

## Alcohol-Branded Merchandise and Alcohol Consumption in Thai Youth: a Loophole for Brand Advertising and Legislations Crisis in Thailand

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### Abstract

**A**lthough Thailand has a policy to regulate advertising of alcohol products, ABM has been used as a marketing tool of alcohol industries to implicitly promote their alcohol products and images. This seems to be a loophole of alcohol control policy and there is little research exploring relationship between ABM and alcohol consumption. The objectives of this study are to examine exposure, recognition and ownership of ABM among Thai youths and their associations with alcohol-related attitudes and behaviors. A cross-sectional study was conducted in from five provinces in Thailand (n=1,351). Self-administered questionnaires were provided for data collecting with samples of ABM products as relevant materials to help student recall. The study used logistic regression analysis to identify any associations. Of the total sample, almost half of the students were exposed to ABM every day. Forty percent (40%) of the students highly recognized ABM, for example they correctly identified brands and logos of alcohol products. Eighty-five percent (85%) of them owned ABM with an average of four items per person. The study results illustrate that ownership and preference of ABM are related to alcohol consumption. Therefore, regulation of ABM should be included in alcohol policy like other alcohol marketing approaches.

**Keywords:** Alcohol-Branded Merchandise, alcohol, youth, Thailand

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