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## Factor analysis on mechanism of alcohol consumption control in Thailand: A case study in alcohol-free drinking village

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### Abstract

The objective of research is to study the mechanism used to control alcohol consumption in alcohol-free drinking villages and analyze the important factors of the alcohol-free drinking village that control the alcohol consumption. The survey was conducted in an alcohol-free drinking village in the northeastern area of Thailand. It examined the mechanism to control alcohol consumption behavior and the factors that control the alcohol consumption behavior of people. The research was carried out during 2016–2018 using mixed methods. Eight samples were interviewed and the questionnaires were employed with 240 participants and analyzed using exploratory factor analysis (EFA). The results from interviews and exploratory factor analysis revealed that there were five important factors to control the alcohol consumption behavior of people in alcohol-free drinking village. These factors consisted of leader, work process, networking, traits and risk factors. The appropriate factors can be applied in the area. In addition, the research explores obstacles and internal or external impacts that the village should carefully prepare for to prevent and solve problems in the future in order not to lose this important area model. Then, the model of social control processes can be developed for other areas in a sustainable manner.

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### Introduction

Alcohol consumption is a major factor in one dimension of criminology. Alcohol consumption is a cause that leads to various types of crimes. In Thailand, the national policy strategy for alcohol during 2011–2020 is a strategy to manage problems in alcohol consumption. The objective is to support the control of the size and severity of problems from alcohol consumption in Thai society with mechanism, policy, one of which is to control and reduce the quantity of alcohol consumption in society (Sae-Ngow, Wichitkunakorn, & Asanangkornchai, 2016). The area model which is valuable in the study of social control processes that affect the control of alcohol consumption behavior is one of the alcohol-free

drinking villages in Thailand. As a strong example community, this village has declared itself as a permanent alcohol-free drinking village because the village has banned purchase, sales and drinking both for adults and teens. All villagers are not involved in all of the allurements and alcoholic drinks (Stop Drink Network: Thai Health Promotion Foundation, 2015). According to recent surveys from Ubon Ratchathani Rajabhat University, it was found that this alcohol-free drinking village is truly free of any alcohol in the area. It means the village has totally boycotted all kinds of alcoholic beverages. Trade, sale, consumption in any form is banned. Consequently, the prevalence of rate of people who drink alcohol is 0.0 percent (Office of Academic Research, 2016). Therefore, it is important to learn about the mechanisms, elements or factors that possibly control alcohol consumption in the alcohol-free drinking village making it more successful than other areas.

Moreover, the research aims to examine the mechanism and analyze the important factors of the alcohol-free drinking village that can control alcohol consumption. The study also

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looks at the possibility of the sample that is likely to maintain a permanent alcohol-free drinking village in the future, and the appropriate model can be applied in the area. In addition, it explores obstacles and internal or external impacts that a village should carefully prepare for to prevent and solve problems in the future in order not to lose this important area model. Then, the model of social control processes can be developed for other areas in a sustainable manner.

## Literature Review

Essentially, the factor that makes a village free of alcohol is strictly following the rules of alcohol-free status. In various merit-making ceremonies, every household is banned from drinking and gambling. All villagers have well cooperated with the temple and the community to establish the rules and regulations forbidding the bringing of alcohol into the village and the temple. In addition, other people who are not members in the village are prohibited from bringing alcohol into the village. In case of violation, a fine of 500 Baht is imposed and in case of drinking alcohol in the temple, 1,000 Baht fine will be applied (Stop Drink Network: Thai Health Promotion Foundation, 2016). In choosing the main theory used as a guideline for analysis and synthesize of information, this research studied various theoretical concepts related to social bonding in which the theory considers 4 types of social bonds such as attraction, commitment, involvement and belief (Hirschi, 1969). In addition, Self-control Theory (Gottfredson & Hirschi, 1990) defined that acts of force or fraud are undertaken in pursuit of self-interest. Those with low self-control have a high opportunity to commit offences or crimes. (Siegel, Welsh, & Senna, 2006). In addition, Containment Theory by Walter C. Reckless (1961) suggests the control theory consists of both internal and external control. It begins with internal control by a strong mind and external control by a society with appropriate discipline and rational rules that will control the behavior of the person to not commit an offense. The force that causes people to deviate is comprised of 3 elements: (1) social pressures such as poverty, exploitation, conflict, quarrels, social restriction, minority conditions, lack of opportunity to succeed in life. (2) social pulls such as drinking, smoking, gambling, advertising, sales of various beliefs, charm, provocation, beauty and (3) inner push or drives such as various needs, anxiety or jealousy, disappointment, and the feeling of being humble and hostile. Riley-Cook (2012) conducted a thesis on Binge Drinking and Drug Use Among College Students: A Test of Hirschi's Social Control Theory. The aim of the study was to test the social bond theory by Travis Hirschi, which is attachment, commitment, involvement and beliefs that influence alcohol drinking and drug taking in students in college. The research found that in attachment, it was contrary to Travis Hirschi's social bonding theory, which says that if people have a strong connection with society, they will commit less crime. The results of this thesis were obviously incompatible with Hirschi's theory. It was seen that students who were bound with many friends will increase their alcohol drinking habits as well as their commitment to friends. Meanwhile, students who respected their close friends' opinions were more likely to use drugs to earn acceptance into a group. However, this study supported

Hirschi's theory in terms of beliefs such as belief in respect of law, respect for the authority of the police. This will result in a low level of alcohol and drug consumption behavior of the student. In the Self-control theory, Michael R. Gottfredson and Travis Hirschi created the General Theory of Crime in 1990. Gottfredson and Travis Hirschi explained that low self-control, including the following, is: (1) impulsive (2) risk-taker (3) unstable and unfocused (4) impatient (5) self-centered. The role of parents is an important source of socialization for children. The mistakes of raising children are (1) Parents do not care for their children. (2) Parents do not have time for their children. (3) Parents do not take into account that the behavior of their children is inappropriate. (4) Parents do not discipline their children. Wolfe and Higgins (2008) conducted quantitative research on Self-Control and Perceived Behavioral Control: An Examination of College Student Drinking. This research used the General Theory of crime or Self-control Theory by Michael Gottfredson (Gottfredson & Hirschi, 1990). There was also a study of the relationship between low self-control with drug use or drinking alcohol. Low self-control has both direct and indirect effects in the driving of people who drink alcohol (Gottfredson & Hirschi, 1990).

### *The Reasons are consistent with Social Bonding Theory*

Social Bonding Theory covered mechanisms and all 5 important factors of the alcohol-free drinking village, for example, since the villagers had a strong attachment to each other, it enabled creating knowledge and understanding by communication to be easy to understand. Additionally, there were consultation, group discussion as well as cultivation of concept of people in the alcohol-free drinking village about alcohol-free policy. It also corresponded to social bond in respect of involvement and building a belief for the villagers to have a sense of ownership of the village and want to make the long-lasting alcohol-free village.

### *The Reasons are consistent with Self-control Theory of Gottfredson and Hirschi (1990)*

Village traits on emotional self-management was different from a personality with low self-control based on Self-Control Theory of Gottfredson & Hirschi, which described that a person with low self-control has high possibility to commit offenses or crimes. So, to control oneself does not mean that our behaviors are defined. Besides the high possibility to commit crimes, a person with low self-control has other behaviors which are deviant with a high risk, for example, drinking alcohol and so on. Low self-control is composed of these aspects, namely, (1) impulsive (2) risk – taker (3) unstable and unfocused (4) impatient (5) self – centered. Therefore, it showed that villagers' personality traits had important characteristics. The villagers were able to deal with their emotions and had high self-control.

### *The Reasons are consistent with Walter C. Reckless' Containment Theory*

It can be seen that the villagers of the alcohol-free drinking village had a strong inner control system and powerful outer

control system to obstruct deviant behaviors. The inner control system is composed of self-components, such as self-control, good self-concept, be conscious, patience, responsibility, goals, seeking a substitute for satisfaction, or ability to reason for reducing tension. The outer control system is social factors affecting a proper behavior such as morality, the strength of institution which is responsible for promoting the way of behaving, goals, an orderly social condition, and reasonable activity. Therefore, the Containment Theory, which consists of inner control and outer control, starting from inner control with a strong mind and outer control by orderly society and suitable regulations, shall control people's behavior not to commit an offense in alcohol consumption.

## Methodology

This research is mixed method, employing Exploratory Design; an integrated research plan with the nature of method in two phases. This research pattern will always begin with the use of qualitative research methods. In addition, the weight of the importance in both methods of research is not equal. This integrated research plan is commonly used for searching for new variables or to create variable measuring instruments as well as for developing new theoretical concepts (Fraenkel, Wallen, & Hyun, 2015). Qualitative research together with quantitative research is employed to find the complete answers. Qualitative research is firstly conducted to find important variables and quantitative research is carried out to confirm the results. Finally, the study is summarized.

## Participants

The population consisted of 8 key informants who returned completed interview forms and 240 people in the village who returned completed questionnaire papers.

## Data Analysis

The data from in-depth interviews were transcribed and recorded from the fieldwork and repeatedly read to provide an overview of the information and to consider important issues. The information was thoroughly read and then interpreted. Method of quantitative data analysis; statistical data were analyzed in the general data section of the sample group and Exploratory Factor Analysis (EFA), which is a statistical technique to group or include variables that are related in the same group (Osborne, 2014), was carried out.

## Analysis of Reliability

In finding reliability by finding the Cronbach's alpha coefficient, the reliability level of the questionnaire was equal to 0.92, which can be considered to be at a very good level. It means that the questionnaire is reliable and can be used to study with the actual sample (Cronbach, 1951).

## Factor Analysis

Factor analysis is a statistical method used to analyze the relationship between several variables and to explain variables

in the form of certain latent factors (Chua, 2009; Hair, Black, Babin, & Anderson, 2010). It is a statistical approach used to summarize the information found in the original number of variables to smaller dimensions or a general nature. Factor analysis can be grouped into two different approaches, however, this research only used exploratory factor analysis (explanation, EFA).

## Exploratory Factor Analysis

EFA can be described as summarizing the variables that are interrelated. It is a technique of reducing the number of variables that indicate latent constructs and the structural factors that underline a set of variables (Chua, 2009; Hair et al., 2010). According to Child (1990), EFA is used to explore the structure of factors that may underlie a set of variables studied without imposing any structure formed before conducting any further analysis. Through EFA, the number of constructs and structural factors underlying the variables studied can be identified. Structural factors can give rise to findings based on responses taken from a sample survey.

This case study could not extend the factor variables already identified because Exploratory design is an integrated research plan with the nature of method in two phases. This research pattern will always begin with the use of qualitative research methods. In addition, the weight of the importance in both methods of research is not equal. This integrated research plan is commonly used for searching for new variables or to create variable measuring instruments as well as for developing new theoretical concepts (Fraenkel, Wallen, & Hyun, 2015). Qualitative research together with quantitative research is employed to find the complete answers. Qualitative research is firstly conducted to find important variables and quantitative research is carried out to confirm the results. Finally, the study is summarized. The second research objective analyzes the important factors of the alcohol-free drinking village that can control alcohol consumption. It is suitable to use Exploratory Factor Analysis, EFA, rather than Structural Equation Model, SEM, because this research only wanted to know the information about the factors that are an important component of the alcohol-free village, which is extracted from the qualitative interview conducted before the quantitative survey to categorize. This research did not want to create a new variable. Therefore, advanced statistics are not needed.

## Results

Factors are what contribute to success and Mechanisms are important sub- elements that are in each factor; that which helps each factor to work successfully.

The five factors of mechanism have many sub-elements as follows:

1. The mechanism on the leader: the alcohol-free drinking village has 3 elements of leader, i.e. (1) Strength on making the village free of alcohol (2) Distinct role and responsibility on making the village free of alcohol (3) Plan for all people in the village to cooperate on making the village free of alcohol. The result of the factor loading is shown in Table 1.

**Table 1** Factor loading and Cronbach's Alpha on village leader

Village Leader	First Factor: village leader traits	Cronbach's Alpha
Item 1: power	0.790	0.644
Item 2: distinct role and responsibility	0.742	
Item 3: having operations plan	0.768	

2. The mechanism on process: the alcohol-free drinking village has 25 elements of the process, i.e. (1) Clear process of alcohol-free (2) Facility supporting on making the village free of alcohol (3) Survey for support on making the village free of alcohol (4) Very cooperative villagers (5) The village has taken the absence of alcohol seriously. (6) Follow-up assessment of alcohol-free operations (7) Clear alcohol-free rule (8) Strictly enforcing the village rule about being alcohol-free (9) The villagers follow the village rule about being alcohol-free because they feel that they are the host of the village. (10) Continuity in operation and follow-up on making the village free of alcohol without delay after receiving alcohol-free drinking village policy. (11) Using a simple language to create an understanding of being alcohol-free. (12) New techniques on making the village free of alcohol, such as recipe for stopping drinking alcohol, a vow of not getting involved with all kinds of alcohol, a signboard of alcohol prohibition. (13) Awarding the role models of villages who do not get involved with alcohol. (14) Good practices or good examples on making the village free of alcohol. (15) Assembly of people who stop drinking (16) Village meeting, consultation or group discussion about making the alcohol-free drinking village (17) Cultivating, educating and delivering or spreading the word that alcohol is bad. (18) No one in the village drinks alcohol (the consumption of alcohol is absolutely prohibited) (19) There is no alcohol in any ceremony, such as Kathin ceremony, ordination ceremony, wedding ceremony, funeral. (20) Cooperation of people in the village on making the village free of alcohol. (21) Appointing of the committee in making the signboard of regulation on alcohol-free drinking village and temple (22) Signboard of the alcohol-free drinking village and alcohol-free temple, for example, no drinking, no possessing, no selling or involving in all respects and so on. (23) A fine for wrongdoer and shop owner selling alcohol (24) Alcohol rehabilitation center or clinics, such as temple or other places in the village (25) Sufficient budget for managing the alcohol-free drinking village. The result of the factor loading is shown in Table 2.

3. The mechanism on the network: the alcohol-free drinking village has 5 elements of network, i.e. (1) Inside and outside network in cooperation on making the village free of alcohol (2) The village is well equipped from training based on the course of making the village free of alcohol. (3) Strong cooperation between family-temple-state (4) Policy supporting alcohol-free village from the public sector, such as Sub-district Administration Organization (5) Policy supporting alcohol-free drinking village from the private sector. The result of the factor loading is shown in Table 3.

4. The mechanism on trait: the alcohol-free drinking village has 15 elements of villager's trait, i.e. (1) Unity of the villagers (2) There are students who do not drink alcohol

because they are afraid that it will affect the score in school or academic institution, such as point deducted, losing grade, a scholarship. (3) If the villager feels stress, they will not drink alcohol, for example, poverty, being taken for granted, quarrel. (4) Some temptations such alcohol advertising are unable to attract the villagers to get involved with alcohol either drinker's charm in advertisement or beauty of product or packaging and so on. (5) Some desires such as anxiety, jealousy, disappointment, and being neglected do not make villagers drink alcohol. (6) Love and attachment of family makes the villagers not want to get involved with alcohol. (7) Commitments or conditions of family or village that dare not get involved with alcohol consumption. (8) The villagers participate in activities which are beneficial to the village so that they do not have time to engage with alcohol. (9) The villagers have a belief that the reputation of the alcohol-free drinking village should be preserved in the future (do not let the alcohol-free project be lost in the future generations). (10) The villagers do not like to get involved with alcohol in secret since it is not exciting if no one notices their behavior. (11) The villagers are calm and patient, consequently, they will not get involved with alcohol for releasing their emotions or aggression even if there is something that does not go their own way. (12) The villagers do not like using violence but they will discuss reasonably, so if someone warns them about alcohol consumption, they will not use violence to threaten those who warn. (13) If the villagers want to get involved with alcohol, they will listen to others' suggestion in order to control their unpleasant behaviors. (14) The villagers do not have a fiery temper, so if someone warns them about alcohol consumption, they will not get angry, insult or respond. (15) The villagers believe that to stop alcohol is difficult, however, if they do it with an effort, they are able to do so. The result of the factor loading is shown in Table 4.

5. The mechanism on risk identification of cessation of the alcohol-free drinking village: the alcohol-free drinking village has 5 elements of identifying risk: (1) The fact that young people have neither participation nor significant role is a major obstacle that may end the village from being permanently alcohol-free. (2) The value that people prefer to give alcohol as a gift is a major obstacle that may end the village from being permanently alcohol-free. (3) The village has a high risk of becoming a village which has alcohol consumption if it is during the time of transition of a village leader who has supported the permanent alcohol-free project. (4) The increasing number of villagers in the future makes control of alcohol hard. Also, the village will not be free of alcohol as before. (5) If the area of the village has extended, alcohol will be hard to control. Also, the village is not free of alcohol as before. The result of the factor loading is shown in Table 5.

## Discussion

The results which are consistent with Social Bonding Theory; The study's results of mechanism hidden by 5 important factors. The factors such as leader, process, network, traits, and risk identification of the alcohol-free drinking village were consistent with Hirschi's Social Bonding

Theory including 4 social bound, (1) which are attachment (2) commitment, (3) involvement, and (4) belief. The result which was consistent with Self-control Theory of Gottfredson and Hirschi (1990) was the mechanism on village traits. The result which was consistent with Walter C. Reckless' Containment Theory was a mechanism on village traits consisting of 2 important factors, which are stress management and self needs management. This consists of 3 factors, in which (1) the villagers did not manage their stress by relying on alcohol (2) some temptations such as alcohol advertising were unable to attract the villagers to get involved with alcohol

(3) some desires such as anxiety, jealousy, disappointment, and being neglected did not make villagers drink alcohol. There is an explanation of legal behavior and deviant behavior where there are 2 types of control systems, which are inner control system, and outer control system. According to the result, it can be seen that the villagers of the alcohol-free drinking village had a strong inner control system and powerful outer control system to prevent deviant behaviors. The inner control system is composed of self-components, such as self-control, good self-concept, be conscious, patience, responsibility, goals, seeking a substitute for satisfaction,

**Table 2** Factor loading and Cronbach's Alpha on process

Process	First Factor: Creating Knowledge and Understanding	Second Factor: Regulations	Third Factor: Public Relations	Cronbach's Alpha
Item 14: using a simple language	.758			.627
Item 19: group discussion	.792			
Item 20: cultivation	.676			
Item 10: clear regulations		.763		.624
Item 11: strictly complying with the regulations		.831		
Item 15: innovation		.659		
Item 24: committee			.808	.637
Item 25: signboard			.785	
Item 26: a fine for wrongdoer/shops			.638	

**Table 3** Factor loading and Cronbach's Alpha on the network

Network	First Factor: Availability and Cooperation	Second Factor: Support Policy	Cronbach's Alpha
Item 29: internal and external networks	.829		.669
Item 30: being well equipped from a training course	.857		
Item 31: cooperation between family-temple-government	.574		
Item 32: the support from the public sector		.900	
Item 33: the support from the private sector		.883	.789

**Table 4** Factor loading and Cronbach's Alpha on village traits

Villagers' Personality Traits	First Factor: Self-Control	Second Factor: Stress Management and Self Needs Management	Cronbach's Alpha
Item 43: do not take risks	.707		.810
Item 44: not being aggressive	.858		
Item 45: being reasonable	.820		
Item 46: listen to other	.746		
Item 47: being calm	.607		
Item 36: do not rely on alcohol when being stressed		.799	.817
Item 37: endure to external stimulus		.867	
Item 38: having mind control		.852	

**Table 5** Factor loading and Cronbach's Alpha on risk identification

Risk Identification	First Factor: The Change of Leader, Population and Area	Second Factor: Value	Cronbach's Alpha
Item 51: change of leader	.739		.855
Item 52: increasing number of people in the village	.922		
Item 53: the extended village area	.911		
Item 49: small roles of young people		.875	.775
Item 50: giving alcohol as a present		.885	



or ability to reason for reducing tension. The outer control system is social factors affecting a proper behavior such as morality, the strength of institution which is responsible for promoting the way of behaving, goals, an orderly social condition, and reasonable activity. Therefore, Containment Theory, which consists of inner control and outer control, starting from inner control with a strong mind and outer control by orderly society and suitable regulations, shall control people's behavior not to commit an offense in alcohol consumption.

### Conclusion and Recommendation

According to results of mixed method in this research, it can be concluded mechanisms and factors in controlling alcohol consumption in alcohol free drinking village consist of 5 factors, which are leader, process, network, trait and risk identification. All findings are consistent with Hirschi's social bonding theory, which is an essential theory in the social control theory. Hirschi has illustrated that social bonding theory consisted of (1) attachment (2) commitment (3) involvement and (4) belief. The results also correlate with self-control theory by Gottfredson and Hirschi. The theory defined that all individuals who are able to commit offences are likely to commit offences due to lack of tolerance and self-restraint. Moreover, residing in bad environment creates an opportunity to commit crime. In addition, this theory also shows that people who have a high tendency might easily commit offences and crime rather than people who have low tendency. The propensity to commit crimes remains stable throughout a person's life. Regarding factor of trait of alcohol-free drinking village, it was found that villagers were tolerant and had self-control. This could be seen from the behavior of the villagers according to the research. The villagers did not get involved in alcohol consumption when they faced stress and were also patient in terms of external temptation. The villagers could control their mind and needs. The habits of the people in the village such as non-involvement in alcohol consumption when stressed, patient in terms of external temptation as well as control of mind and needs, correspond to the containment theory by Walter C. Reckless.

Alcohol-free drinking villages should create guidelines for controlling alcohol consumption. The guidelines shall identify five important elements such as leader, process, network, trait and risk identification including all the details. The mechanism for control of alcohol consumption in alcohol free drinking village from this research should be seriously used with other villages in the future. The mechanism for controlling the consumption of alcoholic beverages by people in the alcohol-free drinking villages should be publicized for relevant agencies, both in public and private sectors.

### Conflict of Interest

There is no conflict of interest.

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