

ABSTRACT

Title of Research Paper : The Behavior of Consuming U.H.T. Instant Milk of High-School Students. A Case Study of Schools in General Education Department, in Yannawa District

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There are two purposes of the study of the behavior of consuming U.H.T. instant milk of high-school students ; a case study of schools in General Education Department, Yannawa District. The first purpose is to study the consumption behavior of high-school students on U.H.T. instant milk. The second one is to study the factors that affect on the consumption behavior of high-school students.

The samples of the study were 160 high-school students of Nonsee Wittaya School and Chaopraya Wittayakhom in General Education Department, Yannawa District. All of them was in growing age and drank U.H.T. instant milk. This study's data was gathered by questionnaire. The data analysis was made through descriptive statistics and inferential statistics that were Chi-Square methods.

The studied results were as follow:

The behavior of consuming U.H.T. instant milk of high school students was that about 2 of 3 (68.1%) did not drink on a daily basis. In the other hand, the other was on a daily basis.

The factor of their behavior are as the following :

The external factor were friends who convinced the students to drink the instant milk. Furthermore, it was the knowledge of the students on the value of it.

(4)

The study recommended the following.

From the summary of the behavior of consuming U.H.T. instant milk of high school students, the researcher found that the convince of friends and the knowledge of its value effected to their consuming behavior . Therefore ,the researcher would like to recommend in order to stimulate the students to drink U.H.T. instant milk .

- To promote the value U.H.T. instant milk in the way of the media such as posters , and broadcasting through radio , and television . For the posters , they should be stuck on public places for example the schools , the department stores ,the theatres , and the famous places of the teenagers . The students will be interested in it . For the broadcast through the radio or the television , it should be run continuous for pushing the students to drink the instant milk an a daily
- To combine the knowledge and the value of the instant milk into the course of study .
- To arrange the competition or the exhibition the knowledge of the instant milk and its value .
- To make a good modeler of drinking the instant milk on a daily basis because the students in teenager always imitate to their friends . Thus , the modeler stimulates their friends to drink .