

PIMPORN YODKAEW : KNOWLEDGE, ATTITUDE, AND PRACTICE CONCERNING CONSUMER HEALTH OF PRATHOM SUKSA SIX STUDENTS IN MUNICIPAL SCHOOLS, EDUCATIONAL REGION EIGHT. THESIS ADVISOR : ASST. PROF. TEPWANEE S. HOMSANIT, H.S.D. 107 PP.

The purposes of the study were to investigate the knowledge, attitude, and practice concerning consumer health of Prathom Suksa Six students in Municipal Schools of the Educational Region Eight, also to compare the knowledge, attitude, and practice concerning consumer health of Prathom Suksa Six students between sexes.

Questionnaires were developed by the researcher. Four hundred students, 200 boys and 200 girls of Prathom Suksa Six from 22 municipal schools in Educational Region Eight were randomly sampled. All or 100 percent of questionnaires were obtained and then analyzed in terms of percentages, means, and standard deviations. A t-test method was also applied to determine any significant differences.

It was found that:

1. The knowledge of Prathom Suksa Six students concerning consumer health was in the rather good level. The comparison between the male and female students showed a statistically significant difference at the level of .05, with female students having better knowledge in this aspect than those of the males.
2. The attitude of Prathom Suksa Six students concerning consumer health was in the good level. There was no statistically significant difference at the level of .05 in their attitude between sexes.
3. The practice of Prathom Suksa Six students concerning consumer health was in the good level. The comparison between the male and female students showed statistically significant difference at the level of .05, with female students having better practice in this aspect than those of the males.