

Nunyong Khamparat 2006: Factors Related to Thai-style Salad Consumption Behavior of Undergraduate Students in Rajabhat University in Bangkok Metropolis. Master of Home Economics, Major Field: Home Economics, Department of Home Economics.
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This research investigated: 1) Thai-style salad consumption behavior, 2) factors related to Thai-style salad consumption behavior of undergraduate students in Rajabhat University in Bangkok Metropolis, and 3) vitamin C content in popular Thai-style salads. Data were collected by using questionnaires from 432 students who had been sorted equally by gender and major of study. Data analysis comprised of percentage, average, mean and Chi-Square using computer program. The findings revealed that the students had a mean of 4,858 baht of monthly allowance. Most of their parents had primary school education background, their fathers were government officers and their mothers were entrepreneurs. The students's knowledge on Thai- style salad was moderate.

The results of the study revealed that most number of the students preferred to consume Thai-style salad at dinner and preferred to consumed it with other kinds of food. Seafood salad and vegetable Thai-style salad were their favourite dishes. The students decided to consume Thai-style salad by considering cleanliness, taste and the kind of meat used as an ingredient, respectively.

The correlation between personal factors and Thai-style salad consumption behavior of undergraduate students in Rajabhat University in Bangkok Metropolis showed statistical significance between the following.

1) Gender of the students and pattern of consumption and decision to consume Thai-style salad. 2) Father's education and decision to consume Thai-style salad. 3) Mother's education and decision to consume Thai-style salad. 4) Knowledge about Thai-style salad and meal of consumption and pattern of consumption of Thai-style salad. Vitamin C content analysis in the students' five favourite Thai style salad samples : mung bean noodle salad, instant noodle salad, mixed salad, cuttlefish salad and preserved minced salad revealed that Thai-style salad had vitamin C content between 3.67-13.79 mg /100 g and each Thai-style salad had a different vitamin C loss rate after been prepared.

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Student's signature

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