

Jutamas Rungsart 2009: Factors Relating to Fast Food Consumption Behavior of Lower Secondary Education Students of Potinimitwittayakom School, Nonthaburi Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Mr. Thanawat Imsomboon, Dr.P.H. 100 pages.

The objectives of this descriptive research were to study factors relating to fast food consumption behavior of lower secondary education students of Potinimitwittayakom School, Nonthaburi Province. Two hundred twenty five lower secondary education students were selected as the sample group. The research instrument developed by the researcher, was the questionnaire. Data analysis was carried out for percentage, mean, standard deviation, Pearson's Product Moment Correlation Coefficient, and stepwise multiple regression analysis.

The results were found as follows: The fast food consumption behavior of lower secondary education students of Potinimitwittayakom School, Nonthaburi Province was at a moderate level. The predisposing factors namely knowledge about fast food consumption and attitude toward fast food consumption had significant relationship with fast food consumption behavior at the level of .01. The enabling factors namely fast food shops, fast food delivery to consumer and price of fast food had significant relationship with fast food consumption behavior at the level of .01. The reinforcing factors namely fast food consumption of family members, fast food consumption of their friends and sale promotion of fast food shops had significant relationship with fast food consumption behavior at the level of .01. The predictors of fast food consumption behavior were sale promotion of fast food shops and attitude toward fast food consumption, fast food consumption of family members and fast food delivery to consumer which could predict for 42.40 percent, whereas sale promotion of fast food shops was the best predictor that can predict fast food consumption behavior for 31.90 percent.

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Student's signature

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Thesis Advisor's signature