

KEY WORD: FOOD HABITS/MEDIA EXPOSURE/KNOWLEDGE

PRISDRANG JONBOONREANG: INFORMATION FACTOR RELATED TO FOOD HABITS
OF POPULATION IN LOEI. THESIS ADVISOR: ASSOC.PROF. PATCHANEE
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The purpose of this research was to study information factor related to Food Habits of population in Loei. Questionnaires were used to collect data from a total of 390 samples. frequency, percentage, mean, t-test, pearson's product moment correlation coefficient and multiple regression were employed for the analysis of data. SPSS^x program was used for data processing.

The Results of the Study were as follows:

1. Most of the population exposed media from television in the high level, and radio, newspaper, magazine or journal and personal media in the low level.
2. Most of the population have knowledge of nutrition and food habits in the moderate level.
3. The population in urban have media exposure diversified from the population in rural, is that, mass media have efficiency to inform the population in urban but, personal media have efficiency to inform the population in rural.
4. The population in urban have knowledge of nutrition and food habits better than the population in rural.
5. The newspaper exposed are correlate with knowledge of nutrition.
6. Media exposure and knowledge of nutrition are correlate with food habits of the population.
7. Knowledge of nutrition and media exposure from mass media deemed as significant variable toward food habits.