...
Abstract

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Bangkok, Thailand, 2009-2012

Media on Marketing and Sale Promotion Activities:
Monitoring and Surveillance of Alcohol Industry in Printed
In Thailand, the alcohol industry advocates for the alcohol industry to monitor the alcohol industry's advertising and promote alcohol products through research studies that have been commissioned during the past few years. Several studies have shown that alcohol advertising, especially through media that are widely consumed, can promote the same harmful behaviors as alcohol consumption. This can be done through the use of social media platforms or through traditional advertising channels, such as television and print media. Recent research has shown that the use of alcohol advertising in television and print media can be more effective in promoting alcohol consumption among teenagers and young adults. Thailand has been a leader in implementing the national advertising ban on alcohol products, which has been in place since 2012. The aim is to reduce the number of young smokers and to promote healthy lifestyles among young people.

Introduction

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Media on Marketing and Sale Promotion Activities,
Monitoring and Surveillance of Alcohol Industry in Princes of Thailand.

Responsibility Marketing: marketing; music marketing; lifestyle marketing; Corporate social

Keywords: Monitoring and Surveillance of Alcohol Industry; Sports Beverages advertising be implemented to prevent young persons from the abuse of alcohol.
was introduced since 2005 [Sugiyama K. Andree T. 2011]. This approach, known as the Proactive Approach, is based on the idea that alcohol and related marketing strategies are not inherent in social norms, and that they are influenced by specific marketing techniques and media. Using this approach, researchers have found that increased marketing efforts, such as those involving social media, can lead to increased consumption of alcohol.

Increasing sales [Pleasant H. and Field P. 2008].

Increasing sales in the United States was an important factor in the rise of alcohol consumption, especially among young people. A review of 80 research studies in the United States indicated that the primary factor in the rise of alcohol consumption is the influence of marketing strategies. These strategies include the use of advertising and promotions, such as those found in newspapers and magazines, to influence consumers' choices. The rise of social media and the Internet has also contributed to increased marketing efforts, which have been shown to influence consumer behavior.

Alcohol marketing and advertising strategies. Alcohol marketing and advertising strategies include the use of social media, television, and print media, such as newspapers and magazines, to influence consumer behavior. The use of social media, especially among young people, is increasing, and this has contributed to the rise of alcohol consumption. The use of television and print media, such as newspapers and magazines, has also contributed to the rise of alcohol consumption, as these are commonly used to influence consumer behavior. The rise of alcohol consumption has also been influenced by the use of social media and the Internet, which have been shown to influence consumer behavior.
In 1997 to find scientific evidence, the National Institutes of Health (NIH) was asked by the US Congress of advertising content and development over your exposure. Since conclusive results are not established on the impact
Angrus R, et al., 2009]
2000: Smith LA and Foxcroft DR, 2009: Anderson P, de Bruijn A, and for those already use alcohol to drink more [Jemineha D, for the tendency for young people to start drinking alcoholic beverages, 2006]. Alcoholic advertising increases/Snyder I, Miller F, Siegel M, et al., 2006]. Alcoholic advertising increases
In 2005: Ellickson P, Collins R, Hemphill, et al., 2005:
Simon and others from longitudinal studies [Steevy A, 2009]. Unlike similar to results from longitudinal studies, 2005. Similar to results from longitudinal studies [Steevy A, 2009]. Unlike modeling demonstrated that advertising increases consumption, of alcohol and drugs, which has simpler beliefs and changes in self-reported behavior, which are similar
Correlations have also been made between changes in behavior.
2006] to drink and to purchase (Chen M, Group 1, Bernstein M, et al]
Chen M, et al] and liking of alcoholic advertisements will have an effect on consumption. Exposure to positive models (Asian, Chinese M, and Group 1, 2006). Exposure to positive models (Asian, Chinese M, and Group 1, 2006). Exposure to positive models (Asian, Chinese M, and Group 1, 2006). Exposure to positive models (Asian, Chinese M, and Group 1, 2006). Exposure to positive models (Asian, Chinese M, and Group 1, 2006).
To determine the effects of these differences in advertising and 
and my increase drinking. However, advertising-related cues may change how you think about alcoholic beverages and cumulative exposure to effective alcohol advertisements and
"..."
and magazines employed alcohol advertising regularly to present various products (Figure 10). While
and music (Figure 1, 2, 3, and sports marketing (Figure 2) while CSR—marketing (Figure 1, 4). The majority of beer products
industries employed similar strategies such as music marketing.
and decreasing frequencies of advertisements. in 2011 to 2012, frequencies of printed advertisement by
From 2011 to 2012, frequencies of printed advertisement were
The number of alcoholic advertisements in each
with recommendations from the Center for Alcohol Studies' committee.
A mixed method design was employed in this study. The
Experimetal section

Two English (Bangkok Post and The Nation) and two Thai
alcoholic beverage products.

Results and Discussion

The number of alcoholic advertisements in print, advertisements in newspapers and

The period of the research was conducted through

From January 2009 to February 2009, 4 daily newspapers were monitored from Bangkok, Thailand. From January 2010 to February 2012, 4 daily

A random sample of the readers was conducted through monitoring

and magazines monitored were: one English and
two Thai alcoholic beverage advertisements ran once per newspaper. Among sections such as lifestyle, business, sports, etc., and had more

The majority of beer products used alcohol marketing mostly (Figure 5), while

while CSR—marketing (Figure 1, 4). The majority of beer products
industries employed similar strategies such as music marketing.
Figure 1. Music marketing advertisement

Table 1. Advertising frequencies in local newspapers, Bangkok

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Frequency</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangkok Business News</td>
<td>77 times</td>
<td>2009-2010</td>
</tr>
<tr>
<td>The Nation</td>
<td>75 times</td>
<td>2010-2011</td>
</tr>
<tr>
<td>Bangkok Post</td>
<td>39 times</td>
<td>2011-2012</td>
</tr>
</tbody>
</table>

Table 2. Advertising frequencies in local magazines, Bangkok

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Frequency</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamburger</td>
<td>47 times</td>
<td>2009-2010</td>
</tr>
<tr>
<td>A Day</td>
<td>69 times</td>
<td>2010-2011</td>
</tr>
<tr>
<td>GM</td>
<td>78 times</td>
<td>2011-2012</td>
</tr>
<tr>
<td>Image</td>
<td>32 times</td>
<td>2012-2013</td>
</tr>
</tbody>
</table>

Figure 2. Sports marketing advertisement

Figure 3. Lifestyle marketing advertisement

Figure 4. Corporate Social Responsibility (CSR) advertisement
Figure 15. Relaxation time advertisement with emphasis on individual identity.

Figure 13. 14 Advertisement for consumers who have buying power from daily routines (Figure 15).

From daily routines (Figure 15), it is clear that there is an emphasis on "relaxation" time or the time when buying power is emphasized on individual identity (Figures 13 and 14). This is a valuable strategy for specific segmentation target groups. The use of segmentation and marketing can help to identify potential consumers through demographic data, age, sex, and other membership applications. Quick response codes (QR codes) for detailed information (Figures 11 and 12), and social media marketing, enable the promotion and marketing of the website. The target groups are identified through social media marketing, influencing their buying behavior (Smith, LA and Fencer, 2009).

Findings from content analysis:

To understand the meaning of various printed advertisements and marketing tools for consumer marketing expansion by the alcohol industry, we conducted a survey for specific segmentation target groups. This is a valuable strategy for specific segmentation target groups. The use of segmentation and marketing can help to identify potential consumers through demographic data, age, sex, and other membership applications. Quick response codes (QR codes) for detailed information (Figures 11 and 12), and social media marketing, enable the promotion and marketing of the website. The target groups are identified through social media marketing, influencing their buying behavior (Smith, LA and Fencer, 2009).
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Thomson SP, Reeve D. 2006.

According to the World Health Organization, the number of
effects of increased alcohol industry messages would need to be
The authors declare that they have no conflict of interest.

Conflicts of Interest

and the China Promotion Foundation (Thamlethim).
Public Health, Medical University, Center for Alcohol Studies (CAS)

References and Notes

The authors declare that they have no conflict of interest.