

## Abstract

**Research Title**            **Psychosocial Factors Predicting Avoidance of Drinking Alcohol Behavior Among Chiang Mai University Students**

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Avoidance of Drinking Alcohol Behavior (ADAB) is to avoid activities lead to drink, to refuse drinking if offered, and wisely choose appropriated activities substitute drinking. The research aimed to 1) compare ADAB among students who were different in bio-social background, 2) studied the predictability of psychosocial factors i.e. Buddhism practice, self control, achievement motive, mental health, safe friend selection, social support from family and friends to ADAB. Five hundred and eighty students, Chiang Mai University, were requested to complete Psychosocial Factors i.e. Buddhism practice, self control, achievement motive, mental health, safe friend selection, social support from family and friends, and ADAB Scales.

The analysis of variance and multiple regression analysis were applied to analyze the data and the results were as follow. 1) Students with difference of bio-social factors, i.e. sex, number of sibling, academic group, class year, residence, parental drinking behavior, activities participation, and GPA demonstrated significantly difference of ADAB. 2) Psychological factors, namely, Buddhism practice, self control, and situational factors, namely, social support from friends, safe friend selection and social support from family, significantly predicted ADAB at 41.1 percent. 3) Concerning specific group of students, it was found that, Buddhism practice most effectively predicted ADAB for every group, and self control was the second effective predictor for most groups, especially, Buddhism practice, self control, and safe friend selection predicted ADAB at 50 percent in lower achieving group.