

## Communication Process of Alcohol Consumption Fostering vs. Opposing around Walailak University

Chawaporn Dhamanitayakul

Department of Advertising, College of Communication Arts, Rangsit University  
E-mail: chawadh@gmail.com

### Abstract

The objectives of the research are to 1) study Integrated Marketing Communication (IMC) process of alcohol beverage in fostering alcohol beverage consumption around Walailak University, 2) study anti-alcohol beverage consumption campaign around Walailak University, and 3) study Walailak University students' communication decoding on alcohol beverage consumption. This is a qualitative research in which the methodology includes documentary analysis, interview with the campaign runners, and focus group discussion with 9 target students of both campaigns. The results shows that the targets started drinking for 2 main reasons: curiosity and friends' persuasion. Moreover, physical and geographical factors of Walailak University make the nightspot locations congested at the front of the university. In alcohol consumption fostering, nightspot owners create various marketing strategies: product design, nightspot interior design, event organization, online interactivity, and consumer's lifestyle attraction. Besides, alcohol beverage manufacturers apply several strategies including ambient media, advertising sponsorship, and event organization in the nightspot areas. Regarding to the anti-alcohol consumption campaign, the strengths are that the media are used to introduce both on alcohol beverage control and dormitory rules as well as the collaboration with the university's activities and the local organizations, while the weaknesses are using repetitive and indifferent media, lacking interactive media, and lacking systematic document filing as campaign references. Moreover, the general topic of the key message that the targets decode matches what the senders encode: "Drinking alcohol is bad". However, the meaning negotiation of alcohol drinking is drinking helps relaxing, socializing, maintaining good relationship, or being forced to do.

**Keywords:** alcohol beverage, consumer behavior, Integrated Marketing Communication, social marketing campaign

### บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อ 1) ศึกษากระบวนการสื่อสารการตลาดของผู้ผลิตและผู้จัดจำหน่ายเครื่องดื่มแอลกอฮอล์ให้เกิดการสนับสนุนการบริโภคเครื่องดื่มแอลกอฮอล์บริเวณโดยรอบมหาวิทยาลัยวลัยลักษณ์ 2) ศึกษากระบวนการสื่อสารเพื่อการรณรงค์คัดค้านการบริโภคเครื่องดื่มแอลกอฮอล์บริเวณโดยรอบมหาวิทยาลัยวลัยลักษณ์ และ 3) ศึกษาการถอดรหัสการสื่อสารการบริโภคเครื่องดื่มแอลกอฮอล์ของนักศึกษาซึ่งเป็นมหาวิทยาลัยวลัยลักษณ์ โดยใช้ระเบียบวิธีวิจัยเชิงคุณภาพ ดำเนินการเก็บข้อมูลด้วยการศึกษาเอกสารที่เกี่ยวข้อง การสัมภาษณ์เชิงลึกกับตัวแทนผู้รณรงค์คัดค้านการบริโภคเครื่องดื่มแอลกอฮอล์ในบริเวณโดยรอบมหาวิทยาลัยวลัยลักษณ์ และการสนทนากลุ่มกับผู้บริโภคซึ่งเป็นนักศึกษากลุ่มเป้าหมายของการรณรงค์ทั้ง 2 รูปแบบ จำนวน 9 คน ผลการวิจัยพบว่า กลุ่มเป้าหมายเริ่มดื่มเครื่องดื่มแอลกอฮอล์เพราะความอยากทดลอง และเพื่อนชักชวน นอกจากนี้ปัจจัยทางกายภาพและปัจจัยทางภูมิศาสตร์ของมหาวิทยาลัยวลัยลักษณ์เป็นเหตุให้สถานบันเทิงต่างๆกระจุกตัวอยู่บริเวณด้านหน้ามหาวิทยาลัย ทั้งนี้ในการสนับสนุนการบริโภคเครื่องดื่มแอลกอฮอล์นั้นเจ้าของสถานบันเทิงได้สร้างสรรค์กลยุทธ์ทางการตลาดต่างๆ ที่หลากหลาย ได้แก่ การออกแบบผลิตภัณฑ์ การตกแต่งสถานบันเทิง การจัดกิจกรรมพิเศษ สื่อออนไลน์ และการดึงดูดใจด้วยรูปแบบการดำเนินชีวิตของผู้บริโภค นอกจากนี้ผู้ผลิตเครื่องดื่มแอลกอฮอล์ยังได้ใช้กลยุทธ์ต่างๆ ซึ่งรวมถึงการใช้สื่อสิ่งแวดล้อม การโฆษณา การเป็นผู้สนับสนุนกิจกรรมพิเศษให้แก่สถานบันเทิงอีกด้วย ในส่วนของการคัดค้านการบริโภคเครื่องดื่มแอลกอฮอล์นั้นพบว่า จุดแข็งคือการใช้สื่อต่างๆ เพื่อการสื่อสารเกี่ยวกับการควบคุมการบริโภคเครื่องดื่มแอลกอฮอล์ และกฎของหอพัก รวมถึงการร่วมมือกับการจัดกิจกรรมอื่นๆ ในมหาวิทยาลัยและหน่วยงานท้องถิ่น ในขณะที่จุดอ่อนคือการใช้สื่อซ้ำๆ และไม่โดดเด่น ขาดสื่อประเภทอินเทอร์เน็ต และระบบในการจัดเก็บเอกสารเพื่อใช้อ้างอิงเกี่ยวกับโครงการ นอกจากนี้ประเด็นทั่วไปที่นักศึกษากลุ่มเป้าหมายถอดรหัสการสื่อสารได้ตรงกับที่ผู้ส่งสารได้เข้ารหัสไว้ได้แก่ "การดื่มแอลกอฮอล์เป็นสิ่งไม่ดี" อย่างไรก็ตามการต่อรองความหมายในการดื่มเครื่องดื่มแอลกอฮอล์คือ การดื่มเป็นกิจกรรมเพื่อการพักผ่อน การเข้าสังคม การรักษาสัมพันธ์ภาพ และเป็นสิ่งที่ถูกบังคับให้ทำ

**คำสำคัญ:** เครื่องดื่มแอลกอฮอล์ พฤติกรรมผู้บริโภค การสื่อสารการตลาดแบบบูรณาการ การตลาดเพื่อสังคม

## 1. Introduction

An increasing number of news reports on youth drinking alcohol has revealed many negative effects, i.e. accidents and injuries caused by the lack of consciousness which leads to mental problems, criminal problems as well as domestic violence. All of these directly affect Thai youth in their academic life and daily life. Regularly, reports are news about students dying in car accidents and affrays due to the lack of consciousness after drinking alcohol resulting in suspension. This matter often repeats itself at welcoming parties held by senior students for their freshmen. The tradition of giving them warm welcome is to encourage or to force the new comers to drink alcohol so much that they get drunk, and after that it becomes the causes of accidents that kill numbers of students as seen in news reports.

According to parents, professors and university staffs, students drinking alcohol is significantly regarded as an issue of concern and a priority to tackle with. Many scholars and researchers also focus on this issue. According to a survey of Thai National Statistics Office in 2011 (National Statistical Office, 2012), it shows that teenagers aged 15-19 are 13 percent of all alcohol consumers, and male youth consume alcohol nine times more than female youth. There is a strong tendency that the number of students in the primary schools starting drinking alcohol is constantly growing. The survey also reveals that a number of female youth aged 13-19 starting to drink alcohol this year have significantly increased six times more than the previous years, contributing to the higher total number of young drinkers.

The government aims to limit and control the problem of youth drinking alcohol by issuing a ministerial regulation B.E. 2548 on the issuance of a license to sell alcohol. The Article 2 Section 19 indicates that the issuance of license for selling type 3 to 7 of liquor and that the places for selling liquors, including nightspots are not allowed to be located in academic institutional areas or religious places, as well as the areas nearby these places and within a radius of under 500 meters from academic institutional border. On the contrary, many places for selling alcohol to students are nowadays so close to schools and universities.

In the meantime, alcohol beverage manufacturers' marketing communications also play a significant role stimulating drinking behavior among Thai youth. This research, thus, mainly focuses on the communication process, strategy and fostering of attitude and behavioral change among Thai youth based on a previous research on cognition, recognition, possession and interpretation of items with alcohol beverage brands and alcohol consumption attitudes and also behaviors of Thai youth. It is found that when seeing an item with alcohol beverage brand, young people usually recall sport and music events sponsorship and social responsibility of the brand which lead to positive impression and favor to the alcohol products, followed by buying such products in return for its social responsible activities (Nongnuch Jaichuen et., 2013).

Although alcohol beverage manufacturers carry their marketing communications forward to persuade Thai youth to drink, many networks in Thai society have worked together by campaigning to limit and control alcohol consumption in and around institution areas. Alliances of youth groups are, for example, Youth Network of New Face Drinker Prevention, Friends of Youth for Development Foundation, and other campaigns sponsored by Thai Health Promotion Foundation, Stop Drink Network and relevant parties. U-Cluster, a network of anti-alcohol beverage around university areas, launched in 2005, is one of the most interesting projects. It comprises of 11 university networks and offers a central location in each university for organizing events, activities and campaigns to stop drinking alcohol in and around the campuses. U-Cluster also supports knowledge providing network expansion, driving effective stop drinking campaigns in the universities under its vision "to build mutual network and sustainability from policy to practice" (Thai Health Promotion Foundation, 2011). The project embraces youth participation to campaign and influence their fellows and friends to stop drinking alcohol as a fashionable lifestyle by providing a variety of creative recreations and activities.

The project management of anti-alcohol beverage consumption around university campuses is centralized under the direct supervision of Thai Health Promotion Foundation. All activities must be held in the same style and direction. However, due to different locations, management system and culture, the participated universities were not ready at that time which led to an end of U-Cluster project in 2013. Consequently, a new form of management was created. A host university in each region is selected under the program called Stop Drink University Network. Shifting from a single pattern for the nationwide activity, this time it allows each university to create its own activities to fit in different locations, management system and culture (Thai Health Promotion Foundation, 2013). Walailak University, which previously was a member of U-network has currently joined this alcohol-free campus network. Yet,

physical and geographical factors of Walailak University, an independent residential university, make the alcohol beverage shops and nightclub locations congested at the front of the university. The study on IMC processes of alcohol beverage manufacturers and distributors promoting the alcohol consumption around Walailak University campus can, thus, help to understand their attempts and situations, to collect benefits from useful information in order to develop a preventive plan, and to educate Walailak University students to be aware of those marketing strategies.

Therefore, the study on the communication process of Walailak University in putting the hand together with anti-alcohol beverage consumption of Thai Health Promotion Foundation, Stop Drink Network and relevant parties is vital for finding a way to prevent and reduce the alcohol consumption among Walailak University students around the campus, which are popular areas where many students go for drinks.

## 2. Objectives

- 1) To study IMC process of alcohol beverage manufacturers and retailers in fostering alcohol beverage consumption around Walailak University campus
- 2) To study anti-alcohol beverage consumption campaigns around Walailak University supported by Thai Health Promotion Foundation, Stop Drink Network, and relevant parties
- 3) To study Walailak University students' communication decoding on alcohol beverage consumption

## 3. Research Methodology

The study employs qualitative methods as follows:

- 1) In-depth interview with the key informants, staffs from Division of Student Affairs, responsible for the anti-alcohol consumption campaigns of Walailak University, acting as coordinators and selectors, receiving sponsorship from Thai Health Promotion Foundation, Stop Drink Network, and relevant parties,
- 2) Focus group discussion with 9 Walailak University students, selected by purposive sampling. The target respondents are chosen by the key informants. The criteria of respondent selection is heavy drinkers and normal drinkers.
- 3) Observation and documentary research, i.e. websites, Facebook and billboards of alcohol beverage manufacturers, distributors and nightspots. Lists of popular manufacturers, distributors and nightspots around Walailak University campus among students are provided by students themselves. From these lists, the purposive sampling is then applied.

## 4. Result

The result reveals as follows:

- 1) Communication process of alcohol consumption fostering consumption around Walailak University
  - 1.1) Walailak University location and the alcohol consumption around the campus

Walailak University is designed to be a residential university equipped with modern educational facilities, services and accommodations for students and staff. It is located 30 kilometers away from the city center of Nakhon Si Thammarat province. There are only a few nightspots and places selling alcohol, and they are all concentrated around 500 to 1,000 meters away from the main gate of the campus, targeting Walailak University students.

- 1.2) Target respondents' drinking behavior background

The targets started alcohol drinking at the age of high school level and freshman level, even though they are from no alcohol drinking family. The main reasons are curiosity and friends' persuasion. Their frequency of drinking are from once a week to everyday. Moreover, their favorite menu are varied, e.g. liquor, beer buffet, cocktail and bucket drink (cocktail mixed in ice bucket); depending on the following factors, (1) the respondents' preferences, (2) their budget, (3) alcohol drink manufactures and nightspots' marketing campaigns, (4) traditional occasions (e.g. Loykratong and Songkran festivals and university parties), (5) social motivation (e.g. friends, fashions, and cultures), (6) internal motivation (e.g. stress releasing and grief relieving), and (7) external pressure (e.g. from seniors or friends).

- 1.3) Decision making process of alcohol purchasing and consumption

The target respondents' alcohol beverage purchasing has been through all five stages of buying behavior process. However, certain stages are skipped as a result of various factors influencing drinking

behavior. The process of decision making to purchase and consume alcohol of the students from this institution can be explained in following stages:

(1) Problem recognition: a stage in which the respondents are aware of their need of alcohol drinking. The data show that target students from Walailak University give their reasons to drink differently, depending upon his/her own need and desire, e.g. to hang out with friends and to relax by drinking and listening to music or meeting people. Some might move on to the next stages of evaluating options and deciding for the best option as they are already familiar with styles and the design of such places that match their want. For example, they want to relax after class or follow trends that their peers do and share on social media. The latter sample is various entertainment places have set the aims to target customers, mainly Walailak University students, and to offer alcohol consumption as fashionable lifestyle. Some say that they want to try something new, want to be recognized among friends, so they adopt drinking value, want to enhance their capacity and creativity for their study and work, and decrease pressure from their groups such as senior students. They are given the notice of faculty custom, drinking in exchange of becoming real members of the faculty. This tradition is mostly found in the Faculty of Science and the Faculty of Engineering.

(2) Information search: the target consumers from Walailak University search for information for their decision making by starting with asking friends and checking information from online sources such as Instagram and Facebook accounts of their friends, seniors and nightspots.

(3) Evaluation of option: consumers have different criteria for evaluation, i.e. atmosphere of the nightspots, their budget, the strict compliance of the law, popularity and their familiarity to those nightspots.

(4) Purchase decision: after the evaluation, the target respondents, as alcohol consumers, consider pros and cons of the places and decide for the best option. Besides relevant factors about a place, they usually include their direct and indirect customer experiences as a key criterion for making a decision.

(5) Post-purchase evaluation: this final stage takes place after their real experience at the nightspot area. The students evaluate the place they have chosen to go under criteria: convenience, quality, design of places and other criteria related to social and personal factors.

#### 1.4) Communication strategies of alcohol consumption fostering around Walailak University campus

For the communication urging the consumption of alcohol in the area around the campus, the integrated marketing communications can create a branding effectively to achieve a set goal by employing a combination of different tools. The integrated marketing communications, in this case, starts from segmenting the target group according to the concept of consumer behaviors, setting objectives by focusing on the desired behavior, preparing marketing tools and marketing communications strategies that effectively support the goal of communication (Seri Wongmonta, 1999). The alcohol sellers in the area around the University have applied two key marketing communication strategies and tools to foster alcohol consumption among Walailak University students:

##### (1) Pull Strategy

The strategy is used by entertainment venues or nightspots with objectives to call for attention, create brand recognition and boost their sales through various communication channels: one/two-way communication. Creative strategies are, thus, designed to meet the main customer groups - students and young adults around Walailak University- and diverse marketing activities are organized around them to meet the goals of the alcohol selling places, in the same time, customers' needs. The study also shows that the owners employ a variety of strategies, including creating signature drinks and catchy drinks menu and marketing promotion to boost sales in forms of buffet, gifts, discounts and free drinks for female customers in order to attract male consumers to their places, discount coupon and special discounts for students.

Furthermore, there are special marketing promotions and venue decorations for festivals, seasons and celebrations in order to create attractive atmospheres for customers. These promotions include special events endorsing celebrities to perform music at their places in order to boost their sale and revenue from ticket selling, special activities that draw attention and match lifestyles of target groups, special promotions offering alcohol as a prize to foster the consumption. Social Media, Facebook and Instagram in particular, also play a significant role by offering the interaction with customers online. The online writing style is friendly and funny. Also it arouses the customers' emotions which bring about the nightspots' positive image, and later leads the nightspot visit. Besides, while online media are considered as important communication channels that can reach the target groups conveniently and quickly, it's useful tools in

exchanging information with customers and informing them about quality and police control of the places, which fosters good attitude towards the places among the students.

#### (2) Push Strategy

The strategy to push alcohol products into the market is conducted via mediators such as salespersons and advertising and trade promotions to attract customers to retailers and nightclubs. It is found that horizontal communication strategy is applied in forms of sport and entertainment activities, e.g. concert, party, art and culture event, etc. The alcohol producers always create new recipes for mixing the drinks, launch attractive packaging to draw new target groups, add a variety of products to stimulate the consumption and introduce their products by offering them for free. Moreover, they sponsor advertising media of nightspots or entertainment places by giving souvenirs as merchandizing products and decorating the places and items used for serving alcohol with their logos to raise brand awareness among customers. The producers also use opportunities when retailers organize special events to sponsor advertising media or to offer the target groups exclusive experience with the products by using the venues to promote products. Importantly, special activities held by the producers usually take place in areas nearby the campus. This is one form of the push strategy the producers use to indirectly support their sales via retailers.

#### 2) Communication process of anti-alcohol consumption around Walailak University

##### 2.1 The policy of the anti-alcohol consumption around university campus

The policy of Thai Health Promotion Foundation, Stop Drink Network, and relevant parties is coherent. Thai Health Promotion Foundation, as the key actor, has defined its policy in Plan 02 on alcohol beverage and addiction control that is adjusted according to current social context and appropriation; while Stop Drink Network policy is to open creative spaces and support activities in education institutions. The joint operation shares tasks: Thai Health Promotion Foundation provides financial support, promotes projects/activities, coordinates works and exchanges information between parties and Stop Drink Network, and relevant parties propose projects/activities to carry out and coordinate activities at a local level.

##### 2.2 The communication process of anti-alcohol consumption around Walailak University

(1) Outcomes - The campaign objectives of Walailak University, under the responsibility of Division of Student Affairs, aims to totally stop and control students' alcohol drinking. However, the communication objectives for campaigning according to their own vision, mission and policy match up the main expected outcome of Thai Health Promotion Plan 02.

(2) Situation Analysis - The reasons the university decides to run the campaign against alcohol consumption are according to various factors. Significantly, Walailak University takes into account the necessity and urgency of alcohol consumption impact on students and the institution, including the possibility of implementing a successful campaign. It is evident that the location of the university is substantially relevant to the anti-drinking campaign. Moreover, the institution has not analyzed the situation by applying well-recognized tools, e.g. SWOT analysis and Force-field analysis. Instead, the assessment is collected by project responsible people from Division of Student Affairs, in which it can be controversial in terms of reliability and utilization and can have negative impacts on the communication process of the campaign.

(3) Specific Audiences - There are different target groups including key target audience - the students with the objective in controlling and stopping their drinking behavior, while secondary targets are the influential group of people on their drinking behavior - university management team, internal sections involved, external parties involved, rental apartment owners, alcohol distributors and nightspots, communities surrounding Walailak University and networks and campaign runner team.

(4) Goals and Objectives - In the communication countering alcohol consumption, the Division of Student Affairs has classified the goals of communication varied by target audiences of the campaign as follows:

- Students - the main goal of communication with the students is to stop and reduce alcohol consumption.

- Internal division - the main goal of communication with the internal parties of the university is to brainstorming and setting policies of alcohol consumption around the university as well as seeking the way of corporation in anti-alcohol consumption.

- External parties - the external parties are rental apartments and nightspots around Walailak University, with the main goal of communication in creating awareness and seeking the way of corporation in alcohol consumption control.



(5) Communication Strategy - The strengths of Walailak University in communication are: the use of public media and institution's rules and regulations on alcohol consumption and the dormitory as well as the media used by Student Affairs, the responsible actor for the campaign, by integrating the campaign with other activities organized by the university or local agencies. Nonetheless, the weaknesses of the university are: firstly, the lack of continuity and consistency of activities and campaign implementation. Most are short-term projects which are unable to neither achieve the goal nor change students' drinking behavior. Secondly, some staff still lack knowledge and understanding about the campaign communication. As a result, the campaign has not received much attention from students. Thirdly, the interactive communication with the students is not seriously taken into account even though it can reach their target audience more effectively and influence long-term behavior change. Finally, the institutions lack systematic data collection and research.

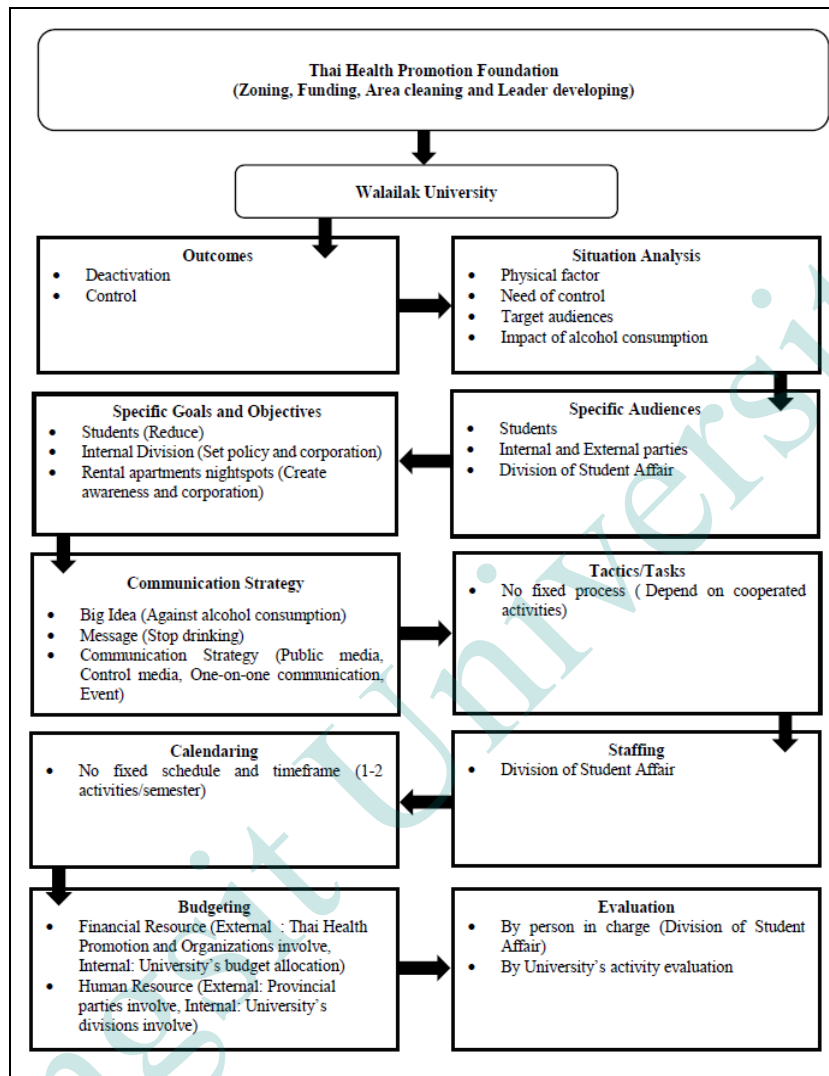
(6) Tactics/Tasks - Walailak University has not defined their procedure for campaigns implementation precisely. The campaigns are usually in line with the current interests of society, community, social organizations or other agencies because they want to integrate their campaigns and work together with partners.

(7) Staffing - Walailak University selects and assigns responsible people for the campaign communication by the criteria of those who are directly responsible for Student Affairs. However, there are no directly assigned staff who are in charge of these campaigns; instead, the communication is usually done based on the convenience of other divisions' activities, such as Student Dormitory, Student Club or activities of related faculties.

(8) Calendaring - There is neither exact fixed schedule nor timeframe of campaign implementation as the communication process runs according to the integration of other activities in the university. However, in each semester, there are roughly 1-2 projects concerning tobacco and alcohol control in the plan of Student Discipline Service, which is under Division of Student Affairs.

(9) Budgeting - There are 2 main sources of financial resources; internal support; from the university's annual allocation (to Division of Student Affairs) and external support including Thai Health Promotion Foundation, Office of the Higher Education Commission and occasional donations. Apart of that, human resources are also from the corporation with internal parties, divisions concerned, Student Clubs, and faculties, while external parties are Stop Drink Network (area 11), Office of Nakhon Si Thammarat Provincial Health, Nakhon Si Thammarat Provincial Police, Office of Alcohol Beverage Control, volunteers and other organizations related.

(10) Evaluation - The university carries out 3 stages of campaign evaluation; pre-campaign evaluation – for communication style selection based on contexts of the students and university, during - campaign evaluation – for communication obstacles and problem control so that any problems occurred can be solved immediately and directly, and after-campaign evaluation – for the achievement of the campaign, including the changes of target audience's behavior and attitude. Moreover, there are 2 ways of campaign assessment in anti-alcohol consumption campaign. Most are assessed by those responsible for the campaign, while some are assessed according to the university's policy of activity evaluation. The overview picture of communication process of anti-alcohol consumption around Walailak University is shown in Figure 1.



**Figure 1** Communication process of anti-alcohol consumption around Walailak University

3) Students’ communication decoding on alcohol beverage consumption

The study shows that the students decode the communication on alcohol consumption differently. Three types of decoding found are “preferred reading” – decoding with the same viewpoint of the sender, “negotiated reading” – decoding with a viewpoint that needs to negotiate the meaning, and “oppositional reading” – decoding with a viewpoint against or conflict with the meaning given by the sender. It is also found that the general topic the receivers decode the key message exactly like what the sender’s encode: “drinking alcohol is bad”. However, they negotiate the meaning to rationalize why they drink alcohol, e.g. for relaxing, socializing, maintaining good relationship and even their faculty/department force them to.

**5. Discussion**

According to Maslow’s Hierarchy of needs (Maslow& Frager, 1987), as physical need is not satisfied, the higher level of needs are not occurred. In reality, the basic needs (physiology and safety) of Walailak University students are fulfilled by their parents. As these basic needs are satisfied, the target respondents search for the higher level of the needs (love and belonging) in which alcohol beverage is the way they use to be accepted in their groups, including friends and seniors, then leads to the frequency and quantity of alcohol consumption. Apart of that Social Cognitive Theory (Bandura & Films, 2003), human

behavior is developed by both internal stimuli and external stimuli, which suggests that the university students' drinking behavior has developed by both internal stimuli – observing and learning others' drinking behavior, and then adopting to their own's as well as external stimuli – marketing communication campaign applying push and pull strategies (Seri Wongmonta, 1999) that fit in with their lifestyles, cultures and interests. In order to go efficiently against alcohol consumption around Walailak University, communication activities that cover internal stimuli should be considered, for example, raising awareness, educating the effect of alcohol consumption and changing alcohol consumption behavior. Besides, external stimuli should be managed as well, for example, controlling alcohol beverage distributors and nightspots around Walailak University.

Moreover, according to the theory of KAP (Surapong Sothanasatian, 1990), in an effective communication campaign, this theory suggests that an increase in knowledge (K) affects attitude (A) and consequently changes behavior/practice (P). It shows that a successful communication is occurred when the students' social reaction appears after the interaction of their experience – the collection of grounded belief coming from their background knowledge, and their attitude. This means different students holds different attitudes towards alcohol beverage and decision of alcohol consumption, depending on their perception and interpretation on information on alcohol consumption. In this case, communication process is achieved when students stop alcohol drinking, act against alcohol drinking or continuously act against alcohol drinking. In addition, communication style that encourages students to the stage of information perception and interpretation is a vital part of communication process of anti-alcohol consumption around Walailak University.

Once the communication for information exposure and perception is designed, and communication strategies that get along with students' behavior are set, the campaign runner should always apply Stuart Hall's Concept of Encoding/Decoding (1980), to make the meaning transmission effective. As the senders encode the message, they are required to pass on the decoding system. Once, the gap of the meaning transmission between the senders (the campaign runners) who conveys both message and decoding system, and the receivers (Walailak University students) who are the decoder are filled, the targets decode the campaign message, fully understand its meaning, and later change their behavior by following the campaign objectives, and this creates a successful anti-alcohol beverage communication.

## 6. Conclusion

The communication process to foster alcohol consumption is certainly the marketing communication that requires various forms of communications to reach the target group who are, in this case, Walailak University students. Its ultimate goal is to promote the consumption behavior of the target group to fit in with the sale goal of alcohol beverage producers and retailers. The alcohol producers select marketing communication tools to introduce the target group to get to know their alcohol beverage products and retailers, who usually are the owners of nightspots and entertainment places around the campus, and lead the students to familiarize with and trust their services. The keys are not only to create brand awareness, but to stimulate consumer behavior and the decision making after the alcohol consumption.

For an effective communication process of anti-alcohol consumption in the area around the campus, there should be a strategic and intensive communication plan with a clear timeframe. A systematic communication process and related media contents by senders to recipients are necessary. The sender must have negative attitude towards alcohol consumption and enable him/her to create and repeat messages against alcohol consumption. Moreover, the sender should be able to create and present the key message via effective use of media in order to reach the target group. The target person can then receive and be aware of benefits or harms of alcohol consumption which will lead to the success of communication to support and/or oppose alcohol consumption.

The communication process of anti-alcohol consumption around Walailak University is a process of negotiation between supporters and opponents. In this case, the supporters usually have more advanced knowledge in communication than the opponents. It is, thus, important for communicators promoting alcohol consumption to have and hold to communication ethics and professional code of conduct which can ease controversial issues of promoting drinking to a certain extent. Meanwhile, the opponents should assign the communication work to experienced communicators in order to achieve the campaign goal.

However, the further study in alcohol beverage consumption around Walailak University should focus on the faculty with the environment of alcohol consumption fostering such as Faculty of Engineering,



as seniors and alumni are the students' most powerful drinking motivation. From this, one of communication strategy the university should apply is "personal communication", especially the cooperation with these seniors and alumni in controlling the freshmen drinking behavior because the seniors are their most influential people.

### 7. Acknowledgements

This research, funded by Center of Alcohol Study, an organization under Thai Health Promotion, is one of the sub-project in Communication Process of Alcohol Consumption Fostering VS Opposition around University Campuses, focusing on the communication process of alcohol beverage consumption fostering as well as opposition around Walailak University, in which the department involved is Division of Student Affairs, participating with university network as a medium to disseminate news and information on anti-alcohol consumption campaigns. The period of research is 6 months starting on October 1, 2014 until March 31, 2015.

### 8. References

- Bandura, A., & Davidson Films. (2003). *Bandura's social cognitive theory: An introduction*. San Luis Obispo, CA: Davidson Films.
- Hall, Stuart ([1973] 1980): 'Encoding/decoding'. In Centre for Contemporary Cultural Studies (Ed.): *Culture, Media, Language: Working Papers in Cultural Studies, 1972-79* London: Hutchinson, pp. 128-38, ('Encoding and Decoding in Television Discourse', 1973).
- Jaichuen Nongnuch, Nasueb Sopit, Chaiyasong Surasak, and Thamarangsi Thaksaphon (2013). "Perception Recognition Ownership and Meaningful for Alcohol Brand merchandise with Attitudes and Alcohol Consumptions of Thai Youth." Bangkok, Thailand: Center of Alcohol Studies.
- Maslow, A. H., & Frager, R. (1987). *Motivation and Personality*. New York: Haper & Row.
- National Statistical Office (2012). "The Smoking and Drinking Behavior Survey 2011." Bangkok, Thailand: Statistical Forecasting Bureau National Statistical Office.
- Surapong Sothanasatian. (1990). "The Concept of Knowledge, Attitude and Practice" [Online]. Retrieved from <http://www.novabizz.com/NovaAce/Attitude.htm>
- Thai Health Promotion Foundation (2011). "U-Network, Lesson Learned from Alcohol-Free Freshmen Welcoming Campaign." Bangkok, Thailand. Retrieved from <http://www.thaihealth.or.th/Content/4661>
- Thai Health Promotion Foundation (2013). "Thai Health Promotion Foundation: The Role Model of New Strategy Creation "Stop Drinking." Bangkok, Thailand. Retrieved from <http://www.thaihealth.or.th/Content/16412>
- Wongmonta Seri (1999). "Marketing Strategy and Marketing Plan." Bangkok, Thailand: Theera Film and Sytax.