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WIPAWEE SUWANNATHORN: AN APPLICATION OF SELF – EFFICACY
THEORY AND SOCIAL SUPPORT TO FOOD COMSUMPTION BEHAVIOR AMONG
PRATHOMSUKSA 6 STUDENTS IN TATAKEAB DISTRICT, CHACHOENGSAO
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The purpose of this quasi – experimental study was to determine the effectiveness of a health education program on food consumption behavior among prathomsuksa 6 students. The self – efficacy theory and social support from the parents and teachers were applied for formulating the health education program. The samples consisted of 104 students. Fifty-two students from Ban Takloy school, were assigned to be the comparison group. The experimental group, 52 students from Ban Nongkok school, attened health education activities for 10 weeks. Self-administered questionnaires were used for data collection before and after interventions. Percentage , arithmetic means, standard deviation, paired samples t-test and student's t-test were used for data analysis.

The findings showed that the health education program encorporating self – efficacy theory and social support enabled the students to have significantly better knowledge, perceived self –efficacy, outcome expectation and food consumption behavior. These results indicated that a health education program with application of self – efficacy theory and social support could improve food consumption behaviors. Thus it is recommended that this program be applied and extended to the other educational levels and other schools in future.