

The purpose of the study was the food consumption behavior for decreasing body weight of young female students in Chiang Mai University. The 365 students were the samples which were selected from the 18 to 20 years old, and studying in the first to third year of second semester academic year 2002. The constructed questionnaire consisted of the demographic profile, the food consumption behavior, and the performance consuming food. The content validity were advised from the expert and the reliability were examined with non sampling students. It was analyzed by the SPSS/PC for Windows by using frequency, percent, mean, and standard deviation.

The result showed that 59.73% of the students intended to control or to decrease their weight by selecting some kinds of food. This group consumed pork more than any other meat and consumed the newly cooked food. However, they did not prefer to consume the supplement and the dieting medicine.

The colleague factors and the snack-eating behavior influenced them to gain more weight easily. They performed to control the unnecessary consumption by drinking water before eating food, chewing food neatly and completely measuring their weight frequently, and exercise.