

Ketsarinton Deeammaty 2009: Factors Related to Thai - Food Consumption Behavior of Public University Students in Bangkok Metropolis. Master of Arts (Home Economics Education), Major Field: Home Economics Education, Department of Vocational Education. Thesis Advisor: Assistant Professor Shiepsumon Rungsayatorn, Ph.D. 138 pages.

The purposes of this study were to investigate: 1) Thai - food consumption behavior of public university students in Bangkok Metropolis, and 2) factors related to Thai - food consumption behavior of public university students in Bangkok Metropolis. Data were collected, using a questionnaire, from 450 sampled students. Data analysis comprised percentage, mean and Chi-square; using computer program. The findings revealed that there were male and female respondents in equal number. The average income was 5,606.11 baht. More than half of the students resided with parents in family of 2-4 members. Nearly one third of their fathers held bachelor degree, while their mothers had primary school education background.

The students indicated that their Thai - food consumption behavior in all stages were as follows: 1) Felt need: most of them (95.5%) consumed Thai - food because of convenient purchase; 2) Information search: most of them (85.5%) received Thai - food information from television; 3) Evaluation: almost all of them (97.6%) consumed Thai - food concerning flavorful; 4) Purchase decision: most of them (96.3%) consumed Thai - food because of tastiness; 5) Post purchase feeling: most of them (90.7%) reconsumed Thai - food that they were satisfied.

The association between personal factors and Thai - food consumption behavior was found that mothers' education level was associated with information search and evaluation statistically significant at the .05 level.

Student's signature

Thesis Advisor's signature

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