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KEY WORD : WEIGHT REDUCTION SERVICE

PIYATIDA JUNLAPEEYA : A STUDY OF SERVICES OF WEIGHT REDUCTION CENTERS IN BANGKOK METROPOLIS. THESIS ADVISOR : SIRIORN SINDHU, D.N.Sc., JARIYAWAT KOMPAYAK, Dr.P.H. (PUBLIC HEALTH), NIRAT IMAMEE, Ph.D. 123 p. ISBN 974-589-554-7

The popularity of weight reduction businesses is increasing. The researcher intends to study the services of weight reduction centers in Bangkok. The sample consisted of 60 service providers : 12 from medical clinics, 30 from beauty centers, 18 from fitness centers. The data was collected by questionnaires and the researcher's own observation. This data was analyzed by content analysis.

The result shows that 70 % of the sample are women. 46.7% are age between 25 – 29 years old. 63.3% hold bachelor's or higher degrees. 70% have been working in this field for 1-5 years. 38.3% have monthly income 5,001-10,000 baht. 75% classify overweight by medical science criteria. 81.4% state that exercise is safe while 78.3% state that drugs are dangerous. In medical clinics, 66.7% use diet-pills. 90% of beauty centers use passive exercise equipment while 100% of fitness centers use exercise. 51.7% have had further study in fat and weight reduction before giving service and 78.3% need to know the health record of the client before providing the service. 63.4% state that the average term of service is 1-6 weeks. The average service cost is less than 250 baht per 10 minutes at 88.9% of medical clinics and less than 250 baht per hour at 77.8% of fitness centers while 56.2 % of service providers from beauty centers state the average cost is between 250-500 baht for 45 minutes. 91.7% of service providers from medical clinics mention that they can reduce weight by 1-3 kg/wk. Similarly, as 75.9% of service providers from beauty centers also mention 1-3 kg/wk. 61.1% of service providers from fitness centers state that they can reduce weight by 1 kg./wk. Most service providers have experience of serving clients who show abnormal signs caused by weight reduction, of which 45.1% state that abnormal signs were caused by insufficient nutrient consumption and 48.4% mention that they could help the clients by taking them to rest.

The researcher recommends the establishment of State weight reduction service centers which address weight loss in terms of both beauty and health for prevention of weight reduction problems.