

# Communication Efficiency of Understanding and Implementation with the Alcohol Control Act 2008 in Nakhon Si Thammarat Province, Thailand

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## Abstract

This research aims 1) to analyze communication efficiency, understanding and implementation of the Alcohol Control Act, A.D. 2008 in Nakhon Si Thammarat Province 2) to test the cooperation of general people, related officials, and suppliers whether they comply with the Alcohol Control Act, A.D. 2008, and 3) to increase the efficiency of communication, understanding and implementation of the law. The research has done by using in-depth interviews and quantitative research using questionnaires to analyze the composition of samples, in order to determine the consistency of the results. The result shows that 1) the Government's communication builds good knowledge, understanding and implementation in Thai society. These results in a smaller number of drunk driving and stores do not sell alcoholic beverages to children and young people who have the legal age due to higher fines and jail sentences. 2) As a result of the communication through all channels and high coverage, more people follow the Alcohol Control Act, A.D. 2008 which shows the mean of people's cooperation of 3.91. 3) All guidelines enhance communication efficiency to raise the level of knowledge, understanding and compliance with the Alcohol Control Act, A.D. 2008 at a good level with an average of 3.92. Particularly, adding content about the Alcohol Control Act, A.D. 2008 through learning and serious law enforcement. The component analysis confirms that the relationship between all factors and the compliance of the Alcohol Control Act, A.D. 2008 is greater than 0.05 and the p-value is 0.01 in all models.

**Keywords:** Communication Efficiency, Alcohol Control Act, Control of Advertising Media

## Introduction

From academic evidence both in the country and around the world in chronic non-communicable diseases, accidents, various dangers, physical and mental abuse, also, the occurrence of various violence. It clearly appears that drinking alcoholic beverages regardless of which form, is a risk factor that causes various conditions and diseases (Department of Mental Health, 2018:5; Rehm, Room, Graham, Monteiro, Gmel, and Sempes, 2003; Rehm, Kanteres, and Lachenmeier, 2010; WHO, 2010). Alcohol drinking causes approximately 3.3 million deaths worldwide each year and cause unhealthy condition which accounted for 5.9 percent of all deaths number. In Thailand, the World Health Organization has positioned a country's drinking plan index of 3, which is equivalent to a moderate risk of drinking plan. Thailand has a high daily alcohol consumption rate as a country and the results of the 2017 alcohol drinking behavior survey found that a total of 55.9 million people. People who drink alcohol in the past year is about 15.9 million

people (28.4%) which divided to the regularly drinking person 6.98 million (12.5%) and people who drink once in a while 8.91 million people (15.9%). The age of 25-44 years old are the highest alcohol drinking rate (36.0%). Moreover, the age of 20-24 and 45-49 years old has a similar drinking rate (33.5% and 31.1%, respectively). Older people (aged 60 years and over) have a drinking rate of 15.2%. The group of youth (age 15-19) has the lowest rate of drinking (13.6%) (Office for National Statistics, 2018).

Compared to 2016, found that the proportion of drinking increased and the consumption of alcoholic beverages is the main reason that causes many Thai people to sick and die prematurely each year. Causing health deficiencies of male to 22.3 percent. When assessing economic losses which worth up to 156,105 million baht or 1.99 percent of gross national product (Kamonrungsan, Jaichuen, and Chaiyasong, 2018). And traffic accident data in 2017 shows that 15,262 people are death. Especially in 2018 New Year Festival, with an average of 60 deaths per day, representing nearly 1.5 times as compared to normal days. Those who died from road accidents were mostly youth and working age, accounting for 84 percent which the most common cause of traffic accidents, relatively to 40 percent, is alcoholic beverages drinking. Those people who drink alcohol will experience more chance of death in a traffic accident than those who do not drink up to 1.5 times. The reason is that when a car crash accident happened, drunk person will not be able to break away or put their hands to protect their heads. Moreover, it was found that those who drank alcohol and motorcycle rider only wore a helmet of 2.9 percent, while those who did not drink alcohol would wear a helmet 58.3 percent (Wongwacharapaiboon, 2018).

News related to the effects of alcohol consumption in the year 2018, collected by the Media for Youth Foundation, found that there was a total of 872 news, average 2 news a day. Found out that 523 people injured, 434 deaths. Most occurred situation is happened with working-age people, followed by teenagers. Furthermore, male is causing the bad situation more than female. If classified the news can find that, there are 207 crime news (23.74 percent) and 205 other accident news (23.51 percent). Surprisingly, 80 percent of these news are drowning-drunk person and 202 news are about disturbing / creating chaos (23.16%). Road accident news about 146 news (16.74%), mostly caused by youth groups. 112 news of domestic violence / sexual harassment or about 12.85 percent, most of the victims are family members (Muangchun, Charornsuk, and Wongpat, 2017)

For Nakhon Si Thammarat Province, from the disclosure of the Road Accident Prevention and Reduction Center during the New Year Festival 2018 (PPTV Online, 2017) and the New Year's Day 2019 (Matichon Online, 2018) appeared that Nakhon Si Thammarat is the province that accidents happened the most during the campaign period. In addition, the Center for Prevention and Reduction of Road Accidents during the Songkran Festival in 2019 (by the Department of Disaster Prevention and Mitigation) revealed that road accident statistics, dated 11 April 2019, found 468 accidents and Nakhon Si Thammarat had the highest number of accidents which is 20 times (Workpoint News, 2018) and the main cause is drinking alcohol.

From the previous information is clearly see that problems that happened in Thailand's society is caused by alcohol drinking which damage to life and property in large quantities. Despite that, Thailand declaring and enforcing the 2008 Alcohol Beverage Control Act which has set important measures for drinking, selling, advertising to control alcohol beverage, to reduce the amount of drinking and reduce the impact for 10 years. Government is also trying to communicate through various channels to create awareness, understanding and compliance with the said Act, which include controlling the advertisement of alcoholic beverages through

television media. The problem is still not out of Thai society but is likely to increase. From the above issues, it is the provenance for researchers to study about this topic, in order to know about the perception of relevant measures and legal compliance and to increase communication efficiency to create understanding and complying with the Alcohol Beverage Control Act B.E. 2008 of the people, officials, stakeholders of alcoholic stores to use the information obtained as policy recommendations and guidelines to reduce Thai society problems that are caused by alcohol drinking behavior effectively.

## **Literature Reviews**

The followings are the reviews about alcoholic communication, perception in various types, market and drinking.

Pongphodpipat (2016) studied on “Communication Effectiveness for the Traffic Rules Enforcement for Private Car Drivers in Chonburi Province” which found that information exposure of the practice of traffic rules enforcement for private car drivers in Chonburi province had positive relationship with the practice of traffic rules enforcement for private car drivers in Chonburi province. Also, the communication should use various kinds of media with high coverage of our targets and have continuously good amount of time for publicizing to enhance understanding of the act which will lead to comply of the traffic rules.

Kamonrungsan, Jaichuen and Chaiyasong (2018) researched on alcohol selling store issues and found that one store sells various types of beverages including milk, coffee and also alcohol. Moreover, it sells during prohibited period which is in the morning, afternoon and evening. Therefore, the government and related department have to increase law enforcement seriously. In addition, permission of alcohol selling should be improved in both a number of stores in one area and license issues to protect children health, youths and people of Thai society.

Labyai (2009) found that CSR (corporate social responsibility) advertising plays a major role in alcoholic marketing. It creates a positive image effectively and removes the image of being a mescaline product through the strategy of changing the attitudes in youth groups. Also, it can convince youth groups that never drink alcohol to try alcohol when they have a chance because they have the attitude of doing merit by buying a brand of alcohol.

Ratchadapannathikul and Rungpatchim (2010) evaluated about the law enforcement of the Alcohol Control Act, A.D. 2008 in Bangkok. It showed that publicizing about knowledge and laws related to alcohol especially prohibited place and time for selling, illegal buying person, illegal promotion for both buyers and sellers and also completely alcoholic advertisement forbidding in order to reduce distortion of the Act in every aspect.

Ayuwat and Narongchai (2010) researched on “An Evaluation of the Enforcement of The Alcoholic Drink Control Act, 2008 in the Northeast Region”. It illustrated that one-third had no information about the enforcement of the act. 75% of the group of selling stores has low knowledge about prohibited period. In the group of enforcement officers, only half of them have high understanding about the period and buyer controlling. Therefore, increasing in law enforcement efficacy to control, protect and solve the alcohol issues in Thailand should strengthen knowledge and understanding about the Alcohol Control Act, A.D. 2008.

## **Research Methodology**

The researcher chooses qualitative methodology through studying documents regarding marketing and the Alcohol Control Act, A.D. 2008, in-depth interviews, and analyzing interviews in publishing media from people relating to law issues, advertising controls over

alcohol business, to collect data in conducting the study by setting the target study groups and dividing them into 2 main groups which are group related to the Alcohol Control Act, A.D. 2008 in Nakhon Si Thammarat Province and group related to alcohol suppliers. As for quantitative research, determined the population and sample groups in Nakhon Si Thammarat Province in the amount of 1,500 people by using questionnaires as a research tool through the integrity examination accuracy process in terms of structure content and language is used, then collected the data from 30 people from the sample group. Then find the reliabilities value of the questionnaire and find the Cronbach's Alpha-Coefficient alpha coefficient and use descriptive statistics analysis including frequency distribution, percentage, mean, standard deviation and confirmatory component analysis to see the influence of variables affecting the compliance with the Alcohol Control Act A.D. 2008 by using Analysis of Moment Structure program or AMOS for confirmation or testing of whether the model created is consistent with the empirical data or not. Has used statistics to measure consistency as follows: 1) chi-square, which is insignificant, p-value is higher than 0.05 2) chi-square ( $\chi^2$ ) / df proportion should not exceed 2.00 3) goodness of fit index: GFI has value from 0.90 - 1.00 4) standardized root mean squared value residual: standardized RMR, root mean error of approximation: RMSEA is lower than 0.05 (Schumacker and Lomax, 2010) and then summarize the results by comparing the data consistency between qualitative and quantitative research results.

## Research Results

### Communication efficiency to create knowledge and understanding of Alcohol Control Act A.D. 2008

Results from in-depth interviews in persons who are sources of information and from the analysis of the interview with the management as defined in the research methodology. The information received appears as follows: The Government's communication is able to create better understanding and help solve the problems in Thai society. It is considered as the age of changes in alcohol. This law can decrease car accidents, losses of money and lives, quarrels, and physical abuses. Drunk driving is also decreasing since drunk drivers can face fines of up to 8,000 baht and go to the court. For shops, there is no sale of alcohol to minors (under 20 years old). Selling period, places, advertising period, contents, and related activities are under control. This reflects that the Government has succeeded in communicating and creating understand which leads to people's cooperation to this law.

When conducting a survey from the target group with a questionnaire on communication efficiency, knowledge, understanding in the Alcohol Control Act A.D. 2008, which the survey results are as detailed in the table 1.

From Table 1, it was found that the target group had good knowledge and understanding of the Alcohol Beverage Control Act A.D. 2008 at a good level, with an average of all issues equal to 3.95. It can show that government communication channels are effective and also when sorting the average score from most to least, it was found that: The First, the time of buying / selling, with an average of 4.22. Second, the penalty for violating the Act for the manufacturer or importer of alcoholic beverages, shall be liable to imprisonment for a term not exceeding one year or a fine not exceeding one hundred thousand Baht with an average of 4.09. Third, the determination of the purchase/sale date is an average of 4.08, which is consistent with the qualitative research results. In the case of drunk driving will be less because of high fines. So, the shop will not sell alcoholic beverages to children and youth who have not reach the legal age and sold on an assigned date.

**Table 1** Communication Efficiency, Understanding and Implementation of the Alcohol Control Act, A.D. 2008

Topics	Mean	S.D.
1.1 Time Control of Selling and Buying: alcohol could be sold and bought during 11.00-14.00 and 17.00 - 24.00	<b>4.22</b>	<b>0.84</b>
1.2 Festival Control - alcohol could not be sold in Buddhist festivals and family days	<b>4.08</b>	<b>0.83</b>
1.3 Place Control - where to drink alcohol	3.86	0.76
1.4 Place Control - where to sell alcohol	3.86	0.76
1.5 Age Control - alcohol could not be sold to people who are below 20	3.98	0.87
1.6 Certain Characteristics of Buyer Control - the sellers do not sell alcohol to people who are intoxicated (too drunk to continue drinking)	3.82	0.98
1.7 Advertising Time Control - alcohol advertising could be broadcasted on television or radio only from 22.00 to 05.00.	3.84	0.91
1.8 Advertising Content Control - contents of alcohol advertising must be screened to avoid misleading and deceptive conduct directly or indirectly to consumers.	3.91	0.91
1.9 Distribution Control - no hawking or auto selling machine to sell alcohol	3.84	0.78
1.10 Penalty Control - if producers or importers violate this prohibition, they are subject to administrative fines and sanctions (fine of not more than 100,000 THB or 1-year in prison).	<b>4.09</b>	<b>0.87</b>
<b>Total Mean</b>	<b>3.95</b>	<b>0.85</b>

### Cooperative related officials, general people, and alcohol suppliers.

The cooperation in all levels are good since the Government regularly do public relations via many channels nationwide. Related officials who have good understanding of the law tend to practice, warn, impose fines, or arrest offenders. General people know about the Alcohol Control Act, A.D. 2008 and its punishment; for example, how would people be punished if they drive while intoxicated. Suppliers also understand this law and know days and times when alcohol cannot be sold in Thailand and to people who are under 20.

When conducting a survey from the target group with a questionnaire about the level of cooperation of relevant staff, dealer group to comply with the Alcohol Control Act A.D. 2008, which the results of the survey are detailed in Table 2.

From Table 2, practices of increasing communication efficiency, to develop people better understand and cooperation to the Alcohol Control Act, A.D. 2008, from the study, the mean equals to 3.91 which is good

**Table 2** People, related officials, and suppliers' cooperation to the Alcohol Control Act, A.D. 2008

Topics	Mean	S.D.
1. Only selling or buying alcohol during 11.00-14.00 and 17.00-24.00	<b>3.96</b>	<b>1.01</b>
2. People or suppliers do not buy or sell alcohol in Buddhist days or family days	<b>3.96</b>	<b>0.95</b>
3. They do not sell or drink alcohol in temples or religious areas.	3.91	1.03
4. They do not sell or drink alcohol in hospitals	3.89	0.99
5. They do not sell or drink alcohol in government buildings.	3.89	1.02

**Table 2 (Con.)**

Topics	Mean	S.D.
6. They do not sell or drink alcohol in dorms	3.84	1.02
7. They do not sell or drink alcohol in schools	3.90	1.01
8. They do not sell or drink alcohol in gas stations.	3.91	0.96
9. They do not sell or drink alcohol in public parks.	3.91	1.00
<b>Total Mean</b>	<b>3.91</b>	<b>1.00</b>

**Guidelines for increasing communication efficiency to increase knowledge, understanding and compliance with the Alcohol Beverage Control Act A.D. 2008 to be more efficient.**

Results from in-depth interviews with persons who are sources of information and from the analysis of the interview with the management as defined in the research methodology. The information received appears as follows.

The government sector must communicate through various media channels regularly. Organizing activities to reduce alcohol drinking must be done regularly and emphasized during important festivals. At the same time, have to ask for cooperation to private organizations to allow the private sector to emphasize or organize activities to create good health without alcoholic beverages to children and youth the most. Advertising should be on various media, especially on television. Although the law allows the alcoholic beverage business to be able to advertise without seeing the brand name or straightforward advertising messages, but alcoholic beverages can avoid legal gaps here by producing other products that have the same brand name as alcohol which the audience still remembered that brand of alcoholic beverages. Therefore, increasing communication efficiency, in order to increase the level of knowledge and understanding in compliance with the Alcohol Control Act A.D. 2008, for more efficiency must strictly comply with the regulations and the wrongdoer.

When conducting a survey from the target group with a questionnaire on ways to increase communication efficiency, to raise the level of knowledge and understanding in compliance with the Alcohol Beverage Control Act A.D. 2008, which the results of the survey are detailed in Table 3.

From Table 3, found out that all issues can raise the level of knowledge, understanding and practice in accordance with the Alcohol Control Act A.D. 2008, at a good level, with a total average of all issues equal to 3.92. Specifically, adding content to provide knowledge about the Alcohol Beverage Control Act A.D. 2008 through teaching and learning and serious law enforcement by officers.

**Table 3** Practices of increasing communication efficiency, to develop people better understand and cooperation to the Alcohol Control Act, A.D. 2008

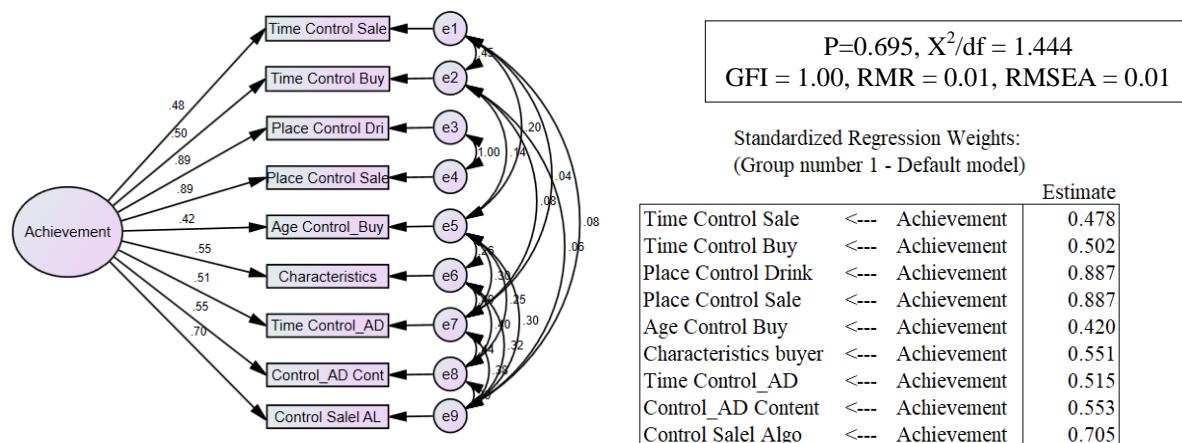
Topics	Mean	S.D.
1. Banning all kinds of advertising on television	4.03	0.92
2. Banning all kinds of advertising on radio	4.01	0.89
3. Ban all kinds of advertising in print publications	3.85	0.96
4. Ban all kinds of advertising on Internet	3.87	1.42
5. Ban all kinds of alcohol promoting/marketing activities	3.90	0.91
6. Banning all sales promotions at malls i.e. sale, redeemed, free alcohol products	3.91	0.90

**Table 3 (Con.)**

Topics	Mean	S.D.
7. Banning alcohol-related trademarks or logos on other products i.e. clothes, caps, pens	3.90	0.89
8. Banning all CSR activities from alcohol companies i.e. funding or donations (aimed at promoting their businesses)	3.91	0.93
9. Banning all other (non-alcohol) products whose logos are same with alcohol ones	3.87	0.92
10. Banning supporting all alcohol dealers i.e. in-store decorations	3.86	0.97
11. Banning all funding to projects from the Government to help them create better images, including any company visits	3.88	0.98
12. Publicize about the Alcohol Beverage Control Act A.D. 2008 through media in all forms, especially in educational institutions	3.91	0.86
13. Add content to provide knowledge about the Alcohol Beverage Control Act A.D. 2008 through teaching and learning.	4.13	0.96
14. Officers enforce the use of strict laws	4.06	0.86
15. A policy to stop alcohol production	3.65	0.93
<b>Total Mean</b>	<b>3.92</b>	<b>0.92</b>

### Variable component analysis is used to analyze impacts of variables on implementation to the Alcohol Control Act, A.D. 2008

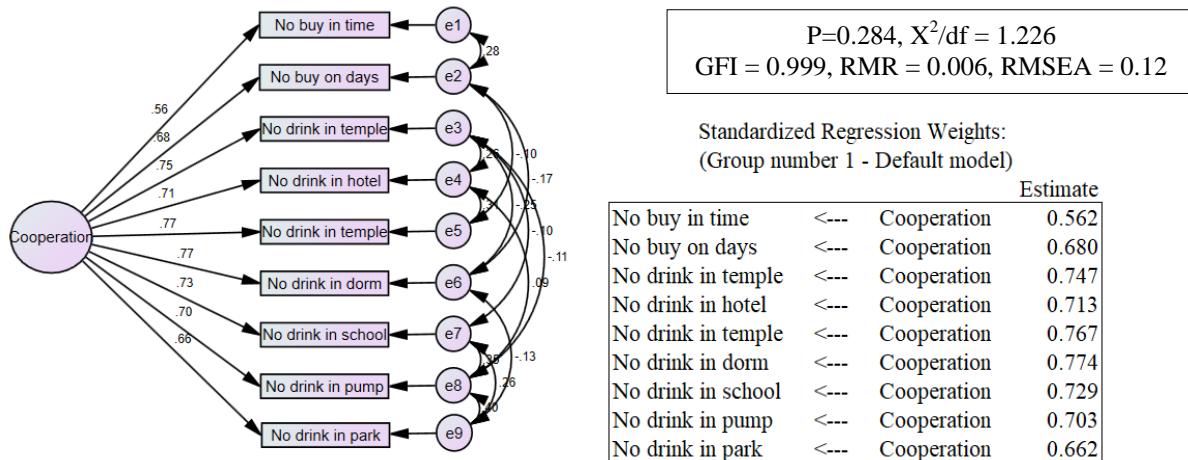
When analyzing the composition of variables to see the influence of observed variables, which consists of 1) buying / selling deadline 2) determining the purchase / sale date 3) Determining the drinking place 4) Determining the place to buy / sell 5) Determining the age of the buyer 6) Determining the buyer 7) Advertising determination 8) Determining the advertising content 9) Determining the sales method that affecting the compliance with the Alcohol Beverage Control Act, A.D. 2008, as shown in Figure 1.

**Figure 1** Component Analysis in term of law control

Based on the testing model, the results are  $P=0.695$ ,  $X^2/df = 1.444$ ,  $GFI = 1.00$  and  $RMR$ ,  $RMSEA = 0.01$  as shown in Figure 1. Therefore, concluded that all 9 observed variables have an effect on the compliance with the Alcohol Beverage Control Act A.D. 2008 in the overview. And

determination of drinking places, determining the location of selling alcoholic beverages affects up to 89% of the compliance with the Alcohol Control Act on the use of controlled laws. Secondly is to determine the sales method, 70 percent.

When analyzing the composition of variables to see the influence of observed variables, which includes 1) not buying / selling in the specified period 2) not buying / selling on the important days 3) not drinking in the temple 4) not drinking in the hospital 5) not drinking in the government place 6) Not drinking in the dormitory 7) not drinking in schools 8) not drinking in the gas station 9) not drinking in the park which affecting the cooperation of people in compliance with the Alcohol Beverage Control Act, A.D. 2008, as shown in Figure 2.

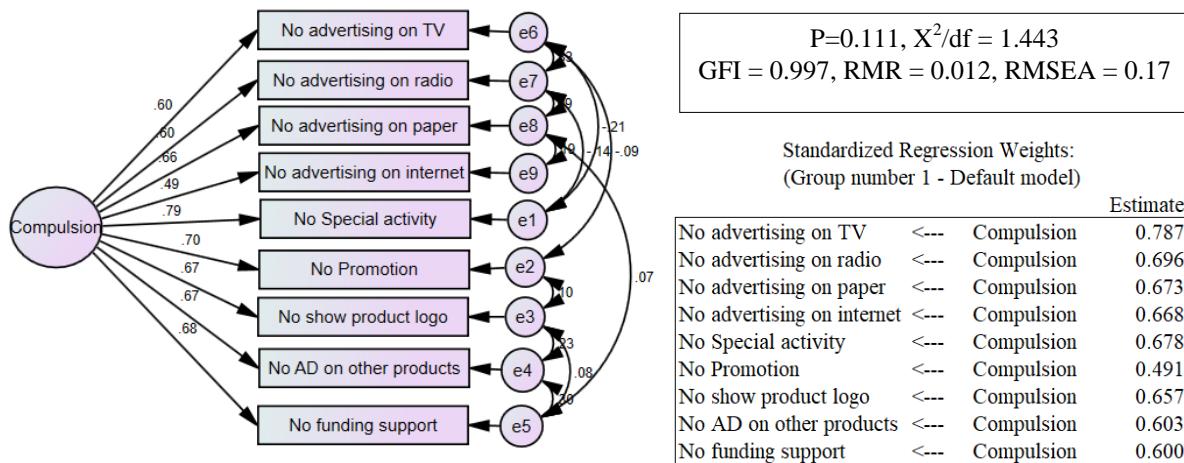


**Figure 2** Component Analysis in term of people's cooperation

In term of people's cooperation, the most significant effects on the Alcohol Control Act, A.D. 2008 are Not Drinking in Government Buildings/Dormitory, equivalent to 77 (B: 0.77), Not Drinking in Temples/ Religious Areas, equivalent to 75 (B: 0.75), and Not Drinking in Schools, equivalent to 73 (B: 0.73) respectively. Based on the testing model, the results are  $P=0.284$ ,  $X^2/df = 1.226$ ,  $GFI = 0.999$ ,  $IFI=1.00$ ,  $CFI=1.00$ ,  $TLI = 0.999$  and  $RMR = 0.006$ ,  $RMSEA = 0.12$  as shown in Figure 2.

When analyzing the composition of variables to see the influence of observed variables, which includes 1) No advertising on television 2) Abstain from advertising on radio 3) Abstain from print advertising. 4) No advertising on the internet. 5) Refrain from organizing special events 6) Abstain from promotion 7) Abstain from using trademarks in other forms 8) Abstain from advertising other products 9) Abstain from funding that affecting the enforcement of the Alcohol Beverage Control Act A.D. 2008 as shown in Figure 3.

According to Figure 3, the result showed that all models were valid statistically  $P=0.111$ ,  $X^2/df = 1.443$ ,  $GFI = 0.997$ ,  $RMR = 0.012$  and  $RMSEA = 0.17$ . Therefore, all 9 observed variants affected on the Act. Especially, prohibition of special alcoholic event or marketing like competition, prohibition of sales promotion at stores like discount and free items and not giving any budget to support projects of the government have effect on the Act compliance of 79% (B: 0.79), 75% (B: 0.75) and 68% (B: 0.68) respectively.



**Figure 3** Component Analysis in term of the law implementation

## Discussion and Conclusion

From the study of Communication Efficiency, Understanding and Implementation of the Alcohol Control Act, A.D. 2008, in terms of law control, social problem-solving, and people's cooperation, the mean of all terms equals to 3.90. This means the Government is able to communicate effectively with people. They have good understanding and cooperation in the Alcohol Control Act, A.D. 2008, which are in good level, in accordance with the qualitative research findings from in-depth interviews to people relating to this law. All of them were associated with good levels of cooperation. Both findings are consistent with Pongphodpipat (2016) which says publicizing through various types of media with high coverage to the target groups continuously in a certain period of time can build up acceptance of the act.

When component analysis to see their effects on the law was done, in term of law control, the most influential variables are Place Control to Sell or Drink alcohol, equivalent to 89% (B: 0.89), and Distribution Control, equivalent to 70 % (B: 0.70). Therefore, the practice of public relations in the public sector should be done through various channels; so that people will know more about limitations on drinking places, selling places and distribution channels.

The test the cooperation of general people, related officials, and suppliers whether they comply with the Act by using in-depth interviews showed in a good level because of publicizing through various types of media with high coverage to the target groups continuously. Moreover, this result is consistent with the quantitative research which illustrated that all of them cooperate with the Act in all aspects with the mean of 3.91.

As a result of component analysis about variants of the cooperation, we found that not drinking at government offices and dorms was the highest influence with 77% (B: 0.77). Secondly, it was not drinking at temple, religious places and schools with 73% (B: 0.73).

The result of the efficiency of communication, understanding and implementation of the Act by using in-depth interviews showed that the governments have to communicate in various media, set up a reduce-and-stop-drinking campaign frequently and emphasize during important festivals. Also, private sectors should cooperate with the government to help on emphasizing or launch any campaign to gain healthy and reduce usage of alcohol and not advertise about alcohol. The reason is that alcoholic advertisement can convince youth groups that never drink alcohol to try alcohol when they have a chance because they have the attitude of doing merit by buying a brand

of alcohol (Labyai, 2009). This result also related to the quantitative research that enhancing communication efficiency to raise the level of knowledge, understanding and compliance with the Act at a good level with the mean of 3.92. Particularly, adding content about the Act through learning and no advertisement about alcohol completely may help reduce distortion of the Act for advertising (Ratchadapannathikul and Chussana, 2010) and increase law enforcement seriously (Kamonrungsan, Jaichuen, and Chaiyasong, 2018).

The component analysis resulted that prohibition of alcoholic promotion or marketing like competition, prohibition of sales promotion at stores like discount and free items and not giving any budget to support projects of the government have effect on the Act compliance of 79% (B: 0.79), 75% (B: 0.75) and 68% (B: 0.68) respectively. Thus, the most effective method for public sectors to communicate or set up the Act is to do as above prohibition

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