

Arthittaya Ponathong 2010: Factor Affecting Smoking Prevention Behavior Among Male Students in School of Law, Bangkok University. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education.

Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 115 pages.

The purpose of this descriptive research was to study factors related to smoking prevention behaviors of male students in School of Law, Bangkok University. The sample in this study were 217 male students selected by simple random sampling. The research instruments were questionnaires developed by the researcher, and their quality were tested and accepted, Data analysis was made by statistical program for percentage, mean, standard deviation, and Pearson - Product Moment Correlation Coefficient.

The research results were as follows: 1) The smoking prevention behavior among the male students in School of Law, Bangkok University was at a low level. 2) Predisposing factors, namely knowledge about cigarette, attitude toward prevention of cigarette smoking, perceived benefits and perceived barriers on prevention of cigarette smoking practice had significant relationship with smoking prevention behaviors at a .01 level . 3) Enabling factors, which were having friends or relatives who smoke, use leisure time efficiently, and having cigarette sale shop, had positive relationship with smoking prevention behaviors at a .01 level. However, monthly income had negative relationship with smoking prevention behavior . 4) Reinforcing factors, namely information received from various sources such as parents, teachers and friends, government's policies and cigarette prevention campaigns had significant relationship with smoking prevention behaviors at a .01 level. 5) Self – efficacy had significant relationship with smoking prevention behaviors of male students in School of Law, Bangkok University at a .01 level.

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Thesis Advisor's signature