

## عنوان مقاله:

(Fast Food Consumption Behaviors in High-School Students based on the Theory of Planned Behavior (TPB

## محل انتشار:

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## نویسندگان:

Kamal Mirkarimi - Assistant Professor, Ph.D of Health Education and Promotion, Health Management and Social Development Research Center, Golestan University of Medical Sciences, Gorgan, Iran

Morteza Mansourian - Department of Health Education and Promotion, School of Health, Iran University of Medical Sciences, Tehran, Iran

Mohammad Javad Kabir - Assistant Professor, Health Management and Social Development Research Center, Golestan University of Medical Sciences, Gorgan, Iran

Rahman Berdi Ozouni- Davaji - Ph.D Candidate of Counseling, Health Management and Social Development Research Center, Golestan University of Medical Sciences, Gorgan, Iran

## خلاصه مقاله:

Background: Studies report inappropriate snack and junk food consumption patterns in children and young adults in Iran. The current survey was aimed to explore fast food consumption behaviors in high-school students based on the Theory of Planned Behavior. Materials and Methods: A cross-sectional study was done among 500 high-school students. Samples were selected based on cluster sampling method at first and simple random at second. Data were collected using a researcher-made questionnaire. To analyze, SPSS-16 and tests, including t-test, Chi-square, correlation coefficient and multiple regressions were used. Results: The monthly frequency of fast food consumption was 4.01. The TPB explained fast food use behaviors with R<sup>2</sup> of 0.6, effectively. Results also represented that frequency of fast food consumption was meaningfully in line with behavioral intention ( $\beta = 0.60$ ,  $P < 0.05$ ) and subjective norms ( $\beta = 0.17$ ,  $P < 0.05$ ). Conclusion: It seems likely beneficial to consider important subjective norms (especially friends) that may strongly effect on high-school student intention to use fast food. Also students perceived behavioral control must be increased.

## کلمات کلیدی:

Fast Foods, Intention, Perception, Students

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/940375>



