

Thesis Title	Behavior of Snack Consumption Among School Children in Rural.
Name	Laddawan Limpijarnkit
Degree	Master of Science (Nutrition)
Thesis Supervisory Committee	Sakom Dhanamitta, M.D., D.Sc(Med) Yongyont Kachondham, M.D., M.P.H. Prapasri Puwastien, Ph.D.
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Abstract

Snack consumption behaviors of school children in Ubon Ratchathani province, northeast Thailand, was studied by interviewing in 151 suburban school children and 177 rural school children. The objective of this study were to study the comparison snack consumption behavior of school children between those two areas, factor influencing snack consumption behaviors and nutritive value of snacks on sale in Ubon Ratchathani

This study found that children in suburban consumed snacks more frequent that those in the rural area. Most of the snack were crispy strach snacks. In suburban, the children consumed soybean milk (more than, one day per week compare seldom or none) more higher than in those rural areas 20 time (Odd ratio = 20.85, 95% CL = 10.17 - 43.61) because they had soybean milk on sale in school lunch program twice a week

The finding of factors influencing snack consumption behaviors of the children was that mother had a very important role in choosing snacks for thier children. Suburban mothers bought snack more frequently than those in rural ($X^2 = 28.4$ df = 1, $P < 0.0001$). In both areas most children were given pocket money 1 - 2 baht per day. The rather low amount of money would not normally allow them to purchase nutritious snacks both in quality and quantity. Television was the most influential media to persuade children to consume new snack product on the market. But the limited purchasing power from their small pocket money, there were only 2.6% of suburban school children and 4.5% in rural school children could afford to buy every time these newly launched product were on the market. The children in both areas seem to have good knowledge and attitudes regarding nutritious food and snacks, but in reality they tend to buy what available and by taste preference.

The finding of nutritive value of fifteen types snack from Ubon Ratchathani was that they were higher in calorie but low protein.

From results of these study we should provide food knowledge for children, parents and seller on the way to choose the nutritious snacks.