

Auttanart Kositnarong 2006: Thai Food Consumption Behavior of High School Students:
A Case Study of Chachoengsao Province. Master of Arts (Home Economics Education),
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The objectives of this research were to study: 1) The background characteristics of high school students in Chachoengsao Province; 2) Thai food consumption behavior of high school students; and 3) Relationship between background characteristics and Thai food consumption behavior. The samples were 365 students which drawn from population using multi-stage random sampling technique. Questionnaire was used to collect data. Data were analyzed by computer program using frequency, percentage, and chi-square test.

The results revealed that 69.0 percent of the respondents were female and 31.0 percent were male. Their average age was 16.88 years. Their parents had elementary education, most of their parents were employees. Average family income was 12,835.88 baht per month. Most students lived with parents. More than half of students had breakfast someday at home, alone. Most of them had lunch at school canteen with friends, had dinner at home with parents. They ate snack someday which bought from convenience store. The reason of Thai food consumption was nutrition. The reason for not consume Thai food was to change food taste. Most students ate Kang Khew Wan, Kangsom Pakruam, Kang Jurd Vunsen, Tomyam Kung, Tomkha Gai, Pad Kaphrao, Yam Vunsen, Nampric Kapi, Khaopad, Todmon, Kanom Krok, Kluai Tod and Kanom Bualoy.

The relationship between background characteristics of students and Thai food consumption behavior was found statistically significant at .05 level, there were as follows. 1) Gender was related to some Thai food consumption, eating frequency, eating place and eating occasion. 2) Father's education level and his occupation were related to some Thai food consumption, eating place and eating occasion. 3) Mother's education level was related to some Thai food consumption and eating place. 4) Mother's occupation was related to some Thai food consumption, eating place and eating occasion. 5) Family income was related to some Thai food consumption, eating frequency, eating place and eating occasion.

Student's signature

Thesis Advisor's signature