The purpose of this descriptive research was to study factors associating with food consumption behavior. The sample of this study were 100 local restaurant consumers obtained by accidental sampling. Data were collected with questionnaire and observation form constructed by the researcher. Descriptive statistics, Pearson's Product Moment Correlation Coefficient and Multiple Regression analysis were employed for data analysis.

The research results were as follows: Food consumption behavior among the sample were at a poor level. Predisposing factors that had significant association with food consumption behavior were knowledge, attitude and value towards food consumption. While enabling factors having significant association with food consumption behavior were a variety of foods. Where as reinforcing factors that had significant association with food consumption behavior were the receiving of information relating to food consumption from media, individuals and social support from people. The most powerful predictive variable was a variety sources of food and the joint predictive variables were value towards food consumption, social support from people and attitude towards food consumption.