

<b>Thesis Title</b>	Health Belief and the Traffic Accident Risk Behaviors of Adolescences in Muang Chiang Mai District	
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### **Abstract**

The purpose of the research were to 1) examine health belief 2) traffic accident risk behaviors 3) relationship between health belief and traffic accident risk behaviors and 4) compare the health belief and traffic accident risk behaviors of adolescences in Muang Chiang Mai District with a number of independent variables namely : gender, age, status of education, experience of driving and experience of car accidents. A sample of 381 adolescence drivers in Muang Chiang Mai District were drawn using the multistage random sampling technique. The instruments used to collect data were Questionnaires concerning health belief and traffic accident risk behaviors. Data were analysed by frequency percentage, mean, standard deviation of variation, analysis t-test, one way ANOVA and Pearson's product moment correlation coefficient

**The research findings were as follows**

1. The adolescence drivers in Muang Chiang Mai District had a high level on health belief. Considering the component it was found that perceived susceptibility, perceived seriousness, perceived benefits and perceived barriers were at high level.
2. The adolescence drivers in Muang Chiang Mai District having traffic accident risk behaviors at a moderate level.
3. Health belief of adolescence drivers in Muang Chiang Mai District showed significant negative correlation with traffic accident risk behaviors at the level of .001. Considering the component it was found that perceived susceptibility, perceived seriousness, perceived benefits and perceived barriers showed significant negative Correlation with traffic accident risk behaviors at the level of .001
4. There were significantly different in health belief of the adolescence drivers in Muang Chiang Mai District to their gender and status of education at the level of .05
5. There were significantly different in traffic accident risk behaviors of the adolescence drivers in Muang Chiang Mai District to their gender at the level of .001.