

BINGE DRINKING OF ALCOHOL CONSUMPTION AMONG YOUNG ADULTS IN HIGH SOCIOECONOMIC NIGHTCLUBS, BANGKOK - THAILAND

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ABSTRACT: The objective of the study was to study the pattern of binge drinking among young adults in high socioeconomic nightclubs, Bangkok. The data collection was done in evening period started from 7pm until mid night during November and December 2010. The researcher randomly selected the customers who were first arrived the nightclubs and hadn't started drinking alcohol to be the respondents, so that they had conscious and were able to answer questions correctly. Overall 348 respondents with 20-34 years old were passed the AUDIT test within 8-19 score of binge level and were enrolled in the study. The result was males were more likely to have harmful drinking than females as males were more likely to drink more volume of alcohol than females. The respondents with higher education tended to consume more alcohol than those who have lower education. The respondents who earned high income were more likely to drink more, spend money more on alcohol and also tended to spend more on their binge drinking; especially males were found to spend higher than females. Beer (68.8%) was the type that males consumed the most in past 30 days, while wine (64.6%) was the most in females. The study found that binge drinking in high socioeconomic nightclubs was considerably high. The related organization should be surveillance, and plan for the future prevention and intervention.

Keywords: Young adults, nightclubs, binge drinking, high socioeconomic, Bangkok

INTRODUCTION

According to WHO, reported in 2004 on country profile of adult per capita consumption (in litres of ethanol), Thailand was rank at 44 from the highest. In spirit category, Thailand was rank at 6. 31% of Thai adult citizen was drinkers, and 18.7% was classified as binge drinkers [1]. Binge drinking is the definition of drinking alcohol beverages which becoming intoxicated by heavy consumption of 5 standard drinks or more of males and 4 standard drinks or more of females within single occasion [2]. Thai National Household Survey of alcohol consumption in 2007 found that Thai citizen ages 12-65 years, 6.7% was classified as hazardous drinkers, 0.9% was a harmful drinkers and 0.6% was alcohol dependence [3].

The prevalence of binge drinking was high in both global and Thailand. Binge drinking creates long-term consequences association with alcohol-related problems either individual or social and health consequences either acute or chronic. According to WHO, alcohol has become 5th leading factor for dead and disability around the world, with more than 60 types of disease and injuries cause by alcohol. Health problems in Thailand due to the increased of alcohol consumption and frequency of binge drinking has increased disease and accident [4]. The study in 2009 of drinking patterns of Thai

citizen reported that 67% of drinking alone was more common in alcohol-dependent, 58% of harmful and hazardous drinkers was normally drank with friends, and 61% was infrequent drinkers drank only at social functions [5, 6]

Thai citizen tended to consume more alcoholic beverages every year due to aggressive marketing. Nightclubs were considered as the places of engaging people to consume alcohol and were concerned as a high-risk setting of the binge drinking development. Nightclubs have created the fast growing in alcohol market using promotion, happy hours, offering unlimited alcohol on payment of entrance fee, which encourage people into binge drinking [7]. Many parties collaborative with alcohol market are held many times during each month throughout the year, which has increasing the number of excessive drinkers every year.

Nightclubs in Bangkok are the places that most encourage people into binge drinking, making drinking more attractive and get caught up into peer influences [8]. Binge drinking was epidemic among young adults who are defined as 20-34 years, and in order to access into nightclubs in Thailand, legally age must be 20 years and above.

MATERIALS AND METHODS

Study design

Cross-sectional survey had been employed in this survey to collect data. The study assessed into high socioeconomic nightclubs, in Bangkok. The subject

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referred to young adults 20-34 years who were binge drinkers, screening by AUDIT.

Sample and Data Collection

The nightclubs were selected as they have the high prevalence of the customers on the weekdays and highest prevalence of the weekends. High socioeconomic area was considered as the area that most of the customers have ability to pay. The data collection was done in evening period started from 7pm until mid night during November and December 2010. The researcher randomly selected the customers who were first arrived the nightclubs and hadn't started drinking alcohol to be the respondents, so that they had conscious and were able to answer questions correctly. The eligible respondents were selected by doing sampling, which was first screened by AUDIT test. The respondents must earned 8-19, in order to enroll in the study. The respondents within age 20-34 years who had AUDIT score of 8-19 continued to interview questionnaire. The respondents who had scored below 8 and above 19 discontinued the questionnaire and were excluded from the study.

Measurement tools

The measurement tools were consisted of 2 questionnaires with Alcohol Use Disorders Identification Test questionnaire for screening binge drinkers or AUDIT screening test, self-administered filled-in questionnaire, and interview questionnaire. AUDIT screening test was basically consisted of 10 questions. 0-7 score was clarified as non-binge, 8-16 as hazardous drinking (low binge), 16-19 as harmful drinking (high binge), and 20-40 as alcohol dependence. Interview questionnaire consisted of demographic characteristics, type of alcohol consumption, volume of ethanol (grams), frequency of alcohol consumption, and time line follow back schedule for consumption in past 30 days.

Data Analysis

Descriptive analysis of frequency, percentage, mean, and standard deviation, was in order to analyze and summarize the data. Chi-square was use to determine the statistical significance of the association between the volume of alcohol consumption and genders.

RESULTS

Total 173 of males (49.7%) and 175 of females (50.3%) were enrolled in the study. The majority of males (57.2%) and females (70.9%) age were 25 to 29 years. Monthly income above 30000 baht, males (27.7%) was much higher than females (15.4%). More than half of the males (67.6%) and females (58.9%) had already finished Bachelor degree. The respondent who had education lower than Bachelor degree was very low. Studying and working in private company were the majority occupation among the respondents. Many of males (22.5%) and

Table 1 Demographic characteristics

Variables (N=348)	Male (N=173)		Female (N=175)	
	N	%	N	%
	173	49.7	175	50.3
Age (Years)				
20-24	49	28.3	39	22.3
25-29	99	57.2	124	70.9
30-34	25	14.5	12	6.9
Mean	26.4		26.0	
Monthly income				
< 15000	38	22.0	50	28.6
15000-29999	87	50.3	98	56.0
30000-44999	32	18.5	17	9.7
≥ 45000	16	9.2	10	5.7
Mean	23143.7		21988.6	
Education				
Studying Bachelor	28	16.2	49	28.0
Studying Master	6	3.5	9	5.1
Finished college	7	4.0	6	3.4
Finished Bachelor	117	67.6	103	58.9
Finished Master	15	8.7	8	4.6
Occupation				
Student	32	18.5	50	28.6
Own business	14	8.1	8	4.6
Family business	21	12.1	24	13.7
Official Employed	4	2.3	5	2.9
State enterprise	10	5.8	7	4.0
Private company	39	22.5	63	36.0
Freelance	25	14.5	3	1.7
Unemployed	28	16.2	15	8.6
Monthly expense for alcohol				
<2500	50	28.9	81	46.3
2500-4999	68	39.3	80	45.7
5000-7499	35	20.2	10	5.7
≥7500	20	11.6	4	2.3
Mean	3456.9		2897.14	
Monthly expense for binge drinking				
<2000	32	18.5	56	32.0
2000-3999	79	45.7	101	57.7
4000-5999	53	30.6	15	8.6
≥6000	9	5.2	3	1.7
Mean	2577.6		2222.9	

females (36.0%) work in private company. Monthly expense on alcohol above 5000 baht, males (31.8%) were very much higher than females (8.0%). About half of males and females normally spent 2000 to 4000 baht for binge drinking. Females mostly spent less than 4000 baht, while males mostly spent more than 4000 baht. Males (35.8%) who spent more than 4000 baht were much higher than females (10.3%). (Table 1)

The alcohol beverage that males (94.2%) drank the most in past 12 months was beer, while vodka was chosen by most females (93.7%). Ready-to-drink was the types that both males and females consumed the least in the past 12 months. In the past 30 days, beer was still chosen by most males (68.8%), while females (64.6%) chose wine the most. Beer and whisky was the most popular among males, while wine, vodka, and cocktail was the most popular among females. (Table 2)

Table 2 Types of alcohol beverages that the respondents ever drunk in past 12 months and past 30 days

	Male (N=173)		Female (N=175)	
	N	%	N	%
Past 12 months				
Beer	163	94.2	152	86.9
Whisky	108	62.4	94	53.7
Vodka	156	90.2	164	93.7
Wine	124	71.7	133	76.0
Cocktail	83	48.0	103	58.9
RTD	55	31.8	73	41.7
Past 30 days				
Beer	119	68.8	61	34.9
Whisky	97	56.1	70	40.0
Vodka	76	43.9	101	57.7
Wine	81	46.8	113	64.6
Cocktail	41	23.7	68	38.9
RTD	8	4.6	16	9.1

Table 3 Volume of alcohol consumption defined as below mean ($<\bar{x}$) and equal or above mean ($\geq\bar{x}$)

Vol.	Male (N=173)		Female (N=175)		p-value
	N	%	N	%	
< 347.8	100	57.8	107	61.1	0.526
≥ 347.8	73	42.2	68	38.9	

Table 4 Association between genders and AUDIT

	Male (N=173)		Female (N=175)		p-value
	N	%	N	%	
8-15	77	44.5	118	67.4	<0.001
16-19	96	55.5	57	32.6	

Table 5 Frequencies of days that respondents consumed alcohol in past 30 days

No. days	Male (N=173)		Female (N=175)	
	N (=173)	%	N (=176)	%
<3	27	15.6	47	26.9
4-6	68	39.3	68	38.9
7-9	54	31.2	53	30.3
10-12	14	8.1	6	3.4
13-15	10	5.8	1	0.6

The volume of alcohol consumption (in grams of ethanol) in past 30 days were divided by mean (\bar{x} =347.8) into 2 ranges as the volume below mean and the volume above mean level. The volume at above mean level of males in past 30 days was slightly higher than females, as males were more likely to drink alcohol more than females. The volume of alcohol consumption didn't have significantly difference to genders. (Table 3)

According to the volume of alcohol consumption, the respondents who earn higher income had the volume above mean higher than the volume below mean level. Earning more income tended to consume more volume of alcohol, which the percentage of males were slightly higher than females. Similar percentage of males and females

who finished Bachelor degree also had the volume above mean higher than the volume below mean level, so did working in private and freelance. Males and females with Bachelor degree and working in private company were more likely to consume more volume of alcohol. The respondents who spent monthly on alcohol more than 5000 baht and binge drinking more than 4000 baht had the volume above mean higher than the volume below mean level, which males were found spent more money than females.

Eight-fifteen score was consider as low binge or hazardous drinking and 16-19 score was consider as high binge or harmful drinking. Males (55.5%) were higher than females (32.6%), in term of harmful drinking. Males were more likely to be harmful drinkers than females, as they consumed more volume of alcohol than females. There was highly significant difference (p-value <0.001) between AUDIT and genders. (Table 4)

The frequency less than 3 days that females (26.9%) spent on alcohol consumption was higher than males (15.6%), while the frequency more than 10 days, males (13.9%) higher than females (4.0%). The frequency 4-9 days, males and females were similar. Males were more likely to spend more days on alcohol consumption, while females were less, as males tended to drink more volume of alcohol. (Table 5)

DISCUSSION

According to the volume of alcohol consumption in past 30 days and AUDIT score, males made more volume of alcohol consumption than females in some type of alcohol. However the results of males and females weren't far from each other as the gender gap has been closing recently. A female binge drinking behavior was almost equally to male as the rates of females have risen over the last 30 years [9].

It term of types of alcohol beverages that the respondents consumed in past 30 days, beer and whisky was very high in males, as according to Center of Studies that Thai population was mostly consume beer and spirits. Instead, females were more likely to consume wine, cocktail, and ready-to-drink than males. Beer was the highest in males and wine was the highest in females, as a report of MCM research stated that males mostly started with beer but female started with wine [10].

According to the volume of alcohol consumption past 30 days, males who spent more for their binge drinking per month had more volume than those who spent less [11]. The respondents who finished Bachelor degree were more likely to consume more volume of alcohol than those who have less education [12].

The finding in this study reveals that people that binge drinking high socioeconomic area has

moderate to wealthy status and good education since most of them studied at least bachelor degree. They were also more likely having friends with the same status, living with the same standard, and come to the same place. They tended to influences one another to nightclubs, spending money on alcohol, and possibly ended up with binge drinking behavior. The respondents who earned high income were more likely to spend money more on alcohol and also tended to spend more on their binge drinking. The effects between binge drinking and income level of those who have higher income are more likely to do binge [13]. Most males and female respondents have high education of undergraduate or higher while very few of them were lower in education. As it was proved that people who have higher education tended to consume more alcohol comparing to those who have lower education [14].

The study, however, had limitation, as it was included data only in one area within one group of people, the population characteristics in this study was different than the other areas, thus the data cannot be a representative of the entire Bangkok. Since the study was conducted only one area of Bangkok, therefore, the future research should be extended to other area of Bangkok in order to be the source of information to benefit the related organization.

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