

## **ABSTRACT**

This study surveyed parents' knowledge of the harmful effects of schoolchildren's junk food consumption. The case study of this survey was the parents of schoolchildren at a school in Bangkok. The main objective of this study was to investigate whether parents have any knowledge of junk food and its harmful effects on their children. Also, this study was to identify how much parents were aware of the harmful effects of junk food and to find out whether parents were concerned about their children's junk food consumption. The subject of the study was 150 parents of schoolchildren at a school in Bangkok. The accidental sampling technique was used to select the subject, and the material for this study was 150 copies of a questionnaire. Results were analyzed, and it was found that most respondents were female and graduated with secondary school, vocational certificate and diploma. Most of them also earned a household income of less than 20,000 baht a month. Findings indicated that the majority of the respondents had a knowledge of harmful effects of their children's junk food consumption and were concerned about their children's junk food consumption. However, they hardly knew for sure about its long-term effects such as cancer and liver damage.