcoholic beverages		
Relaxed	26	26 %
Happy	22	22 %
Other – negative responses	16	16 %
Confident	12	12 %
More energetic	10	10 %
Accepted by peers	9	9 %
Sexy	5	5 %
Total	100	100 %

3. Purchasing Behavior towards Favorite Brands of Alcoholic Beverages

This part presents the respondents' purchasing behavior toward the favorite alcohol brands.

3.1 The favorite brands of the subjects

All respondents were asked about the favorite brands which were shown in Table 3.

Most respondents (48%) liked spirits. The favorite spirits brands were Johnnie Walker (17%), 100 Pipers (14%), Sangsom (14%), and only 3 % was for Ben More.

Table 3 The favorite brands of the subjects

Favorite brands	Frequency	Percent
Spirits	<u>48</u>	<u>48 %</u>
Johnnie Walker	17	17 %
100 Pipers	14	14 %
Sangsom	14	14%
Ben More	3	3 %
Beers	<u>39</u>	<u>39 %</u>
Singha	12	12 %
Heineken	11	11 %
Leo	10	10 %
Chang	4	4 %
Carlberg	2	2 %
Alcopops / Cocktail drinks	<u>13</u>	<u>13 %</u>
Bacardi Breezer	7	7 %
Spy Wine Cooler	4	4 %
Vodka Cruiser	2	2 %
Total	<u>100</u>	<u>100 %</u>

About 39% liked beers. Their favorite beers were Singha (12%), Heineken (11%), Leo (10%), Chang (4%), and Carlsberg (2%). However, only 13% liked alcopops. The favorite alcopops were Bacardi Breezer (7%), Spy Wine Cooler (4%), and Vodka Cruiser (2%).

3.2 Purchasing behavior and factors that affect the purchasing decision

All respondents' information were analyzed about their purchasing behavior and the factors used for purchasing decision as seen in Table 4.

Table 4 Purchasing behavior and factors that affect purchasing decision

Item	Frequency	Percent
Purchasing Behavior		
Just on special occasion	53	53 %
2-4 times a month	22	22%
2-4 times a week	17	17 %
More than 4 times a week	6	6 %
Daily / Everyday	2	2 %
Total	100	100 %
Factors toward purchasing decision		
Taste	31	31 %
Brand name	22	22 %
Attractive advertising	17	17 %
Reasonable price	16	16 %
Friends	6	6 %
Promotion	5	5 %
Sales-girls	3	3 %
Total	100	100 %

As seen in Table 4, most respondents (53%) bought alcoholic beverages just on special occasions. Twenty-two percent of them bought alcohol 2-4 times a month. In addition, there were 17% who bought alcohol 2-4 times a week while 6% indicated that they bought alcohol more than 4 times a week. However, only a few respondents (2%) bought alcohol everyday.

There were several factors affecting their purchasing decision. The results of the study showed that taste of the alcoholic beverages was the most influential factor. Thirty-one percent of them chose taste first while 22% chose brand names, followed by attractive advertising (17%), and reasonable price (16%). However, there were three less influential factors which were friends (6%), followed by promotion (5%), and sales-girls (3%).

4. Media Consumption on Magazines

This part presents the media consumption on magazines as seen in Table 5. All respondents' answered were examined focusing on the frequency of reading magazines and the perception of alcohol ads seen within 6 months.

According to Table 5, the result of the study pointed out that most respondents read magazines occasionally (43%), and followed by often (40%). Only 5% read magazines hardly. In addition, most respondents (95%) had remembered of alcohol ads within 6 months while 5% of them were female who had not seen alcohol ads in magazines.

Table 5 Media consumption on magazines

Item	Frequency	Percent
Frequency of reading magazines		
Occasionally	43	43 %
Often	40	40 %
Hardly	17	17 %
Total	100	100 %
Perception of alcohol ads		
Yes	95	95 %
No	5	5 %
Total	100	100 %

5. Influence of Alcohol Advertisements

This part presents two categories. There are the awareness of alcohol advertisements and the influence of alcohol advertisements.

5.1 Awareness of alcohol advertisements

In this section, all respondents' replied were examined to reflect the alcoholic ads seen in magazines. It was presented in Table 6. From the table, the brands recalled can be divided into three types. The first type was beers. Eight brands recalled were Heineken, Singha, Chang, Asahi, Carlberg, Cheer, Leo, and Blue ice. The second type was spirits consisting of five brands recalled: Johnnie Walker, Ben More, 100 Pipers, Regency, Jack Daniel's and Blue eagle. The last type was alcopops or cocktail drinks consisting of two brands recalled: Bacardi Breezer and Spy Wine Cooler.

Table 6 Awareness of alcohol ads

Item	Frequency	Percentage
Heineken	41	41 %
Singha	15	15 %
Chang	6	6 %
Asahi	4	4 %
Carlberg	2	2 %
Cheer	1	1 %
Leo	1	1 %
Blue Ice	1	1%
Johnnie Walker	13	13 %
Ben More	5	5 %
100 Pipers	2	2 %
Regency	1	1 %
Jack Daniel's	1	1 %
Blue Eagle	1	1 %
Bacardi Breezer	3	3 %
Spy Wine Cooler	3	3 %

According to Table 6, Heineken was the most mentioned in the beer industry (43%), followed by Singha (15%), Chang (6%), and Asahi (4%) respectively. Obviously, Carlberg (2%), Cheer (1%), Leo (1%), and Blue Ice (1%) were less recalled. For the spirits industry, Johnnie Walker was the most popular(13%), followed by Ben More (5%), and 100 Pipers (2%). Anyway, Regency, Jack Daniel's, and Blue Eagle were equally the least mentioned at only 1%. In the cocktail drinks industry, both Bacardi Breezer and Spy Wine Cooler were equally mentioned at 3%.

5.2 Influence of alcohol advertisements

This section presents the factors that made the subjects remember the ads easily.

All respondents' information was examined based on the elements that made them recall ads. It also examined the influence of alcohol ads toward their purchasing decision.

Table 7 The influence of alcohol advertisements

Item	Frequency	Percent
Elements recalled		
Brand name	52	52 %
Images	20	20 %
Concept of ads	13	13 %
Slogans	11	11 %
Presenters in ads	3	3 %
Advertising messages	1	1 %
Design of ads / Layout	0	0 %
Total	100	100 %
Alcohol ads that affect toward buying decision		
Yes	53	53 %
No	33	33 %
No idea	14	14 %
Total	100	100 %

As seen in Table 7, the most influential factors that made them recognize alcohol ads were brand name (52%), followed by images (20%), concept of ads (13%) and slogans (11%). Three percent of them replied that presenters in ads were also important while 1%

said that advertising messages made them remember products easily. Obviously, the design of ads or layout was not important for product recognition. In addition, 53% of the respondents admitted that alcohol ads in magazines had an influence on their purchasing decision while 33% of them said that other factors, such as taste or price, was more influential than alcohol ads in magazines.

6. The Psychological Responses toward the Samples of Alcohol Advertisements

This part aimed to examine the psychological responses toward alcohol ads. All respondents were asked carefully to consider ten samples of alcohol ads from magazines, and then they were asked to choose only one which appealed to them the most.

Table 8 The psychological responses towards the samples of alcohol advertisements

Item	Frequency	Percent
Favorite alcohol ads of the subjects		
Heineken	31	31 %
Johnnie Walker	20	20 %
Asahi	12	12 %
Bacardi Breezer	12	12 %
Singha	11	11 %
Ben More	9	9 %
Jack Daniel's	2	2 %
Vodka Cruiser	2	2 %
Spy Wine Cooler	1	1 %
Nite	0	0 %
Total	100	100 %

Table 8 (Continued)

Item	Frequency	Percent
Reason		
Like images	44	44 %
Good concepts	26	26 %
Like both concepts and images.	18	18 %
Like a brand name	12	12 %
Total	100	100 %
Attractive factors		
Images	30	30 %
Brand name	19	19 %
Concept of ads	15	15 %
Slogan	14	14 %
Presenters in ads	14	14 %
Advertising messages	4	4 %
Design of ads / Layout	4	4 %
Total	100	100 %
Responds toward alcohol ads		
Try it	41	41 %
Buy it	40	40 %
Other	19	19 %
Total	100	100 %

According to Table 8, most respondents (31%) preferred Heineken ad, followed by Johnnie Walker ad (20%), Asahi ad (12%), Bacardi Breezer ad (12%), and Singha ad (11%). Nine percent of them liked Ben More ad while 2% liked Jack Daniel's ad and Vodka Cruiser ad. Obviously, only 1% liked Spy Wine Cooler ad and nobody chose Nite ad.

For their selection reasons, nearly half of the respondents (44%) chose their favorite sample ads because of images while about one-quarter (24%) liked good concepts. In addition, there were 18% who liked both images and concepts. Only 12% said that they chose it because of the reputation of the brand.

For the attractive factors, most respondents (30%) replied that images attracted their attention the most. Nineteen percent of them preferred brand name, followed by concept of ads (15%), Slogans (14%), and presenters in ads (14%). There were respondents who liked advertising messages and design of ads equally (4%).

However, for their responses, nearly half of the respondents (41%) replied that they wanted to try it before purchasing which was similar to the number of respondents (40%) who wanted to purchase it after viewing alcohol ads while only 19% did not have any actions.

7. The Levels of the Important Factors that Affect the Purchasing Decision

This part describes the level of the important factors in alcohol ads that affected their purchasing decision. All respondents were asked carefully to rate the following factors: slogans, presenters in ads, brand name, advertising messages, concept of ads, images, and layouts. Five levels to rate in each factor which was extremely important, very important, fairly important, less important, and least important. The result of the study was presented both in the form of table and graph as seen in Figure 4.

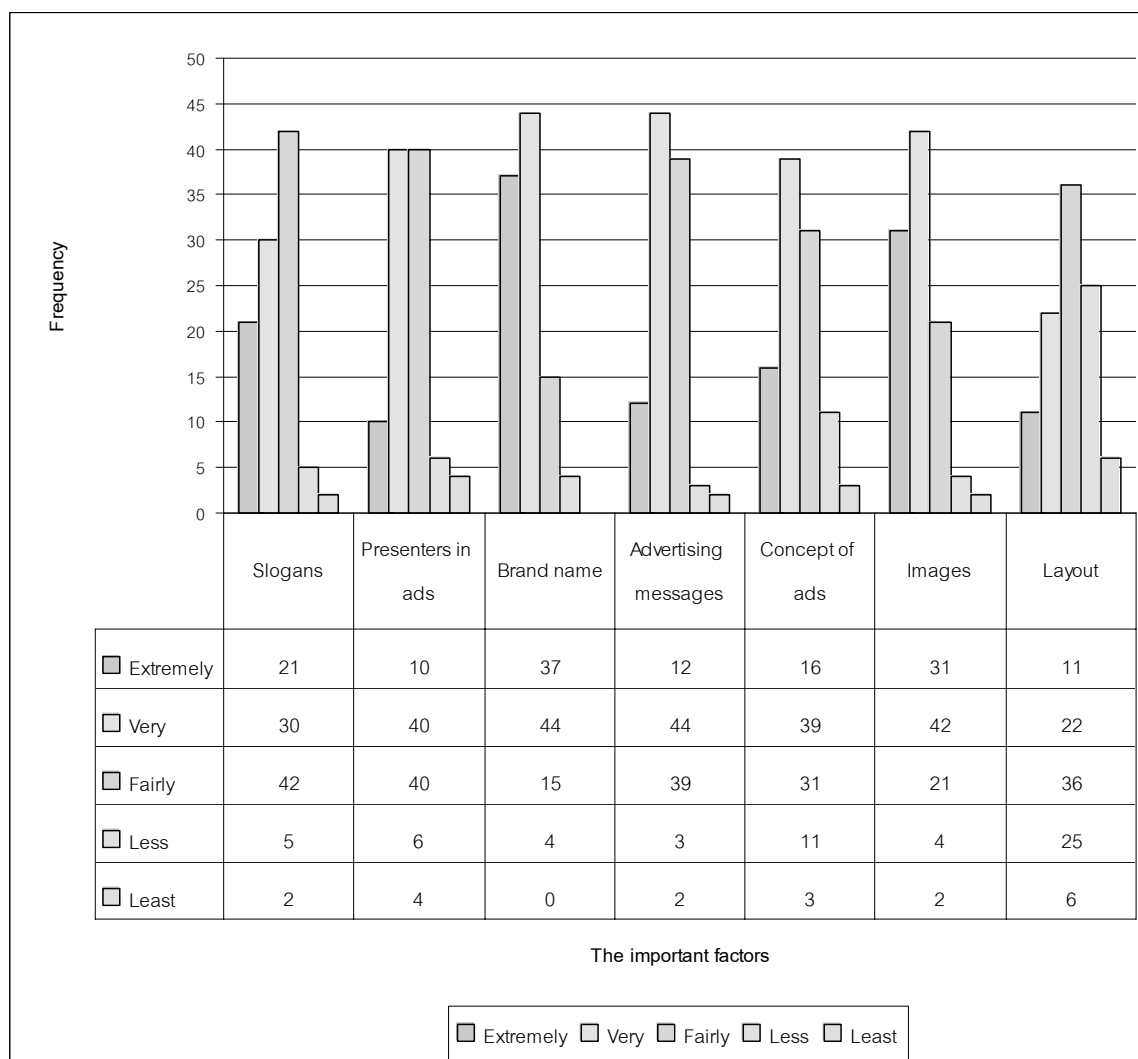


Figure 4 The levels of the factors that affect the purchasing decision

According to Figure 4, for the first factor, slogan, most respondents (42%) thought that slogan was fairly important. Similarly, 30% of them thought that it was very important. For the presenters in ads, 40% indicated that this factor was as important as fairly important. For the brand name, the level of brand name was very important (44%), and extremely important (37%). Obviously, nobody thought brand name is the least important. About

advertising messages, nearly half of the respondents (44%) indicated that it was very important, followed by fairly important (39%). When considering the concept of ads, 39% thought it was very important, and 31% thought it was fairly important. However, 42% of the respondents thought images were very important and 31% thought they were extremely important. For the lay out, most respondents (36%) thought they were fairly important and 25% thought they were less important.

In short, most respondents thought brand name was extremely important (37%), followed by images (31%). The factors, which were very important, were also brand name (44%), advertising messages (44%), and images (42%) respectively. The factors which most respondent thought fairly important were slogan (42%) and presenter in ads (40%). However, about 25% thought the layout was less important while 6% thought it was the least important when comparing with other factors.

CHAPTER 5

CONCLUSION

This chapter begins with a whole summary of the study, and then presents a discussion of the findings as well as recommendations for further studies.

Summary and Conclusions

Presently, many people have the media consumption increasingly when comparing to those in the past. Although the government is trying to minimize advertising of alcohol in order to reduce problems of consuming, advertisers try to promote their products by creating and using different techniques to convince, promote, and encourage consumers to buy alcoholic beverage. Alcoholic beverages are legal products as other products but the lack of alcoholic control will lead to exceeding consumption. Advertising of alcohol frequently not only build a wrong value judgment of admitting drinking alcohol in the society, but it also makes other impacts inevitably. Therefore, this study was undertaken to investigate the influence of alcohol advertising in magazines towards purchasing decision of youths in Bangkok in order to find out which elements of alcohol ads catch youths' attention, and motivate them to purchase products. The subjects were one hundred youths who were selected randomly to fill in the questionnaires. The findings revealed that alcohol advertising on magazines had an effect on the consumer's purchasing decision. Mostly,

alcohol ads made the subjects desire to consume the products or even took an action by purchasing them. The factors used to catch youths' attention the most and persuade them to purchase products were images and brand name. The powerful images made the subjects pay attention in alcohol ads while the reputation of brand name made them believe in its quality. Apart from images and brand name, the concept and the advertising messages were also important. The concept made them recall the products. Finally, the advertising messages made them desire to consume the products. For the appeal of alcohol ads, sex was identified as the most popular in alcohol advertisements for the youth. The study revealed that most subjects preferred Heineken ad the most. The appeal of Heineken ad (see Figure 8) communicated in the sexual sense to the youth such as the word "Size does matter".

Discussion of the Findings

Based on the result of the study, the findings revealed as follows:

1. Youths and media consumption

The findings pointed out that over half of the subjects were undergraduate students who are underage drinkers from aged 15-20 years old, and had income about 5,001-10,000 baht a month. According to Thai law, alcoholic beverages are not to be sold to youths under 18. The finding clearly implied the consumption problem of youths which may be related to other impacts such as violence, accident, or even health problems. Nevertheless,

after examining the media consumption of the youths, the result indicated that most respondents, who read magazines both often and occasionally, had remembered alcohol ads as well. This was similar to what Collins; Schell, Ellickson; & McCaffrey (2003 : 1297-1306) discussed in their research report that youths with greater exposure to alcohol advertisements in magazines, on television, and at sport and music events were more aware of the advertising and more likely to remember the advertisements they had seen.

2. Youths and alcohol belief

The finding revealed that most youths believed that drinking alcohol made them relaxed and happy as well as feeling socialized with friends. It implied that the use of alcohol was a means to social success that they had perceived in the alcohol advertisements. This was similar to what Dring (2001: 7) stated that the younger age group, particularly vulnerable, perceive the advertising messages saying that alcohol can bring them fun, make friends and become more popular than those who don't drink.

This findings also implied that the youths had more positive beliefs concerning their feeling of being sociable than those with the negative beliefs. This is because most youths perceive the messages from alcohol advertising whose advertisers try to ignore the negative consequences of alcohol consumption. Similar to Ressel;& Ronald (1993 : 28) who maintained that consumers who are better educated, perceive advertising as part of their lives, and also part of the accepted mass communication system.

3. Youths and purchasing behavior

Based on the result of the study, Johnnie walker, followed by 100 Pipers, Sangsom, Singha, Heineken and Leo were the brand loyalties of the youth. Over half of them bought alcoholic beverages just on special occasion while some of them bought 2-4 times per month. The factors related to their purchasing decision were taste, brand name, attractive advertising, and reasonable price. This finding clearly indicated that besides taste, brand name and reasonable price, alcohol advertising had a significant influence on youths' decisions to drink in the third stage of consumers' purchasing decision process. According to the consumers' purchasing decision theory, the youth perceived a need, sought information, evaluated, took an action, and had a brand loyalty if they found the value in their consumption. This was similar to Federal Trade Commission (1999 : 4) describing that many factors may influence an underage person's drinking decisions, including other things: parents, peers and the medias. There is a reason to believe that advertising also plays a role toward their behaviors.

4. Influence of alcohol advertising

The influence of alcohol advertising was examined with the application of theory of advertising pyramid (William. 1996 : 204). The youths were asked to recall the alcohol advertising to explore their awareness in the first stage. The finding indicated that Heineken was the brand among alcoholic beverages in the marketplace that they remembered frequently. It is said that Heineken was successful in making the awareness. The elements

recalled were the brand name and the image which had an influence towards purchasing decision. This was similar to the theory of the creative pyramid (William. 1996 : 265-269). It implied that images made the youth stop to read with interest in ads while the brand name made the youth convinced in the products.

In addition, when checking the psychological responses toward the samples of alcohol advertisements in order to examine the desire and action, the finding indicated that Heineken and Johnnie Walker advertisements were the most frequently mentioned among the alcohol advertisements. This finding implied that their favorite brand and their responses toward the samples of alcohol ads were somewhat different. Some of them want to switch brands as the group who want to try it before switching brands. Furthermore, the finding also reported that they preferred these ads because of the images which made them want to try it more than buying it only 1%. It was implied that the youths to date developed their beliefs and expectations about alcohol used before they try it. This finding was similar to USA Today (1997 : 1A) in that teens say alcohol ads have a greater influence on their desire to drink in general than on their desire to purchase a particular brand of alcohol. In other words, the samples of alcohol ads can make the youth desire products and take action. However, an attractive advertising is one of many factors that made the youths drink. The elements toward purchasing decision of the youths were also taste and reasonable prices as mentioned above. In other words, alcohol advertising had an indirect effect

persuading them to desire or take action. After that the youth learned and sought the value in consumption as well.

5. The extremely important factors of alcohol ads toward the purchasing decision

The finding indicated that the extremely important factors on magazines were brand name and images. According to the theory of the creative pyramid (William. 1996 : 265-269), visual images often lead to more favorable attitudes toward both the advertisement and the brand. They also tend to be more easily remembered. It is said that visual images were more powerful than verbal descriptions. This finding was also similar to what George's (1998 : 185) discussion that the use of a visual leading to more recall and greater processing of the information presented. Similarly to Ratchanee's (2004) discussion that visual advertising successfully attracted the attention of late adolescents. Her study implied that visual language and creative design could create an emotional connection between the audience and the product. For brands, the youths buy brands because they offer an extra value. They view a brand as an important part of the product and branding can add value and credibility to the product. This was similar to Siriluk (2004) whose study revealed that the most important TV ad element was the brand which can obviously grab their attention.

In summary, understanding consumers' attitudes, behaviors, the influence of advertising, and the elements used were important to create awareness of alcohol ads. Therefore, youths should consider the technique used that may mislead them before making a purchasing decision.

Recommendations for further studies

1. This study was based on only ads in magazines so a further study should be carried out in other media such as television advertisements, billboard, sport sponsorship, banner ads, newspaper ads, and cinema ads.

2. Based on the study, one of the influential factors used in alcohol ads was brand name so the researcher suggests that a further study should be focused on the influential brands for family; for example, Singha brand uses the same logo for alcoholic beverages and drinking water. It is obvious that Thai government does not allow the alcoholic beverage industries to advertise alcohol during 5.00 a.m. – 10.00 p.m. while other products can, so the logo for drinking water can be advertised all the time. Therefore, the influence of brands for family towards brand awareness or alcohol consumption of consumers should be also analyzed.

BIBLIOGRAPHY

BIBLIOGRAPHY

- A., Wyllie.; J.F., Zhang.; & S., Casswell. (1998). *Responses to televised alcohol advertisements associated with drinking behavior of 10-17 year-olds. Addiction*, 93(3): 361-371.
- Arens, William F. (1996). *Contemporary Advertising*. 6th ed. USA : McGraw-Hill. pp. 6, 204, 265-269.
- Belch, George E.; & Michael A. Belch. (1998). *Anvertising and Promotion: An Intergrated Marketing Communications Perspective*. New York: The McGraw Hill companies.
- Bureau of Alcohol, Tobacco and Firearms. (1988). *Executive Summary of Findings of Research Study of the Public Opinion Concerning Warning Labels on Containers of Alcoholic Beverages*. p. 14.
- Burton, Philip Ward. (1981). *Which Ad Pulled Best?* Chicago: Crain.
- Clow, Kenneath E.; & Baack, Donal. (2002). *Integrated Advertising, Promotion, & Marketing Communications*. New Jersey : Prentice Hall. pp. 306-326.
- Collins, R.L.; Schell, T.; Ellickson, P.L.; & McCaffrey, D. (2003). *Predictors of beer advertising awareness among eighth graders. Addiction* 98. pp. 1297-1306.
- Dring, Cindy, M.A. (2001). *The impact of Alcohol Advertising on Teenager in Ireland*. p. 7.
- Federal Trade Commission. (1999) *Self-Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers*. Washington, DC. p. 4.

Goddard, Angela (2002). *The Language of Advertising*. 2nd ed. London : Routledge. p. 8.

Hills, Jonathan. (2005, April 5). *CSR Asia Weekly*. 1(14): 13. Available: <http://www.csr-asia.com/index.php?linksid=6> Retrieved February 2, 2006.

Horovitz, B.; & Wells M. (1997, January 31). Ads for adult vices big hit with teens. *USA Today*. p. 1A.

Kanaujia, Deepak . (2004). *How to Build a Powerful Brand?* Available : <http://www.indiaonline.com/bisc/ari/brbu.html>. Retrieved : February 15, 2006.

Kerin, Roger A.; Hartley, Steven W.; & Rudelius, William. (2004). *Marketing The Core*. International ed. New York: McGraw-Hill. pp. 100-102.

M. J., Waterson. (1989). *An analysis of the evidence relating to two major aspects of the debate: International Journal of Advertising*. 8(2): 111.

Nasr, Kelly. (n.d.). (Online). Available: <http://www.compucanada.net/htmls/advertising/ao.html>. Retrieved February 15, 2006.

Ratchanee Lertdechdech. (2004). *A Study of the Influence of Visual Language Used in Telecom Advertising on Late Adolescents in Bangkok: A Case Study of Orange Telecommunication Network*. Master's project (Business English for International Communication). Bangkok: Graduate School. Srinakharinwirot University. Photocopied.

Ressel, J. Thomas.; & Ronald, W. Lane. (1993). *Kleppner's Advertising Procedure*. 12th ed. Englewood : Prentice Hall. p. 28

- Siriluk Junsri. (2004). *A Study of the Influences of Television Advertising on the Decision to Purchase Whitening Products of Thai Adolescents*. Master's project (Business English for International Communication). Bangkok: Graduate School. Srinakharinwirot University. Photocopied.
- The Ministry of Public Health. (2001). *Thailand Health Profile 1999-2000*. pp. 155.
Available: http://www.moph.go.th/ops/thealth_44/index_eng.htm. Retrieved February 2, 2006.
- V.C., Strasburger. (1995). *Adolescents and the Media*. Thousand Oaks, California: Sage Publications.
- Wikipedia. (2005). (Online). Available: <http://www.answers.com/topic/youth>. Retrieved February 19, 2006.
- Wells, William.; Burnett, John.; & Moriarty, Sandra. (1989). *Advertising Principle & Practice*. 4th ed. New Jersey : Prentice-Hall International. p. 415.
- Wells, William.; Burnett, John.; & Moriarty, Sandra. (2003). *Advertising Principle & Practice*. 6th ed. New Jersey : Prentice-Hall International. p. 15.

APPENDICES

APPENDIX A
QUESTIONNAIRE

Questionnaire on Alcohol Advertising

This questionnaire is designed to explore the influence of alcohol advertising toward purchasing decision of youth in Bangkok Metropolitan Area. Please mark only one ☒ in the box of each question of your choice.

Part 1: Personal Data

1. Sex:

- ☐ Female
- ☐ Male

2. Age:

- ☐ 15– 20 years old
- ☐ 20 – 25 years old

3. Education:

- ☐ High school / Diploma
- ☐ Bachelor's degree level
- ☐ Graduate level

4. Occupation:

- ☐ Student
- ☐ Government official
- ☐ Employees
- ☐ Business owner / Self-employed
- ☐ Others

5. Income per month

- ☐ 0 – 5,000 Baht
- ☐ 5,001 – 10,000 Baht
- ☐ 10,001 – 15,000 baht
- ☐ More than 15,000 Baht

Part 2: Attitudes and purchasing behavior

6. What is the main reason for drinking alcoholic beverages?

- | | |
|--|--|
| ☐ To reduce boredom | ☐ To relax |
| ☐ To feel confident | ☐ To forget worries |
| ☐ To get drunk | ☐ To be sociable with friends |
| ☐ To please sales-girls | ☐ To go to pubs and restaurants |
| ☐ Others..... | |

7. What is your feeling after drinking alcohol?

- | | |
|--|--|
| ☐ Happy | ☐ Relaxed |
| ☐ More confident | ☐ Sexy |
| ☐ More energetic | ☐ Being accepted by peers |
| ☐ Please-specify..... | |

8. What type of alcohol do you usually drink? Please specify your favorite brand.

- | |
|--|
| ☐ Beers _____ |
| ☐ Alcopops / Cocktail drink _____ |
| ☐ Spirits including brandy, whisky, rum, vodka_____ |

9. How often do you purchase alcoholic beverages?

- | | |
|---|---|
| ☐ Daily / Every day | ☐ 2-4 times a month |
| ☐ 2-4 times a week | ☐ 4 or more times a week |
| ☐ Just on special occasionally | ☐ Others..... |

10. What is your main factor to purchase alcoholic beverages?

- | | |
|--------------------------------------|---|
| ☐ Brand name | ☐ Promotion / Event |
| ☐ Sales-girls | ☐ Reasonable price |
| ☐ Taste | ☐ Attractive advertising |
| ☐ Friends | ☐ Others |

Part 3: The advertising factors toward purchasing decision.

11. How often do you read magazines?

☐ Often

☐ Occasionally

☐ Hardly

12. Have you ever seen alcohol advertisements in magazines within 6 months?

☐ Yes

☐ No

13. Did you remember which alcoholic beverages were usually advertised in magazines?

.....

14. Which of the following make you remember the particular alcoholic beverages?

☐ Slogan

☐ Presenters in ads

☐ Brand name

☐ Advertising messages

☐ Concept of ads

☐ Images

☐ Design of ads / Layout

☐ Other-specify.....

15. Do alcohol ads in magazine influence your purchasing decision?

☐ Yes

☐ No

☐ No idea

Please viewing the examples of alcohol ads and then answering the questions no. 16-20

16. Which one appeals to you the most?

☐ Johnnie walker

☐ Jack Daniel's

☐ Ben more

☐ Heineken

☐ Singha Beer

☐ Asahi beer

☐ Spy Wine Cooler

☐ Nite

☐ Bacardi Breezer

☐ Vodka Cruiser

17. Why do you like that ad the most?

.....

18. Which element attracts your attention the most?

- | | |
|---|---|
| ☐ Slogan | ☐ Presenters in ads |
| ☐ Brand name | ☐ Advertising messages |
| ☐ Concept of ads | ☐ Images |
| ☐ Design of ads / Layout | |

Please specify your reason (s).....

19. What is your response toward your favorite advertisement?

- | | |
|--------------------------------------|---------------------------------|
| ☐ Buy it | ☐ Try it |
| ☐ Others..... | |

20. Please indicate the important factors in advertising that affect your purchasing decision:

Factors that affect your purchasing decision	The level of importance				
	Extremely	Very	Fairly	Less	Least
Slogan					
Presenters in ads					
Brand name					
Advertising messages					
Concept of ads					
Images					
Design of ads / Layout					

แบบสอบถามความคิดเห็นเกี่ยวกับการโฆษณาเครื่องดื่มผสมแอลกอฮอล์

แบบสอบถามนี้ จัดทำขึ้นเพื่อสำรวจอิทธิพลของโฆษณาเครื่องดื่มผสมแอลกอฮอล์ ที่มีผลต่อการตัดสินใจซื้อ ของวัยรุ่นหนุ่มสาว ในเขตกรุงเทพมหานคร โปรดทำเครื่องหมาย ☒ ในช่องสี่เหลี่ยมหน้าข้อที่ตรงความเป็นจริงที่สุดเพียงข้อเดียว

ส่วนที่ 1 ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

1. เพศ:

- ☐ หญิง
☐ ชาย

2. อายุ:

- ☐ 15– 20 ปี
☐ 21 – 25 ปี

3. การศึกษา:

- ☐ มัธยมศึกษา / ปวช. / ปวส. หรือเทียบเท่า
☐ปริญญาตรี
☐ปริญญาโท

4. อาชีพ:

- ☐ นักศึกษา
☐ ข้าราชการ
☐ ประกอบธุรกิจส่วนตัว
☐ พนักงานบริษัท
☐ อื่น ๆ ระบุ

5. รายได้ต่อเดือน:

- ☐ 0 – 5,000 บาท
☐ 5,001 – 10,000 บาท
☐ 10,001 – 15,000 บาท
☐ มากกว่า 15,000 บาท

ส่วนที่ 2 ข้อมูลเกี่ยวกับทัศนคติและพฤติกรรมการใช้

6. อะไรคือเหตุผลสำคัญที่ดื่มเครื่องดื่มผสมแอลกอฮอล์

- | | |
|--|--|
| ☐ เพื่อลดความรู้สึกเบื่อ | ☐ เพื่อผ่อนคลาย |
| ☐ เพื่อเพิ่มความมั่นใจ | ☐ เพื่อลืมความกังวล / ปัญหาต่าง ๆ |
| ☐ เพื่อให้เมา | ☐ เพื่อสังคมกับเพื่อน |
| ☐ เด็กเชียร์เชียร์เชียร์ให้ดื่ม | ☐ ชอบไปผับและภัตตาคาร |
| ☐ อื่น ๆ ระบุ | |

7. คุณเกิดความรู้สึกอย่างไรหลังจากดื่มเครื่องดื่มผสมแอลกอฮอล์

- | | |
|--|---|
| ☐ มีความสุข | ☐ ผ่อนคลาย |
| ☐ มั่นใจมากขึ้น | ☐ เช็กซี |
| ☐ มีพลังงานมากขึ้น | ☐ ได้รับการยอมรับจากเพื่อน |
| ☐ อื่น ๆ ระบุ | |

8. โดยปกติแล้ว คุณดื่มเครื่องดื่มผสมแอลกอฮอล์ประเภทไหน โปรดระบุยี่ห้อที่ชอบมากที่สุด

- ☐ เบียร์ _____
- ☐ ค็อกเทล _____
- ☐ เหล้า รวมทั้ง บรันดี, วิสกี้, รัม และ วอดก้า _____

9. คุณซื้อเครื่องดื่มผสมแอลกอฮอล์บ่อยแค่ไหน

- | | |
|--|---|
| ☐ ทุกวัน | ☐ 2-4 ครั้งต่อเดือน |
| ☐ 2-4 ครั้งต่ออาทิตย์ | ☐ 4 หรือมากกว่า ต่ออาทิตย์ |
| ☐ เฉพาะโอกาสพิเศษ | ☐ อื่น ๆ ระบุ |

10. ปัจจัยสำคัญข้อใดที่ทำให้ตัดสินใจซื้อเครื่องดื่มผสมแอลกอฮอล์

- | | |
|---------------------------------------|---|
| ☐ ยี่ห้อ | ☐ โปรโมชั่น เช่น การออกบูท |
| ☐ ฟรีตี้เกิร์ล | ☐ ราคา |
| ☐ รสชาติ | ☐ โฆษณาที่ดึงดูดใจ |
| ☐ เพื่อน | ☐ อื่น ๆ ระบุ |

ส่วนที่ 3 ปัจจัยด้านโฆษณาที่มีผลต่อการตัดสินใจซื้อ

11. คุณอ่านนิตยสารบ่อยหรือไม่

☐ บ่อย

☐ บางครั้ง

☐ แทบจะไม่อ่าน

12. คุณเคยเห็นโฆษณาเครื่องดื่มผสมแอลกอฮอล์ในนิตยสารภายใน 6 เดือนที่ผ่านมา บ้างหรือไม่

☐ เคย

☐ ไม่เคย

13. โฆษณาเครื่องดื่มผสมแอลกอฮอล์ี่หือใดที่คุณจำได้ว่าลงโฆษณาในนิตยสารบ่อย ๆ

.....

14. ข้อใดดังต่อไปนี้ที่ทำให้คุณจำโฆษณาเครื่องดื่มผสมแอลกอฮอล์ได้

☐ สโลแกน

☐ ฟรีเซ็นเตอร์ในโฆษณา

☐ ยี่ห้อ

☐ ข้อความโฆษณา

☐ เนื้อหาของโฆษณา

☐ ภาพโฆษณา

☐ การจัดรูปแบบ

☐ อื่น ๆ ระบุ

15. โฆษณาเครื่องดื่มมีในนิตยสารมีอิทธิพลต่อการตัดสินใจซื้อของคุณหรือไม่

☐ มี

☐ ไม่มี

☐ ไม่รู้

คำชี้แจง: โปรดพิจารณาตัวอย่างโฆษณาเครื่องดื่มผสมแอลกอฮอล์จากนิตยสาร เพื่อใช้ตอบคำถาม
ตั้งแต่ข้อ 16-20

16. โฆษณาใดที่คุณชอบมากที่สุด

☐ จอห์นนี่ วอกเกอร์

☐ แจ็กแดเนี่ยล

☐ เบ็นมอร์

☐ ไฮเนเก้น

☐ เปียร์สิงห์

☐ เปียร์อาซาฮี

☐ สปาย ไวน์คูเลอร์

☐ ไนท์

☐ บาร์คาคี ปริซ์เซอ์

☐ วิวดก้า ครูซเซอ์

17. เพราะเหตุใดจึงชอบโฆษณานั้นมากที่สุด

.....

18. องค์ประกอบใดในโฆษณาเครื่องดื่มผสมแอลกอฮอล์ดึงดูดความสนใจของคุณมากที่สุด

- | | |
|--|--|
| ☐ สโลแกน | ☐ ฟรีเซ็คเตอร์โฆษณา |
| ☐ ยี่ห้อ | ☐ ข้อความโฆษณา |
| ☐ เนื้อหาของโฆษณา | ☐ ภาพโฆษณา |
| ☐ การจัดรูปแบบ | |

กรุณาระบุเหตุผล

19. การตอบสนองของคุณที่มีต่อโฆษณาที่คุณชอบคือ

- ☐ ซื้อเครื่องดื่มผสมแอลกอฮอล์ยี่ห้อนั้น ☐ ลองชิมแต่ไม่ซื้อ
- ☐ อื่น ๆ ระบุ

20. โปรดพิจารณาระดับความสำคัญของการใช้เทคนิคการโฆษณาที่มีผลต่อการตัดสินใจซื้อ

สิ่งที่มีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์	ระดับความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
สโลแกน					
ฟรีเซ็คเตอร์โฆษณา					
ยี่ห้อ					
ข้อความโฆษณา					
เนื้อหาของโฆษณา					
ภาพโฆษณา					
การจัดรูปแบบ					

APPENDIX B

SAMPLES OF ALCOHOL ADVERTISEMENTS

"ดื่มสุรา ปิดศัลข้อ 5"

เกียรติแห่งการ tee-off คนแรก...
หลุมแรกอาจได้ด้วยโชคจากการโยนเหรียญ
ที่เหลือ...ต้องฝีมือคุณเอง

Earn the honour...Keep Walking



JOHNNIE WALKER
CLASSIC

Figure 5 Johnnie Walker ad

คำเตือน : การจำหน่ายสุราแก่บุคคล
อายุต่ำกว่า 18 ปี ผิดกฎหมาย

JACK
LIVES HERE.



Figure 6 Jack Daniel's ad

ดื่มสุราอาจทำให้บาดเจ็บและเสียชีวิต

มีความเป็นสุภาพบุรุษด้วย....ดีเยี่ยม

เกิดมาหน้าตาดี....ดี



มีหลายคนพูดเสมอว่า
มีแค่เส้นบางๆ ระหว่างสิ่งที่ ดี กับ ดีเยี่ยม
นั่นเป็นเพราะว่าการที่สิ่งหนึ่งจะเหนือกว่าอีกสิ่งหนึ่ง เกิดขึ้นได้ง่ายๆ
เพียงแค่ใส่รายละเอียดเล็กๆน้อยๆที่คุณเองก็ทำได้
เหนือกว่าได้ด้วยรายละเอียด



Figure 7 Ben More ad

คำเตือน: การดื่มสุราแล้วขับซึรถ
จะเป็นอันตรายและผิดกฎหมาย

www.heinekenthai.com



SIZE DOES MATTER.
ใครว่าขนาดไม่ใช่เรื่องสำคัญ

Figure 8 Heineken ad

การจำหน่ายสุราแก่บุคคล อายุต่ำกว่า 18 ปี ผิดกฎหมาย

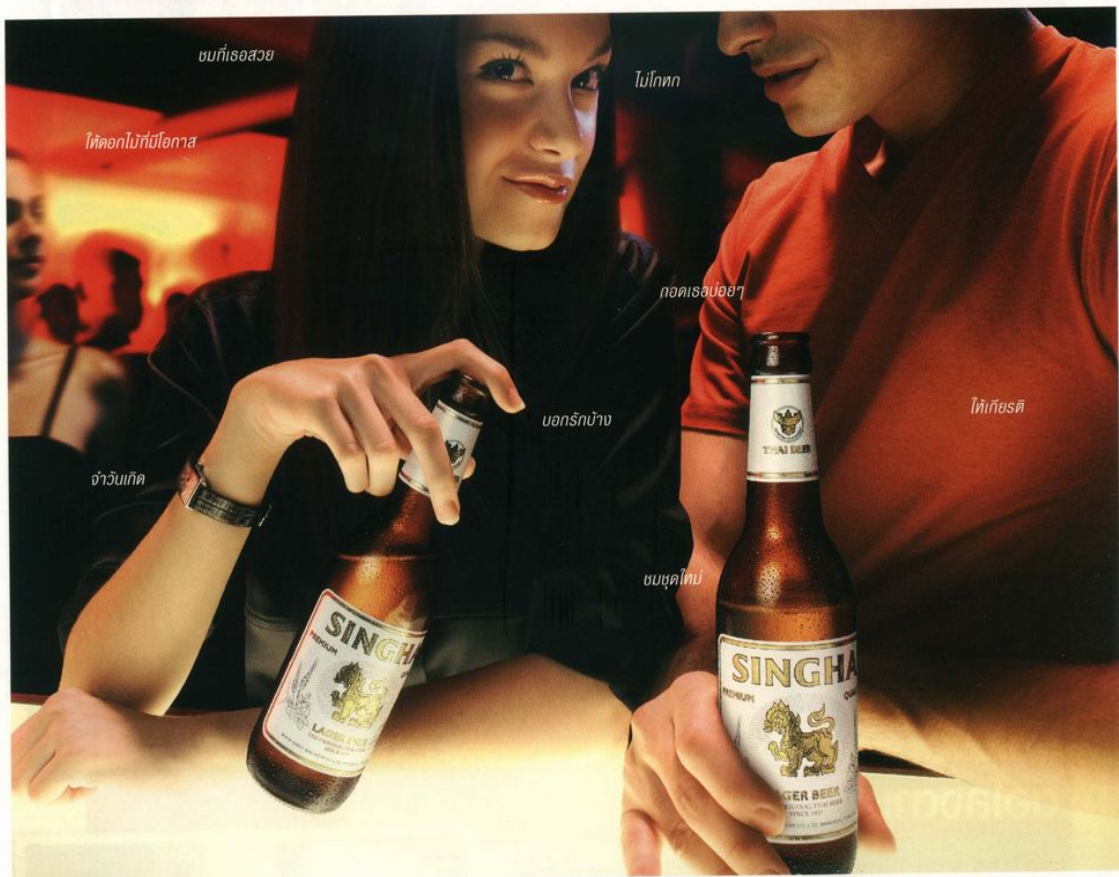
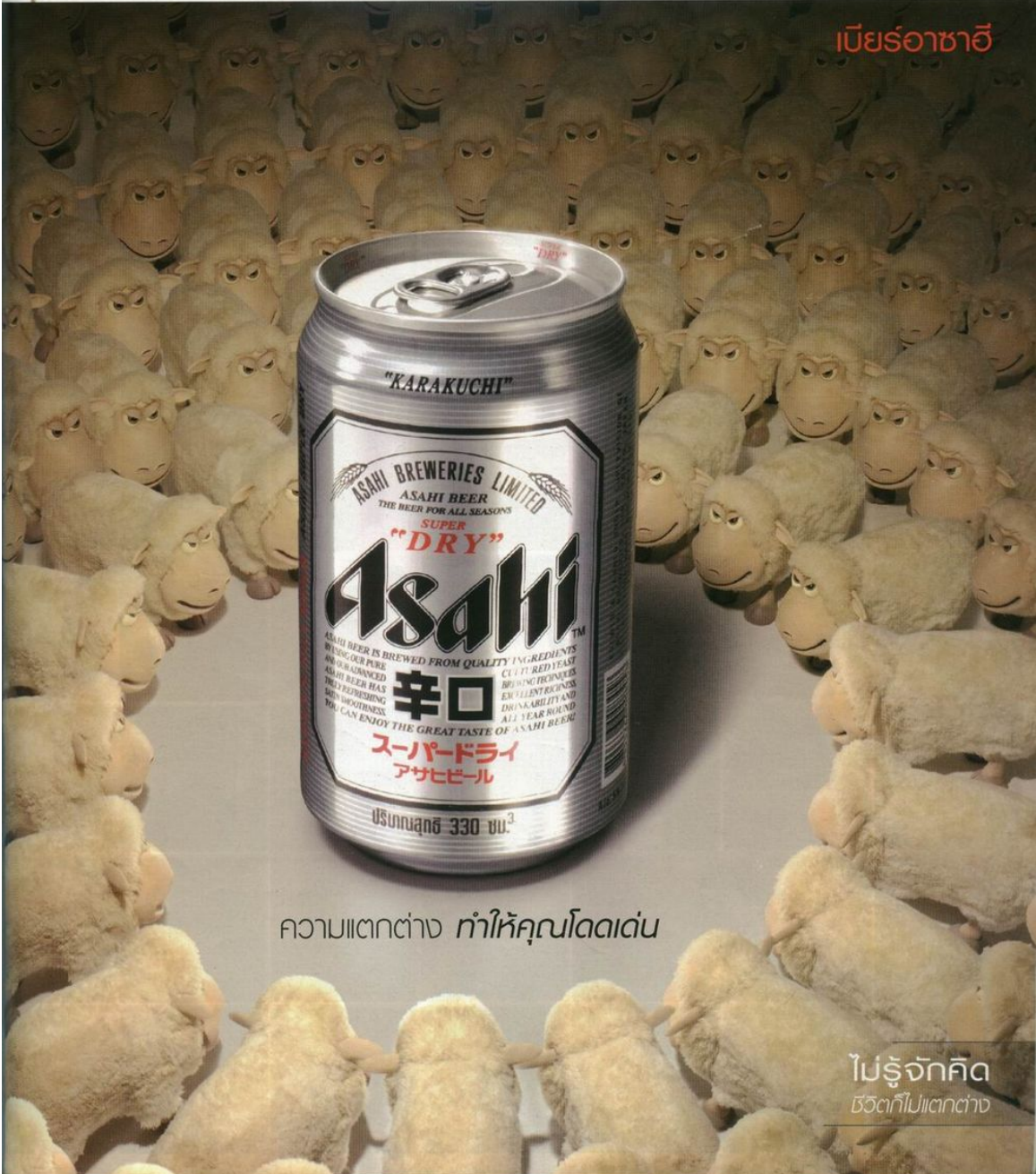


Figure 9 Singha ad

การดื่มสุราทำให้ตับแข็ง
และเสื่อมสมรรถภาพทางเพศ

เบียร์อาซาฮี

A can of Asahi Super Dry beer is the central focus, surrounded by a large, dense crowd of sheep. The sheep are looking at the can with various expressions, some appearing curious or concerned. The can's label is clearly visible, showing the Asahi logo and the words 'SUPER DRY'. The background is a plain, light-colored surface.

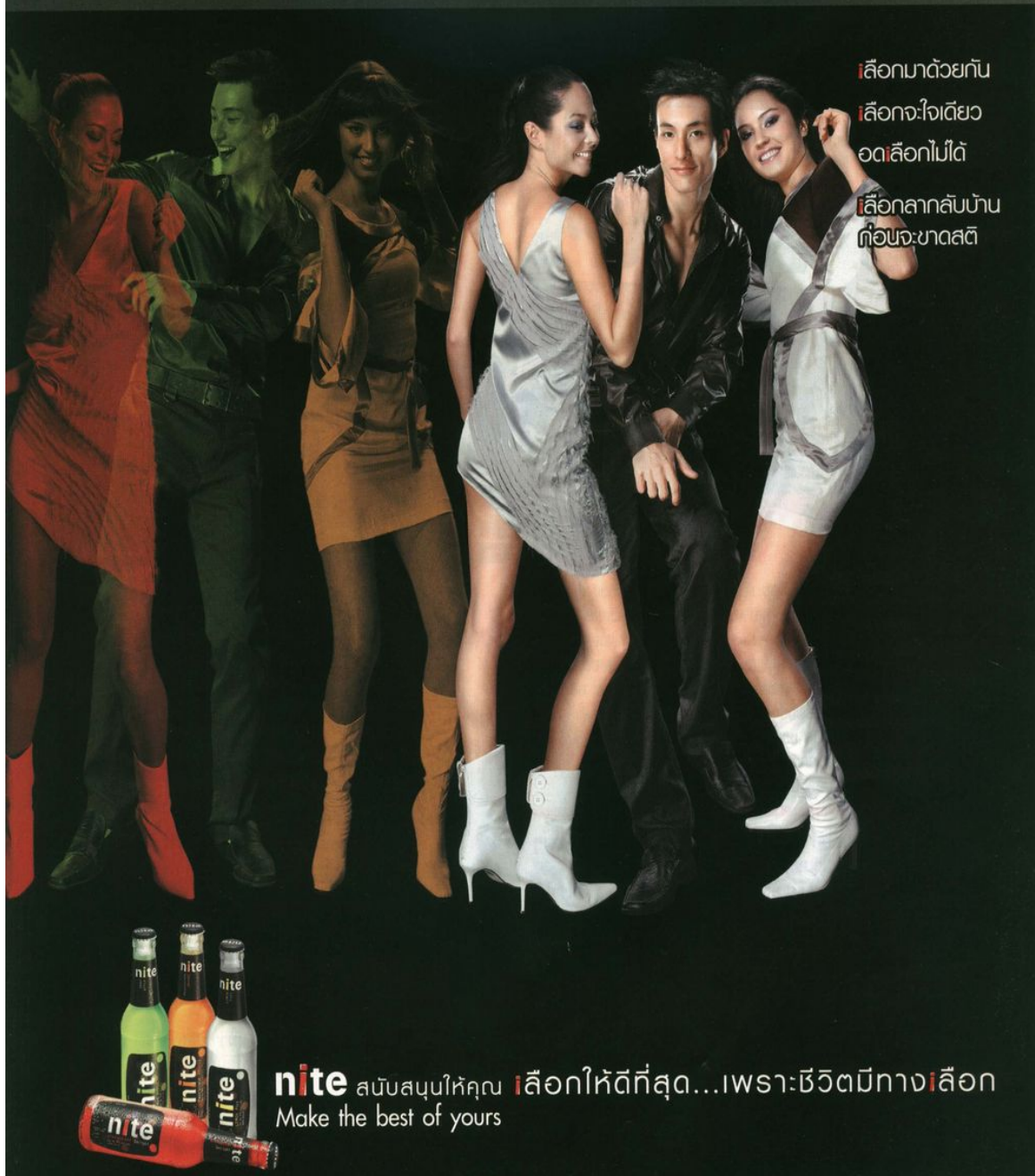
Asahi BREWERIES LIMITED
ASAHI BEER
THE BEER FOR ALL SEASONS
SUPER
"DRY"
Asahi
ASAHI BEER IS BREWED FROM QUALITY INGREDIENTS
USING OUR PURE
AND ADVANCED
ASAHI BEER HAS
THE REFRESHING
TASTE OF HEALTHINESS
YOU CAN ENJOY THE GREAT TASTE OF ASAHI BEER!
辛口
スーパードライ
アサヒビール
ปริมาณสุทธิ 330 มล.

ความแตกต่าง ทำให้คุณโดดเด่น

ไม่รู้จกคิด
ชีวิตก็ไม่แตกต่าง

Figure 10 Asahi ad

การจำหน่ายสุราแก่บุคคลอายุต่ำกว่า 18 ปีผิดกฎหมาย



เลือกมาด้วยกัน
เลือกใจเดียว
อดเลือกไม่ได้
เลือกลากลับบ้าน
ก่อนจะขาดสติ

nite สนับสนุนให้คุณ **เลือกให้ดีที่สุด...เพราะชีวิตมีทางเลือก**
Make the best of yours

Figure 11 Nite ad

การดื่มสุราแล้วขับขีรภาวะเป็นอันตรายและผิดกฎหมาย

คุณก็ประหลาดเหมือนกัน?

ใช่...แค่พอดีๆ ดีกว่า

SPY
Wine Cooler

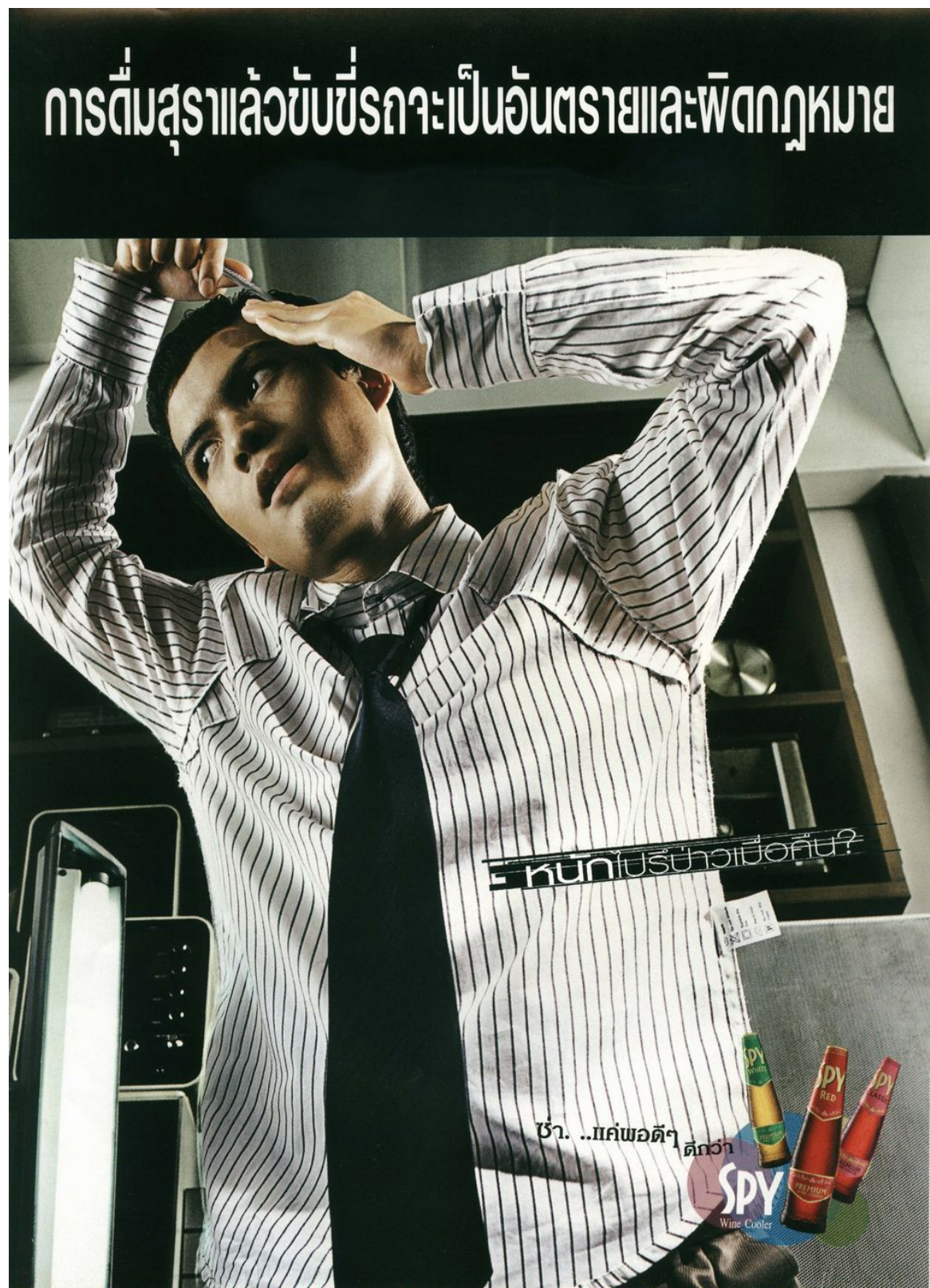
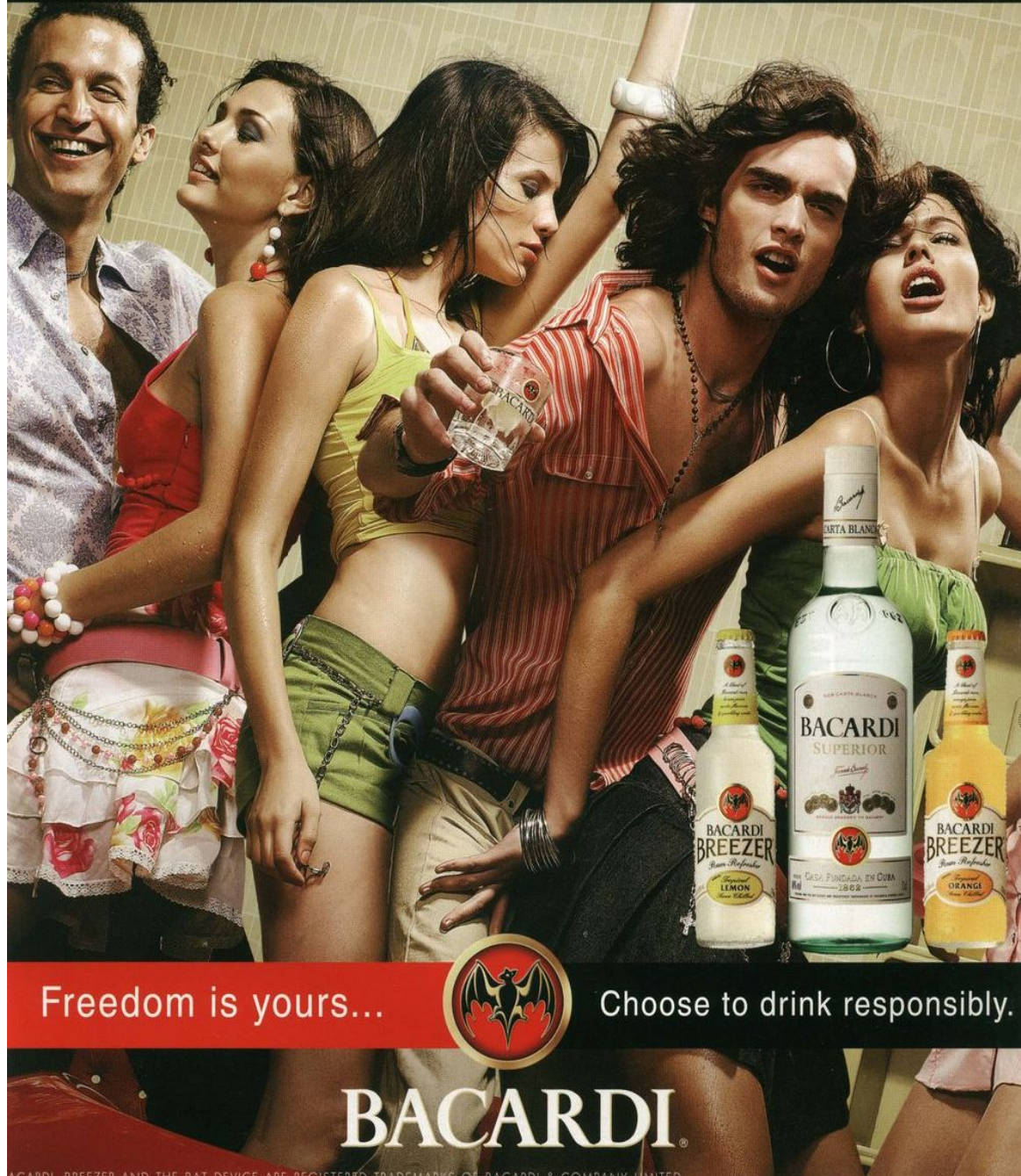


Figure 12 Spy Wine Cooler ad

การจำหน่ายสุราแก่บุคคลอายุต่ำกว่า 18 ปี ผิดกฎหมาย



Freedom is yours...

Choose to drink responsibly.

BACARDI

BACARDI, BREEZER AND THE BAT DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED.

Figure 13 Bacardi Breezer ad

KRISTOL
VODKA
CRUISER
NEW ARRIVAL

MANDARIN / BLACKCURRANT / KIWIFRUIT / STRAWBERRY / MULBERRY

VODKA CRUISER THE COLOUR OF TASTE

The advertisement features a woman in a black top and a patterned skirt walking past a large display of Vodka Cruiser bottles. The bottles are arranged in a grid, with some hanging from thin vertical lines. The background is a warm, orange glow. The text 'KRISTOL VODKA CRUISER NEW ARRIVAL' is prominently displayed at the top. At the bottom, five bottles are shown in a row, labeled with their flavors: MANDARIN, BLACKCURRANT, KIWIFRUIT, STRAWBERRY, and MULBERRY. The tagline 'VODKA CRUISER THE COLOUR OF TASTE' is at the bottom right.

Figure 14 Vodka Cruiser ad

VITAE

VITAE

Name: Ms. Piyanan Benjalikit
Date of Birth: October 2, 1980
Place of Birth: Sungaikolok, Narathiwat
Home Address: 105/394 Soi. Nawamin 57, Nawamin Road,
Buengkum, Bangkok 10240, Thailand

Educational Background:

1998	Nawaminthrachinuthit Bodindecha School
2002	B.Sc. (Management Technology) King Mongkut's Institute of Technology Ladkrabang, Bangkok
2006	M.A. (Business English for International Communication) Srinakharinwirot University, Bangkok