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SUPANNEE PATCHADEE : FACTORS AFFECTING IODIZED SALT CONSUMPTION BEHAVIOR OF WOMEN IN IODINE DEFICIENCY DISORDERS ENDEMIC AREAS : A CASE STUDY OF NAKHON PHANOM AND YASOTHON PROVINCES. THESIS ADVISOR : BUPPHA SIRIRASSAMEE, Ph.D. SUREEPORN PUNPUING, Ph.D. LUECHA VANARAT, M.C.N. 95 p. ISBN 974-589-355-2

The objectives of this research are to study knowledge and belief of Iodine Deficiency Disorder (IDD), examine the relationship between predisposing, reinforcing and enabling factors and continuous iodized salt consumption. The analysis is based on data from the survey of "Socio-demographic, supply and distribution factors affecting iodized salt consumption behavior in IDD endemic areas". The sample was 391 women, aged 20-60 years, in Nakhon Phanom and Yasothon provinces. Chi-square and logistic regression analysis were employed to determine relationships and factors affecting continuous iodized salt consumption respectively.

It was found that the majority of women had relatively fair knowledge of IDD. The respondents had good knowledge on causes and preventive measures of IDD, and poor knowledge on sources of iodine, recurrence of IDD. Only one-fifth had correct belief on treating IDD, and incorrect belief on causes of IDD.

It was found that family income, favoring of iodized salt, knowing of benefit of iodized salt consumption, having information about iodized salt, price, number of suppliers in village, IDD history in family, and distance and convenience to buy iodized salt were related to the continuous use of iodized salt.

From logistic regression analysis, it was found that factors affecting iodized salt consumption behavior were favoring iodized salt, knowing of benefit of iodized salt consumption and distance between home and iodized salt supplier.