Napassanan Tipakron   2012: Knowledge and Consumption Behavior on Deep Fried Food Related to Nutritional Status of Housewives in Bueng Kum District, Bangkok Metropolis. Master of Science (Home Economics), Major Field: Home Economics, Department of Home Economics. Thesis Advisor: Associate Professor Obcheuy Wongtong, M.S. 69 pages.

The objectives of study were firstly, to examine the knowledge on deep fried foods; secondly, the behavior of consumers on deep fried foods; thirdly, the nutritional status of housewives in the Bueng Kum District; fourthly, the relationship between knowledge and consumption behavior of consumers on deep fried food; fifthly, the relationship between the behavior of consumers on deep fried foods and their nutritional status; and lastly, the relationship between knowledge on deep fried foods and the nutritional status of housewives in the Bueng Kum District.

A total of 400 samples from 400 households were randomly selected in four markets in the Bueng Kum market, The gathered data were analyzed for frequency, percentage, average, and the test of regression analysis with the application of the Pearson correlation coefficient

The results revealed most housewives to be aged not in excess of 30, with a bachelor degree as an educational background, a minimal weight of 61 kg, with a median income of in excess of 20,000 baht or more, residing with four to six family members, a body height in the range of 151-160 cm. and absent of any diseases. The respondents' knowledge on deep fried food was determined to be on a good level. Furthermore, the samples were established to consume deep fried foods on a regular basis, their nutritional status were normal. The analysis of the data did not reveal any relationship between the knowledge of the respondents on deep fried foods with the consumption. Moreover, the respondents' consumption behavior of deep fried foods was not reveale to be related with the nutritional status. While the respondents' knowledge on deep fried foods was revel to be a positive correlation to their nutritional status at significant with p-value < 0.01 (r = 0.136)

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