

CHAPTER FOUR

RESULTS

This chapter reports the results of the study based on the objectives of the study stated in Chapter 1. It is divided into three parts as follows;

4.1 Demographic information of respondents

4.2 Parents' knowledge

4.2.1 Parents' knowledge of junk food

4.2.2 Parents' awareness of the harmful effects of children's junk food consumption

4.3 Parents' concern about children's junk food consumption

4.1 DEMOGRAPHIC INFORMATION OF RESPONDENTS

The demographic information of the respondents includes gender, age, educational level, occupation, and monthly household income. It is presented in the form of numbers and percentages in Table 4-8.

Gender

Table 4 presents the respondents' demographic information on gender. Sixty-eight point seven percent were female while 30.00% of them were male.

Table 4: Gender of the Respondents

		Frequency	Percent
Valid	Male	45	30.0
	Female	103	68.7
	Total	148	98.7
Missing	System	2	1.3
Total		150	100.0

Age

Table 5 shows the respondents' demographic information on gender. The respondents were 30-40 years old (60.00%) while the rest of them were respectively 41 years old and higher (22.70%) and 30 years old and lower (10.00%).

Table 5: Age of the Respondents

		Frequency	Percent
Valid	30 and lower	15	10.0
	31-40	90	60.0
	41 and higher	34	22.7
	Total	139	92.7
Missing	System	11	7.3
Total		150	100.0

Educational Level

Table 6 shows the respondents' demographic information on educational level. Most respondents graduated with a secondary school, vocational certificate, and vocational diploma (49.30%). The rest of them graduated lower than secondary school (25.30%), whereas 24.70% of them had a Bachelor's degree or higher.

Table 6: Education Level of the Respondents

		Frequency	Percent
Valid	Lower than secondary school	38	25.3
	Secondary school, Vocational Certificate and Diploma	74	49.3
	Bachelor's degree or higher	37	24.7
	Total	149	99.3
Missing	System	1	.7
Total		150	100.0

Occupation

Table 7 reveals the respondents' demographic information about occupation. It was found that the occupation of 24.70% of the respondents was private company officers while 19.30% of them were household managers.

Table 7: Occupation of the Respondents

		Frequency	Percent
Valid	Household manager	29	19.3
	Private company officer	37	24.7
	State officer	11	7.3
	State enterprise officer	5	3.3
	Business owner	17	11.3
	Labor	10	6.7
	Merchant	28	18.7
	Others	12	8.0
	Total	149	99.3
Missing	System	1	.7
Total		150	100.0

Monthly Household Income

Table 8 unveils the respondents' demographic information about occupation. The majority of the respondents earned less than 20,000 baht a month (65.30%) while the rest of them earned 20,001-40,000 baht (28.70%) and higher than 40,000 baht (4.70%) a month, respectively.

Table 8: Monthly Household Income of the Respondents

		Frequency	Percent
Valid	Less than 20,000	98	65.3
	20,001-40,000	43	28.7
	Higher than 40,000	7	4.7
	Total	148	98.7
Missing	System	2	1.3
Total		150	100.0

4.2 PARENTS' KNOWLEDGE

The part of parents' knowledge includes parents' knowledge of junk food and parents' knowledge of the harmful effects of children's junk food consumption. They are shown in the form of numbers and percentages (Table 9-11)

4.2.1 Parents' Knowledge of Junk Food

Parents' knowledge of junk food includes parents' knowledge of what is considered junk food and its nutritional value.

(1) Knowledge of What is Considered Junk Food

1. It was found that 40.70% of the respondents considered fish burger junk food while 40.00% of them realized it was non-junk food. The correct answer was that fish burger was junk food.

2. It was found that most of the respondents (64.00%) did not consider pork steak junk food. The correct answer was that pork steak was junk food.

3. It was found that the majority of the respondents (56.70%) considered seafood pizza junk food. The correct answer was that seafood pizza was junk food.

4. It was found that 52.00% of the respondents thought that chocolate chip cookies were junk food. The correct answer was that chocolate chip cookies were junk food.

5. It was found that 59.30% of the respondents considered doughnuts junk food. The correct answer was that doughnuts were junk food.

6. It was found that most of the respondents (41.30%) believed that butter bread was junk food. The correct answer was that butter bread was junk food.

7. It was found that most respondents (35.30%) considered green tea cake junk food while 34.00% of them remained undecided. The correct answer was that green tea cake was junk food.

8. It was found that the majority of the respondents (78.70%) considered French fries junk food. The correct answer was that French fries were junk food.

9. It was found that 57.30% of the respondents realized that snack jack was junk food. The correct answer was that snack jack was junk food.

10. It was found that 44.70% of the respondents thought that popcorn was junk food. The correct answer was that popcorn was junk food.

11. It was found that most respondents (45.30%) did not consider onion rings junk food. The correct answer was that onion rings were junk food.

12. It was found that most of the respondents (50.00%) considered rice crisps (Dozo) junk food. The correct answer was that rice crisps (Dozo) were junk food.

13. It was found that 83.30% of the respondents thought that Fanta orange was junk food. The correct answer was that Fanta orange was junk food.

14. It was found that most respondents (42.70%) considered Lipton iced tea junk food. The correct answer was that Lipton iced tea was junk food.

15. It was found that 45.30% of the respondents considered ice-cream (Dairy Queen) junk food. The correct answer was that Ice Cream (Dairy Queen) was junk food.

Table 9: The Respondents' Knowledge of What is Considered Junk Food

Kinds	Yes	No	Undecided	Correct Answer
1. Fish Burger	40.70%	40.00%	17.30%	Yes
2. Pork Steak	21.30%	64.00%	12.70%	Yes
3. Seafood Pizza	56.70%	27.30%	14.00%	Yes
4. Chocolate Chip Cookies	52.00%	28.00%	20.00%	Yes
5. Doughnuts	59.30%	18.70%	20.70%	Yes
6. Butter Bread	41.30%	31.30%	26.70%	Yes
7. Green Tea Cake	35.30%	30.70%	34.00%	Yes
8. French Fries	78.70%	11.30%	10.00%	Yes
9. Snack Jack	57.30%	27.30%	15.30%	Yes
10. Popcorn	44.70%	32.00%	21.30%	Yes
11. Onion Rings	29.30%	45.30%	24.70%	Yes
12. Rice Crisps (Dozo)	50.00%	28.00%	21.30%	Yes
13. Fanta Orange	83.30%	10.70%	6.00%	Yes
14. Lipton Iced Tea	42.70%	35.30%	21.30%	Yes
15. Ice Cream (Dairy Queen)	45.30%	26.00%	28.70%	Yes

(2) Knowledge of the Nutritional Value of Junk Food

1. Referring to the statement that children get many advantages from junk food consumption, it was found that 76.00% of the respondents disagreed with this statement. The correct answer was 'No'.

2. According to the statement that junk food provides appropriate amounts of fat, it was found that most of the respondents (70.70%) disagreed with this statement. The correct answer was 'No'.

3. Regarding the statement that junk food has low amounts of vitamins and minerals, it was found that 64.00% of the respondents agreed with this statement. The correct answer was 'Yes'.

4. Referring to the statement that you can replace main meals with frequent consumption of junk food, it was found that the majority of the respondents (78.00%) disagreed with this statement. The correct answer was 'No'.

5. According to the statement that carbohydrates from junk food enhance studying performance, it was found that most respondents (78.70%) disagreed with this statement. The correct answer was 'No'.

6. Regarding the statement that the amount of fat in junk food is more than that in Thai a la carte, it was found that 56.70% of the respondents agreed with this statement. The correct answer was 'Yes'.

7. Referring to the statement that fat in a piece of seafood pizza is equal to that in a dish of seafood fried rice, it was found that 38.70% of the respondents remained undecided about this statement. The correct answer was 'No'.

8. According to the statement that fried food and snacks are rich in trans fat, it was found that most respondents (56.00%) agreed with this statement. The correct answer was 'Yes'.

9. Regarding the statement that sodas give an excessive amount of sugar, it was found that the majority of the respondents (80.00%) agreed with this statement. The correct answer was 'Yes'.

10. Referring to the statement that onion rings give only essential nutrients, it was found that most of the respondents (36.00%) were undecided about this statement. The correct answer was 'No'.

Table 10: The Respondents' Knowledge of the Nutritional Value of Junk Food

Statement	Yes	No	Undecided	Correct Answer
1. Children get many advantages from junk food consumption	11.30%	76.00%	12.70%	No
2. Junk food provides appropriate amounts of fat.	12.70%	70.70%	16.70%	No
3. Junk food has low amounts of vitamins and minerals.	64.00%	16.70%	19.30%	Yes
4. You can replace main meals with frequent consumption of junk food	14.70%	78.00%	7.30%	No
5. Carbohydrates from junk food enhance studying performance	10.00%	78.70%	10.70%	No
6. The amount of fat in junk food is more than that in Thai a la carte	56.70%	26.70%	16.70%	Yes
7. Fat in a piece of seafood pizza is equal to that in a dish of seafood fried rice	34.70%	26.70%	38.70%	No
8. Fried food and snacks are rich in trans fat	56.00%	8.70%	34.70%	Yes
9. Sodas give an excessive amount of sugar	80.00%	6.70%	13.30%	Yes
10. Onion rings give only essential nutrients	32.70%	31.30%	36.00%	No

4.2.2 Parents' Awareness of the Harmful Effects of Children's Junk Food Consumption

Parents' awareness of the harmful effects of children's junk food consumption is shown in Table 11.

1. Referring to the statement that junk food leads to unhealthiness, it was found that the majority of the respondents (43.30%) strongly agreed with this statement. As the mean score was 4.17, it could be interpreted that the respondents were aware that junk food could lead to unhealthiness.

2. Regarding the statement that junk food causes poor concentration, it was found that 40.70% of the respondents agreed with this statement. According to 3.75 of the mean score, it could be interpreted that the respondents were aware that junk food could cause poor concentration.

3. According to the statement that junk food provides long-term bad effects, it was found that most of the respondents (45.30%) agreed with this statement. The mean score 4.21 could be interpreted that the respondents were highly aware that junk food could provide long-term bad effects.

4. Referring to the statement that calories from junk food do not help growth, it was found that the majority of the respondents (38.00%) agreed with this statement. The mean score was 3.74. It could be interpreted that the respondents were aware that calories from junk food did not help growth.

5. Regarding the statement that children continuously consuming junk food have a low studying capacity, it was found that most of the respondents (46.70%) agreed with this statement. As the mean score was 3.91, it could be interpreted that the respondents were aware that children continuously consuming junk food had a low studying capacity.

6. According to the statement that children consuming excessive amounts of junk food lack essential vitamins and minerals, it was found that the majority of the respondents (52.00%) agreed with this statement. The mean score was 4.03 which could be interpreted that the respondents were aware that children consuming excessive amounts of junk food could lack essential vitamins and minerals.

7. Referring to the statement that children lacking essential vitamins and minerals develop cancer, it was found that 52.70% of the respondents were undecided about this statement. The mean score was 3.59. It could be interpreted that the respondents were aware that children lacking essential vitamins and minerals could develop cancer.

8. Regarding the statement that high cholesterol from junk food causes liver damage, it was found that most respondents (42.70%) were undecided about this statement. According to 3.60 of the mean score, it was interpreted that the respondents were aware that high cholesterol from junk food could cause liver damage.

9. According to the statement that children continuously consuming junk food develop many fatal diseases, it was found that most of the respondents (43.30%) agreed with this statement. As the mean score was 4.17, it could be interpreted that the respondents were aware that children continuously consuming junk food could develop many fatal diseases.

10. Referring to the statement that junk food has harmful effects rather than benefits, it was found that 48.00% of the respondents strongly agreed with this statement. The mean score was 4.36. It could be interpreted that the respondents were highly aware that junk food had harmful effects rather than benefits

It should be also noted here that the total mean score was 3.95, so it could be interpreted that the respondents were aware of the harmful effects of children's junk food consumption.

Table 11: The Respondents' Awareness of the Harmful Effects of Children's Junk Food Consumption

Statement	(5)	(4)	(3)	(2)	(1)	Mean (\bar{X})	Degree of Awareness
	Strongly agree	Agree	Undecided	Disagree	Strongly Disagree		
1. Junk food leads to unhealthiness	43.30%	40.00%	8.70%	6.00%	2.00%	4.17	Aware
2. Junk food causes poor concentration	20.70%	40.70%	34.00%	2.70%	2.00%	3.75	Aware
3. Junk food has long-term bad effects	40.70%	45.30%	9.30%	3.30%	1.30%	4.21	Highly Aware
4. Calories from junk food do not help growth	23.30%	38.00%	28.70%	9.30%	0.70%	3.74	Aware
5. Children continuously consuming junk food have a low studying capacity	25.30%	46.70%	22.00%	6.00%	0.00%	3.91	Aware
6. Children consuming excessive amounts of junk food lack essential vitamins and minerals	26.00%	52.00%	20.70%	1.30%	0.00%	4.03	Aware
7. Children lacking essential vitamins and minerals develop cancer	16.00%	28.70%	52.70%	2.00%	0.00%	3.59	Aware
8. High cholesterol from junk food causes liver damage	18.00%	32.00%	42.70%	6.70%	0.70%	3.60	Aware

(table continues)

Table 11 (continued)

Statement	(5)	(4)	(3)	(2)	(1)	Mean (<i>X</i>)	Degree of Awareness
	Strongly agree	Agree	Undecided	Disagree	Strongly Disagree		
9. Children continuously consuming junk food develop many fatal diseases	38.00%	43.30%	16.70%	2.00%	0.00%	4.17	Aware
10. Junk food has harmful effects rather than benefits	48.00%	32.70%	8.70%	1.30%	1.30%	4.36	Highly Aware
Total						3.95	Aware

4.3 PARENTS' CONCERN ABOUT CHILDREN'S JUNK FOOD CONSUMPTION

Parents' concern about children's junk food consumption junk food consumption is presented in the form of numbers and percentages (Table 12).

1. Referring to the statement that the respondents do not allow consumption of junk food more than 3 times a week, it was found that 59.30% of them answered 'Yes', which could be interpreted that they showed their concern about their children's junk food consumption.

2. According to the statement that the respondents usually cook meals for children, it was found that 46.70% of the respondents answered 'Yes' while 44.70% of them answered 'No'.

3. Regarding the statement that the respondents always provide a packed lunch, it was found that the majority of them (92.00%) answered 'No', which could be interpreted that they were not concerned about the possibility that their children might buy junk food for lunch.

4. Referring to the statement that the respondents encourage children to eat only good things, it was found that most respondents (81.30%) answered 'Yes'. This could mean they were concerned that their children have only good food.

5. According to the statement that the respondents encourage children to regularly consume fruits and vegetables, it was found that 80.70% of them answered 'Yes'. This was consistent with the answer to number four as above.

6. Regarding the statement that the respondents always control the amount of fat and sugar in food, it was found that most of them (49.30%) answered 'Yes', whereas 30.00% of them answered 'No'.

7. Referring to the statement that the respondents encourage children to drink water or juice instead of soda pop, it was found that the majority of the respondents (91.30%) answered 'Yes'. This could be interpreted that they were concerned about the beverages for their children.

8. According to the statement that the respondents always teach children about junk food's harmful effects while they are watching junk food TV ads, most respondents (62.70%) answered 'Yes'. It could mean they were concerned about their children's junk food consumption.

9. Regarding the statement that the respondents immediately buy children food or dessert they need when they ask, it was found that 72.70% of them answered 'No'. This also showed their concern about their children's junk food consumption.

10. Referring to the statement that the respondents control the amount of junk food children consume, it was found that 79.30% of them answered 'Yes'. Here again, this could point to the fact that the parents were concerned about their young's junk food consumption.

Table 12: The Respondents' Concern About Children's Junk Food Consumption

Statement	Yes	No	Undecided	Answer Showing Concern
1. Not allow consumption of junk food more than 3 times a week	59.30%	24.00%	16.70%	Yes
2. Usually cook meals for children	46.70%	44.70%	8.70%	Yes
3. Always provide a packed lunch	2.70%	92.00%	5.30%	Yes
4. Encourage them to eat only good things	81.30%	10.70%	7.30%	Yes
5. Encourage them to regularly consume fruits and vegetables	80.70%	13.30%	6.00%	Yes
6. Always control the amount of fat and sugar in food	49.30%	30.00%	20.00%	Yes
7. Encourage to drink water or juice instead of soda pop	91.30%	5.30%	3.30%	Yes
8. Always teach children junk food's harmful effects while they are watching junk food TV ads	62.70%	20.70%	16.00%	Yes
9. Immediately buy children food or dessert they need when they ask	18.00%	72.70%	9.30%	No
10. Control the amount of junk food children consume	79.30%	10.70%	10.00%	Yes

In summary, this chapter has presented the results of the study of parents' knowledge of the harmful effects of children's junk food consumption. Discussions, conclusions, and recommendations for further study will be summarized in the next chapter.