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WEIGHT REDUCTION CENTERS.

SIVAPHORN UDOMSIN : A STUDY OF WEIGHT REDUCTION SERVICES PERCEIVED BY WEIGHT REDUCTION CENTERS' CLIENTS IN BANGKOK METROPOLIS. ADVISER : SIRIORN SINDHU D.N.Sc., JARIYAWAT KOMPAYUK Dr.P.H.D.(PUBLIC HEALTH), NIRAT IMAMEE Ph.D., 115 p. ISBN974-589-557- 1

There is an increasing awareness about weight reduction among urban people who go to weight reduction centers. The purpose of this study is to explore the method of weight reduction and perception of clients who have been attending weight reduction centers in Bangkok. There were 180 subjects participating in this study of different centers: in clinics 90 cases, in beauty centers 30 cases, and in fitness centers 60 cases. The data was collected by using a semi-structured interview questionnaires, created by the investigator, regarding the overweight person's perception, reasons for attending weight reduction services, methods of weight reduction, results after taking weight reduction methods and supporting factors on weight reduction. The data was analyzed by grouping and presented in qualitative styles. The results are as follow.

Weight reduction center's clients are women(92.22%). The average ages are between 20-24 years(28.3%). Clients are business employees(31.1%), having monthly income less than 6,000 baht (30.67%) and those having a normal body mass index(53.9%). The most important reason of attending weight reduction services was a requirement of good personality(83.3%) and they chose services with regard to the reliability of the weight reduction centers(67.2%), easy method(29.4%) and low cost (28.9%). The method of weight reduction varies among different centers. Clinics use weight reduction pills(43.9%), dietary food(5.0%), and liposuction(1.1%). Beauty services use vibration(3.3%, )massage(6.7%), and sauna(6.7%). Fitness centers use exercise(33.3%). The result of weight reduction indicated a decrease in body weight of 2 kgs. per week for 74.4% of people by using by diet(67.3%) and self exercise(37.2%). However 44.3% of the subjects got some side effects following taking weight reduction pills.

As a result of the study, the researcher suggests that for the health and safety of clients any involved organizations should show how a policy or strategy can be supported by correct methods of weight reduction. Good weight reduction services can prevent illness related to being overweight and promote future good health .