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KEY WORDS : THE BEHAVIORS FOR SELECTION AND CONSUMPTION /  
HEALTH BELIEF MODEL / GROUP PROCESS

NIRADON NOULCHEEN : AN APPLICATION OF HEALTH BELIEF  
MODEL WITH GROUP PROCESS TO PROMOTE HOUSEWIFE AND GROCER  
BEHAVIORS FOR SELECTION AND CONSUMPTION OF FOOD PRODUCT,  
BANGKRATHUM DISTRICT, PHITSANULOK PROVINCE. THESIS ADVISORS  
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The behaviors for selection and consumption of food product, which do not meet quality and safety standards are important health behavior problems. This is the cause of many serious diseases especially cancer. The purposes of this quasi-experimental study were to examine the effectiveness of health educational programs to promote the behaviors of purchasing and consuming standard food products in housewives and grocers in Bangkrathum District, Phitsanulok province. The villages and sample groups were selected by simple random sampling. An experimental group of 80 peoples included seventy-five housewives and five grocers. All of them were assigned health education programs, which applied health belief model with the group process. The comparison group was equivalent to the experimental group, but they did not receive any health education programs. The study period was between November 1998 and February 1999. The methods of data collection the inquiry and the observation of behavior.

The result of the study show that the health education program affected the behaviors for selection and consumption of food products. This program had a statistically significant positive effect on housewives. Meanwhile the behaviors of grocers were positively changed as well. This program should be applied with other sample groups in other areas.