

Prathom Jongonklang 2007: Factors Related to Fast Food Consumption Behavior of Anurajaprasit School's Students Grade 6, Nonthaburi Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 149 pages.

The purpose of this descriptive research was to examine factors relating fast food consumption behavior of Anurajaprasit School's Students Grade 6, Nonthaburi Province. The samples were 306 students selected by purposive sampling. The research instrument was a questionnaire developed by the researcher. Data analysis was made for frequency, percentage, arithmetic mean, standard deviation, Chi-square, Pearson's Product Moment Correlation Coefficient and multiple regression analysis.

The results were found as follows:

1) The Predisposing factors, which were knowledge about fast food consumption and attitude toward fast food consumption, were significantly related to the fast food consumption behavior at a .01 and a .001 statistical significance level respectively. 2) The Enabling factors, which were the school policy on promoting food consumption behavior and the school activities about promoting food consumption behavior, were significantly related to the fast food consumption behavior at a .001 statistical significance level. However, the school environment was not significantly related to the fast food consumption behavior at a .05 statistical significance level. 3) The Reinforcing factors, which were the information about food consumption behavior and the support from others, were significantly related to the fast food consumption behavior at a .01 and a .05 statistical significance level respectively. 4) The Bio-social factors, which were age and student income, were significantly related to the fast food consumption behavior at a .05 statistical significance level. However, sex, nutritional status, education level of student's father and mother, family income were not significantly related to the fast food consumption behavior at a .05 statistical significance level. 5) Attitude toward fast food consumption, the school activities about promoting food consumption behavior, student income, the information about food consumption behavior were found to be significant predicting variables of the fast food consumption behavior. The four variables together shared 31.20 percentage of variability in the fast food consumption behavior at a .05 statistical significance level.

Prathom Jongonklang  
Student's signature

Karuntharat Boonchuaythanasit 26 / May / 2007  
Thesis Advisor's signature