Predicting Intention and Readiness to Alcohol Consumption Reduction and Cessation among Thai Teenagers Using Scales Based on the Theory of Planned Behavior

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Abstract : Health problems caused by alcohol consumption not only have short-term effects at the time of drinking but also leave long-lasting health conditions. Teenagers who start drinking in their middle-high or high school years or before entering college have higher likelihood to increase their alcohol use and abuse, and they were found to be less healthy compared with their non-drinking peers when entering adulthood. This study aimed to examine factors that predict intention and readiness to reduce and quit alcohol consumption among Thai teenagers. Participants were 826 high-school and vocational school students, most of whom were females (64.4%) with the average age of 16.4 (SD = 0.9) and the average age of first drinking at 13.7 (SD = 2.2). Instruments included the scales that developed based on the Theory of Planned Behaviour theoretical framework. They were the Attitude toward Alcohol Reduction and Cessation Scale, Normative Group and Influence Scale, Perceived Behavioral Control toward Alcohol Reduction and Cessation Scale, Behavioral Intent toward Alcohol Reduction and Cessation Scale, and Readiness to Reduce and Quit Alcohol Consumption Scale. Findings revealed that readiness to reduce / quit alcohol was the most powerful predictive factor (β=. 53, $p < .01$), followed by attitude of easiness in alcohol reduction and cessation (β=.46, $p < .01$), perceived behavioral control toward alcohol reduction and cessation (β =.41, $p < .01$), normative group and influence (β=.15, $p < .01$), and attitude of being accepted from alcohol reduction and cessation (β = -.12, $p < .01$), respectively. Attitude of improved health after alcohol reduction and cessation did not show statistically significantly predictive power. All factors significantly predict teenagers' alcohol reduction and cessation behavior and accounted for 59 percent of total variance of alcohol consumption reduction and cessation.

Keywords : alcohol consumption reduction and cessation, intention, readiness to change, Thai teenagers
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