

Knowledge and Understanding Kratom Consumption for Healthy of Teenagers in South of Thailand



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ABSTRACT: The study explored the Knowledge and Understanding Kratom Consumption for Healthy of Teenagers in South of Thailand. The objective of this study to 1) Study knowledge and understanding Kratom Consumption for Healthy of Teenagers in South of Thailand. 2) Study factors related to knowledge and understanding Kratom Consumption for Healthy of Teenagers in South of Thailand. The questionnaire collected data of 400 samples and data were analyzed using SPSS program for frequency, percentage, mean, Chi-Square at statistical significance level 0.05. The most of sample are man and aged about 20 to 24 years and education level is Diploma. The income per month is 5,001-10,000 Bath and consumption period of Kratom is less than 1 month. The results of the hypothesis testing revealed that: 1) Demography factors did correlate with Knowledge and Understanding Kratom Consumption for Healthy of Teenagers in South of Thailand. 2) Motivation factors did correlate with Knowledge and Understanding Kratom Consumption for Healthy of Teenagers in South of Thailand.

KEYWORDS: Understanding, Kratom, Teenagers, Thailand

INTRODUCTION

Kratom Has Been Cancelled from Being A Narcotic Drug (Category 5) Since 24 August 2021, According To The Narcotic Drug Act (8th Edition) B.E. 2564. General People Can Use Kratom By Chewing Its Leaves Or Boiling It As Kratom Drinks Or Kratom Tea As A Livelihood Of Local People. Besides, The Ministry Of Public Health Has Cancelled The Announcement That EVER-PROHIBITED Kratom To Use As A Food Ingredient Since 30 December 2021. Therefore, Kratom Can Use To Cook Or Boil In The Industrial Field. However, If Kratom Leaves Or Other Parts Are Processed And Distributed, Entrepreneurs Must Request Approval To Pursue The Herbal Product Act B.E. 2562 (2019) As Consumer Protection. Hence, Food and Drug Administration Determines Food Products Having Kratom as An Ingredient Shall Pass The Evaluation Of Food Safety And Submit The Label To The Food And Drug Administration To Investigate And Allow Before Use Following The Ministry Of Public Health's Announcement (Food Division, 2021).

The removal of the Kratom plant from the narcotics list enables people to bring Kratom to utilize concordant with the local livelihood legally, no matter what, for consumption, growing, and buying selling without numbers limited, except with a few laws effective, for example, not to sell to the children under 18 years old, the pregnant, and in some places such as temples. Removing Kratom from the narcotics list affects the Kratom to be bought-sold freely and increases interest among people. Nevertheless, it should be careful with its use. The Narcotics Control Board indicates the methods to consume Kratom leaves that it is well-known to chew the fresh leaves or press the dried ones to become powder to melt with water and drink it. Some people add salt a little to prevent constipation. Only two or three leaves are enough, then follow it with warm water or hot coffee, 3-10 per time per day according to the tiredness symptoms. After being used for a while, it will increase the dose (37% of the users use 21-30 leaves per day.) The result of use found that after chewing the Kratom leaves for about 5-10 minutes, a person will feel happy and active and not hungry (appetite loss). It presses the feeling of fatigue while working and makes a person work longer and can endure the sunlight better. However, it has side effects, which include feeling scared and shivering when the weather is very cloudy. An eater's skin gets redder because there is blood nourishing the skin. In addition, the side effects found are a dry mouth, frequent urination, anorexia, constipation, hard stools as small cubes, and insomnia. If eating Kratom in high quantities, the eater will feel dizzy, nauseous, and vomit (Niwat Keawpradub, 2021). According to the survey of Kratom's consumption rate classified by age, the persons aged between 25 years old-44 years old had the consumption rate at the most level, secondly was between 20 years old and 24 years old. It shows that the consumption spread of Kratom is in the

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group of teenagers and youths becoming a problem of addiction which will be the cause of the drugs spread (Office of the Narcotics Control Board: Ministry of Justice, 2019).

For southern Thailand, the spread of drugs is not similar to other regions because most of it is from Kratom plants. The survey reveals all types of drug spread, but between 2009 and 2020, southern areas found most of the drugs derived from Kratom more increasingly. In 2020, the number of Kratom consumptions was 15,072 cases. The provinces which had the most cases included Surat Thani (3,115), Songkla (2,426), Nakhon Sri Thammarat (2,085), Ranong (1,109), and Satun (1,029) (Office of the Narcotics Control Board: Ministry of Justice, 2021).

The statistics of Kratom use as an addictive drug in the southern areas reaches a high quantity, which causes the perspectives and actions of teenagers in this region are likely in negative way. Furthermore, the publication of news and information, academic knowledge, and training course sharing knowledge related to Kratom consumption for health make the teenagers group in the south have perceptions and attitudes about such consumption differently. Hence, to enable the teenage group to develop and utilize Kratom effectively and efficiently, it is necessary to have organizations, both public and private sectors coordinate, give knowledge, and integrate based on morality and ethic, social responsibility, and natural resources sustainability to acquire correct news and information or acknowledge the educational enhancement about Kratom related to herbal plants from government organizations. With the mentioned reasons above, the researcher is interested in studying the knowledge and understanding of Kratom consumption for health of teenagers in southern Thailand and related factors.

LITERATURE REVIEW

Knowledge and Understanding

According to the literature review about knowledge and understanding, it reveals that Orn-u-ma Patcharawarapat (2004) defines the meaning of knowledge that it is a fact, rule, and various descriptions a human being receives, such as place, thing, and person, derived from observing through experiences or research. To acknowledge such things takes time and is collected by such a person. Moreover, Chanathip Onwan (2010) describes the meaning of knowledge that it is a primary behavior that the learners only remember. It may be from practicing or seeing. The knowledge of this stage includes the definition of meaning, theory, fact, rule of structure, and problem-solving. Regarding the understanding of Bloom et al (cited in Piromnuan Pakdeesreesakda, 2012) said that understanding is an ability of a person to expand knowledge and memory to be further reasonable. It is categorized into three crucial levels: The translation of words and text symbols in a new way according to the contents and academic principle, interpretation by combining all translations and concluding or extending meanings pursuing novel aspects, attitudes, and views to be farther from facts with sufficient information or trends.

Therefore, the researcher concludes the concepts about knowledge and understanding mentioned above, which means the collection of experiences, remembrance, and information that a person keeps in the brain. It can use to find out any information to explain, or it means the ability to translate, which can measure such knowledge and understanding from the remembrance.

Motivation of consumption

From the literature review about consumption motivation, Thanomrat Chalorlerts (2006) divides motivation into two types: Intrinsic Motivation, which means the state of a person who needs to learn or seek something by oneself. This type of motivation includes need, attitude, and special interest, 2. Extrinsic Motivation means the state of a person who receives external motivation forced to see the goal and destination and this leads to personal changes or behaviors. These motivations include goals or expectations of a person, knowledge about progress, appreciation of personality, and other temptations. There are several temptations that arouse the behaviors to happen, which can bring Maslow's hierarchy of needs to adapt concordant with the basic requirements of human beings.

According to the concepts and motivation theory mentioned above, it is only a part of the many theories and studies on motivation. The researcher selected to let the learners understand, which can apply to the psychological, social, and rational aspects. Hence, the researcher brought the concepts and theories relevant to the motives to adapt with the study of knowledge and understanding of Kratom consumption for health on the teenagers in southern Thailand.

Kratom and health care of Thai people

Food Division (2021) studied that Thai people have utilized Kratom from ancient times by chewing fresh or dried leaves, smoking, or drinking as tea to cure intestinal infections and diarrhea, relieve muscle pain, flu, cough, drive away parasites, heal wounds, help sleep well, reduce fatigues from work, increase time or patience to work longer, etc. Folks in the south region use this Kratom to cure the illness symptom periodically, including treating chronic diseases, such as diabetes and high blood pressure.

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Department of Traditional and Alternative Medicine has collected 18 kinds of Thai traditional medicine using the Kratom plant. All of them are royal recipes, such as Narayana Pharmacopeia, Pharmacopoeia of Rong Phra Osot (King Rama 2), Pharmacopoeia of Epigraphic Archives of Wat Pho (King Rama 3) Pharmacopoeia of Khampira Bhatayasastra Sangkraha (King Rama 5), Pharmacopoeia of Phra Ong Chao Sai Sanit Wong, a royal physician (King Rama 5), Pharmacopoeia of Medical Education of Phra Ya Pissanu Prasartvech (King Rama 5), Pharmacopoeia of sub-district physician of Phraya Pat Pongavisuttatibodee (royal physician in King Rama 6), and scripture of Thai traditional medicine of Khun Sophitbannalak, etc.

According to the pharmacology, most substances found in Kratom are in the Alkaloids group, the pharmacologically active substances in several systems used to cure diseases widespread. The crucial substance found is Mitragynine, especially found in the Kratom plant. It relieves pain symptoms and against inflammation. Moreover, the crucial extracts found in Kratom, such as 7-Hydroxy Mitragynine, can relieve pain similar to morphine use. Although its strength is lower than morphine, it does not press the respiratory, does not cause nausea and vomiting, and has a slower addictive development. In addition, it can cure diarrhea, lose weight, anti-inflammation, anti-oxidant, cure stomach ulcers, anti-depression, and relieve muscles. Using the Kratom plant for the addicts' therapy can stop the symptom of drug withdrawal from ethanol and reduce anxiety from drug withdrawal in the opium group. Foreign countries use the Kratom plant to substitute the addict drugs, such as morphine, heroin, meth, and amphetamine for drug users.

Thai people have utilized Kratom to take care of their health for a long time. Although almost 40 years ago, it was determined as a prohibited plant or became an addicting drug, many Thai people use it by chewing its fresh leaves to relieve fatigue from work. Moreover, it helps relieve pain and reduce appetite. The crucial substance in Kratom is Mitragynine, which helps expand the blood vessels and help transfer food to feed the tissues better. In addition, Kratom is beneficial in curing diarrhea, reducing sugar in blood and inflammation. After the Kratom Act, B.E. 2564 (2021), the Kratom plant was removed to free from being an addicting drug, category 5. Therefore, it has numerous activities for planting and distributing Kratom. However, some teenagers abuse Kratom by mixing it with other substances in boiled Kratom water, which causes being drunk when drinking. Hence, it still regards boiled and flavored Kratom juice caused being drunk as an addicting drug. The eater or anyone who possesses it is still guilty as the former time.

The study of motivation factors on consumption and knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand can determine the hypothesis in two items as follows:

Hypothesis 1 Demographic factors have a relationship with the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand;

Hypothesis 2 Motivation factors of Kratom consumption have a relationship with the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand.

RESEARCH METHODOLOGY

Population and Sample Group

The population used in this research is 1,325,973 teenagers aged between 15 and 24 years old in southern Thailand, categorized by the criteria of the Department Of Provincial Administration, Ministry of Interior, a total of 14 provinces, which include Krabi, Chumphon, Trang, Nakhon Sri Thammarat, Narathiwat, Pattani, Pang Nga, Phatthalung, Phuket, Yala, Ranong, Songkla, Satun, and Surat Thani (National Statistical Office, 2022). The size of the sample group is calculated by using the formula to find the suitable value in the case of studying the Mean of the population known as its certain number at the reliability level of 95%. The number of samples is 384 persons. To prevent errors from answering the questionnaire incompletely, the researcher spared 16 persons. Therefore, a total of 400 samples were used in the research.

Research Instrument

The researcher uses a questionnaire as a research instrument. The question items using all variables derive from the literature review. Thus, the contents of the questionnaire cover various concepts that appeared in the literature reviews for getting direct points and concordant with the determined purposes.

The researcher brought the collected questionnaires to operate, investigate information, and do the processing using the statistical software package and analyzing the demographic factors. The researcher analyzed data using Frequency and Percentage to interpret the meaning and analyze the motivation factors of consumption and knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand. The researcher did the data analysis by finding out the Mean and Standard Deviation for data interpretation, including testing the relationship between demographic factors, consumptive motivation factors, and the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand by using the Chi-square.

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RESEARCH RESULT

Analysis result of demographic information

According to 400 samples, most of the respondents were male, 364 persons (91%), and female, 36 persons (9%), age was between 20 and 24 years old, 273 persons (68.25%), and between 15-19 years old, 128 persons (31.75%), educational level was a diploma's degree, 173 persons (43.25%), secondly was a bachelor's degree, 141 persons (35.25%), and high school level, 86 persons (21.50%), monthly income was between 5,001-10,000 baht, 179 persons (44.75%), secondly was between 3,001-5,000 baht, 117 persons (29.25%), more than 10,000 baht up, 29 persons (7.25%), and lower than 3,000 baht, 41 persons (10.25%), period of Kratom consumption was less than one month, 252 persons (63%), secondly was between 7 and 1 year, 88 persons (22%), and between 1-6 month, 31 persons (7.75%), and more than one year up, 29 persons (7.25%) of all respondents.

Analysis result of information about motivation factors of consumption

From the study of knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand, it can conclude that the motivation factors of consumption overall were at a high level (Mean= 4.16), which included motivation on reasons and emotions. Most respondents had emotional motivation at the most significant level (Mean=4.42), and the second was the reason motivation at a high level (Mean= 3.91), as shown in Table 1.

Table 1. Motivation factors of Kratom consumption for health of teenagers in southern Thailand

Motivation factors of consumption	\bar{x}	(S.D.)	Significance level
Motivation on reasons	3.91	0.57	High
Motivation on emotions	4.42	0.51	Highest
Total	4.16	0.54	High

The analysis results of information about knowledge and understanding of Kratom consumption for health.

The research result appears that the majority of respondents had the knowledge and understanding of the styles of Kratom consumption for health that people could consume Kratom by swiping and chewing its leaves or using fresh leaves boiled with water, Kratom leaves could be consumed with coffee, tea, Ovaltine, and energy drink, etc. for 349 persons and 319 persons (89.90% and 79.80%, respectively). For cautions of Kratom consumption, the respondents had knowledge and understanding that after chewing its leaves, the eaters had to spit the grounds out. If they swallowed such grounds, it might cause the side effect called "Tung Thom" condition and using Kratom juice as an ingredient might cause a person to be drunk, such as 4X100 was illegal and harmful to the body in the long term for 266 persons and 241 persons (66.50% and 60.25%, respectively). For positive effects of Kratom consumption on health and operation, the respondents acknowledged and understood that Kratom consumption in suitable quantity, enhanced active feelings and could work harder and sleep well for 341 persons (85.25%). Regarding the positive effects of Kratom consumption for health and operation, the respondents had the knowledge and understanding about consuming Kratom in high quantity and for a long time, it would make skin darker, and frequent consumption caused loss of concentration and memory, slower thinking and reading for 334 persons and 354 persons (83.50% and 88.50%, respectively).

Testing result of hypothesis 1: Demographic factors have a relationship with the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand.

Regarding the analysis results of the relationship, it can indicate that the demographic factors of gender had no relationship with the knowledge and understanding of Kratom consumption for health of the teenagers in southern Thailand every aspect. Age had a relationship with the knowledge and understanding of Kratom consumption for health of the teenagers in southern Thailand in terms of styles of Kratom consumption for health and negative effects of Kratom consumption for health. Furthermore, the educational level and monthly income had a relationship with the knowledge and understanding of Kratom consumption for health of the teenagers in southern Thailand every aspect, which included styles of Kratom consumption for health, attention to Kratom consumption, positive effects of Kratom consumption for health and operation, and the negative effects of Kratom consumption for health and operation by statistical significance at 0.05 level, which is concordant with the Hypothesis 1 as determined. The details are shown in Table 2 as follows:

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Table 2. Testing results of the relationship between demographic factors and knowledge and understanding of Kratom consumption for health of teenagers in southern Thailand

Knowledge and understanding of Kratom consumption for health of teenagers in southern Thailand	Demographic Factors (Chi-Square)				
	Gender	Age	Educational level	Monthly income	Period of Kratom consumption
Styles of Kratom consumption for health					
Kratom can be consumed by swiping and chewing its leaves or bringing fresh leaves to boil with water.	0.694	0.339	18.087*	93.878*	122.855*
Kratom can be consumed by bringing its leaves to use with coffee, tea, Ovaltine, energy drinks, etc.	0.553	0.528	16.030*	7.492	3.301
Kratom leaves can be pressed with red lime and applied at a stomach to drive out parasites.	0.230	35.582*	5.224	8.173*	37.409*
Kratom barks can be boiled to cure the Tan Sang disease (type of child's disease with swollen belly and emaciation) in children between 1 and 5 years old.	0.230	35.582*	5.224	8.173*	37.409*
Cautions of Kratom consumption					
It should not be consumed more than five leaves a day because of overdosing, and drink a large amount of water.	0.006	3.429	37.966*	66.172*	315.030*
It should spit the ground out after chewing the leaves. Swallowing them may cause the side effect called 'Tung Thom.'	0.121	2.158	43.680*	54.133*	265.538*
Using Kratom juice as an ingredient and others may cause to be drunk, such as 4X100, which is illegal and harmful in the long term.	2.368	1.467	2.971	9.162*	43.087*
Consuming Kratom leaves of more than 10-25 grams will make the eater sweat, dizzy, and hallucinate.	0.598	0.127	20.148	52.552*	54.651*
Positive effects of Kratom consumption for health and operation					
Consuming Kratom can cure/prevent high blood pressure, diabetes, diarrhea, and cough.	0.006	0.009	35.322*	60.606*	176.833*
Consuming Kratom in a suitable quantity enhances active feelings, can work harder, and help good sleep.	1.295	3.604	0.849	2.227	8.336*
Kratom consumption helps cure the symptom of a drug addict or other drugs ever used.	0.079	0.035	32.098*	45.404*	133.71*
Negative effects of Kratom consumption for health and operation					
Consuming Kratom in high quantities and for a long time will make skin darker.	0.249	5.420*	35.305*	16.436*	9.904*
Consuming Kratom too often will cause concentration and memory loss, including slower thinking and reading.	4.469	20.339*	9.392*	13.951*	6.612
Consuming Kratom will cause pain in joints and bones, including shivering and chest tightness.	0.038	5.719*	30.983*	15.077*	10.252*

* Statistical significance of 0.05 level.

Testing results of Hypothesis 2: the motivation factors of Kratom consumption have a relationship with the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand.

Concerning the analysis result of the relationship, it can conclude that:

1. the motivation on reasons has a relationship with the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand in terms of styles of Kratom consumption for health, caution of Kratom consumption, positive effects of Kratom consumption for health and operation, and negative effects of Kratom consumption for health and operation by statistical significance at 0.05 level, which was concordant with the determined hypothesis.

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2. Emotional motivation on human resources management had no relationship with the knowledge and understanding of Kratom consumption for health on the teenagers in southern Thailand in terms of styles of Kratom consumption for health, cautions of Kratom consumption, positive effects of Kratom consumption for health and operation, and negative effects of Kratom consumption for health and operation by statistical significance at 0.05 level, which was not concordant with the determined hypothesis, as shown in Table 3.

Table 3. Testing of relationships between motivation factors of Kratom consumption and knowledge and understanding of Kratom consumption for health on the teenagers in southern Thailand

Knowledge and understanding of Kratom consumption for health on the teenagers in southern Thailand	Motivation factors in consumption (Chi-Square)	
	Motivation of reasons	Motivation of emotions
Kratom consumption styles for health		
Kratom can be consumed by swiping and chewing its leaves or boiling the leaves with water.	35.448*	6.402
Kratom can be consumed by bringing its leaves to use with coffee, tea, Ovaltine, energy drinks, etc.	35.364*	0.852
Kratom leaves can be pressed with red lime and applied at a stomach to drive out parasites.	11.857*	0.852
Kratom barks can be boiled to cure the Tan Sang disease (type of child's disease with swollen belly and emaciation) in children between 1 and 5 years old.	11.857*	4.227
Cautions of Kratom consumption		
It should not be consumed more than five leaves a day because of overdosing, and drink a large amount of water.	15.119*	2.805
It should spit the ground out after chewing the leaves. Swallowing them may cause the side effect called 'Tung Thom.'	21.177*	7.096
Using Kratom juice as an ingredient and others may cause to be drunk, such as 4X100, which is illegal and harmful in the long term.	15.997*	10.367
Consuming Kratom leaves of more than 10-25 grams will make the eater sweat, dizzy, and hallucinate.	12.615*	4.227
Positive effects of Kratom consumption for health and operation		
Consuming Kratom can cure/prevent high blood pressure, diabetes, diarrhea, and cough.	17.978*	4.179
Consuming Kratom in a suitable quantity enhances active feelings, can work harder, and help good sleep.	18.297*	1.847
Kratom consumption helps cure the symptom of a drug addict or other drugs ever used.	16.394*	2.034
Negative effects of Kratom consumption for health and operation		
Consuming Kratom in high quantities and for a long time will make skin darker.	11.175*	5.337
Consuming Kratom too often will cause concentration and memory loss, including slower thinking and reading.	17.504*	4.057
Consuming Kratom will cause pain in joints and bones, including shivering and chest tightness.	11.049*	4.077

* Statistical significance of 0.05 level

DISCUSSION

According to the study entitled "Knowledge and Understanding of Kratom Consumption for Health of Teenagers in Southern Thailand", the researcher discussed as the purposes of the study as follows:

1. The study revealed that the samples had knowledge and understanding about styles of Kratom consumption for health as follows: consuming Kratom by swiping and chewing its leaves or using the fresh leaves to boil with water, drinking the Kratom leaves together with coffee, tea, Ovaltine, and energy drinks, etc. For cautions of Kratom consumption, the respondents had knowledge and understanding that after chewing the leaves, they had to spit the grounds out. If the eater swallowed such

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leaves, it would cause the side effect called “Tung Thom” symptom, and bringing Kratom juice to be the ingredient, and others could be drunk, such as 4X100, illegal and dangerous for the body in the long term. For positive effects of Kratom consumption for health and operation, the respondents acknowledged and understood that Kratom consumption in appropriate quantity could help active and work harder and sleep well. For positive consumption of Kratom for health and operation, the respondents acknowledged and understood that if they eat it in a high quantity and for a long time, it would make their skins darker, and frequently consuming Kratom made the consumers lose concentration and memory, thinking and reading were slower than ever. It is concordant with the research of Apinya Sinthusang (2021) about knowledge, attitude, and actions toward the use of marijuana in the populations in the northern region; they knew and understood about using marijuana in their daily life for health, and they used marijuana as a herb to cure stress, insomnia and used it as a tonic that helped appetite more.

2. The study of factors having a relationship between demographic factors and knowledge and understanding of Kratom consumption on the health of teenagers in southern Thailand indicates that the majority of respondents who had an educational level, monthly income, and period of Kratom consumption differently would have a relationship with the knowledge and understanding of Kratom consumption for health in terms of styles of Kratom consumption for health, cautions from Kratom consumption, positive effects of Kratom consumption for health and operation, and negative effects of Kratom consumption for health and operation. It is concordant with the study of Irawadee Unyaphan (2021), Apinya Sinthusang (2021), and Radatorn Anyaphattaworn (2022), which identifies that the demographic factors which had different educational levels and monthly income would have relationship with the knowledge and understanding on marijuana consumption or Kratom for health differently. It can say that the respondents who had different educational levels, monthly incomes, and periods of consumption would have the knowledge and understanding about the benefits of using Kratom for health purposes differently because of the access to information related to the use of Kratom for health and benefits toward the usage, including the effects and cautions through consumption. Demographic factors on different gender and age had no relationship with the knowledge and understanding of Kratom consumption for health in terms of styles on Kratom consumption for health, cautions on Kratom consumption, positive effects of Kratom consumption for health and operation, and negative effects of Kratom consumption for health and operation. It is concordant with the research of Nopaphat Jintapaputanasiri (2020) that the different gender and age of university students would have knowledge and understanding of the use of marijuana not differently. It can conclude that the respondents who had different gender and age could access the use of Kratom for health similarly.

Furthermore, the study of a relationship between motivation factors and knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand found that the motivation factors on reasons had a relationship with the knowledge and understanding of Kratom consumption for the health of teenagers in southern Thailand in terms of styles of Kratom consumption for health, cautions of Kratom consumption, positive effects of Kratom consumption for health and operation, and negative effects of Kratom consumption for health and operation. It is concordant with the research contribution of Apisara Petyoo (2016), which revealed that the motivation factors affected rice-berry consumption behaviors. It can say that the respondents studied information about consuming Kratom for health and made understanding the benefits and effects on health in different contexts, which is the building of motivation factors for different reasons. However, the motivation factors on emotion had no relationship with the knowledge and understanding of Kratom consumption for health. It might be because accessing information about Kratom consumption is common, such as from the person nearby, famous persons, and it is acceptable for Thai society today's made the respondents have some understanding about Kratom consumption to a certain degree.

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