

Original Paper

Effective factors on Fast food consumption among high-school students based on planned behavior theory

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Abstract

Background and Objective: Individuals habit has been changed due to technology improvement as a result fast food consumption has dramatically increased in Iran. This study was done to determine the effective factors on Fast food consumption among high-school students based on planned behavior theory.

Methods: This descriptive-analytic, cross-sectional study was conducted on 500 high-school students in Aliabad city in Golestan province in north of Iran in one year study from October 2014-2015. A valid and reliable researcher-made and self-administered questionnaire based on TPB constructs (including attitude, subjective norms, perceived behavioral control and behavior intention) was utilized to collect the data.

Results: The frequency of fast food consumption was 4.01 per month and hamburger and pizza were the most prevalent fast foods. TPB explained fast food consumption behaviors with relatively high R² around 0.65, effectively. Frequency of fast food consumption was significantly associated with behavioral intention and subjective norms (P<0.05).

Conclusion: As friends are the effective subjective norm for student fast food consumption therefore, they must specifically be considered in developing beneficial educational interventions.

Keywords: Fast food, Theory of Planned Behavior, Physiological Processes, Students

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