THE STUDY BEVERAGE CONSUMPTION BEHAVIOR AFFECTING STUDENTS HEALTH CONDITIONS OF STUDENTS AT AN AUTONOMOUS UNIVERSITY IN THAILAND

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ABSTRACT

The objective of this research was to: 1) Study beverage consumption behavior. 2) Study the level of health status; and 3) Study the relationship between beverage consumption behavior and health status at a national university. This constitutes survey research. Questionnaires are utilized to gather data. The sample population consisted of 280 students. The study integrated statistical measures such as frequency, percentage, mean, standard deviation, and Pearson's Product Moment Correlation. The study's findings revealed that the majority of the sample students consumed beverages on a daily basis, three days per week. To consume beverages purchased from a beverage store at standard levels of sweetness, and recommend consuming beverages between the hours of 12:01 and 18:00. The correlation between behavior regarding beverage consumption and health status is favorable. Research has revealed that the sweetness level of beverages significantly influences health status. The type of beverage consumed influences health status. The frequency and duration of beverage consumption did not significantly correlate with an individual's health status. Significant statistically at the 0.05 level.

Keywords: Consumption Behavior / Beverage / Health Conditions

INTRODUCTION

Research has indicated that the average daily sugar intake of Thai citizens exceeds three glasses. Furthermore, observations reveal that sugar mixtures available in Thailand have a significantly high sugar content, ranging from nine to nineteen grams per hundred milliliters. In contrast, the recommended daily intake is one glass. These are beverages that, per 100 milliliters per day, do not exceed 6 grams (1.5 tablespoons) of sugar. (Mahidol University Institute for Population and Social Research, 2019) The majority of individuals prefer sugary and carbonated beverages to relieve their thirst. Soft beverages consist of water, sugar, artificial flavors, colors, and flavors. Furthermore, phosphoric acid gives soft beverages a carbonated sensation, imparts a fizzy flavor, and contains caffeine, which improves physiological perception. Mitigate signs of sleepiness. If you consume sugary beverages and carbonated soft drinks, excessive levels lead to burnout in the body, rendering some functions useless. It contributes to the development of obesity. This may result in the body receiving an excess of its daily sugar requirements. (Department of Health, 2019).

According to the World Health Organization's study, sweetened drinks include not only soft drinks but also beverages with added sugar during production, which increase the risk of diabetes, abdominal obesity, heart disease, and stroke. Moreover, health experts have found that the consumption of sugary drinks can lead to adverse changes in health status (Welsh, Lundeen, & Stein, 2013). The researcher is interested in studying beverage consumption behavior that affects the health status of students at an autonomous university in Thailand.

OBJECTIVE

The objective of this research was to: 1) Study beverage consumption behavior. 2) Study the level of health status; and 3) Study the relationship between beverage consumption behavior and health status at a national university.

LITERATURE REVIEW

The literature review concludes that consumer behavior encompasses the process of searching, purchasing, and using products to meet individual needs, as well as the actions associated with these purchases (Schiffman & Kanuk, 1994). Factors that are influential on consumer behavior include: Individual variables Psychological elements cultural elements Marketing and social influences (Chanakun, 2017). Consumption-related beliefs, such as the notion that low-fat foods are also low in calories. Consuming fruit juice is similar to eating fruit; therefore, people who consume fruit juice are more likely to consume sugar than those who consume raw fruit. Therefore, people should have correct beliefs about the benefits and harms that will affect the development of the body, health, mind, emotions, and society (Bumrungrad Hospital, 2007). Therefore, beverage consumption behavior refers to individuals' actions in choosing consumption (Rojanabenjakun et al., 2021). This category of non-alcoholic beverages encompasses soft drinks, sweetened water, flavored fruit juices, herbal juices, sweetened milk, and a variety of teas such as green tea, Thai tea, lemon tea, black tea, jasmine tea, espresso, American latte, Americano, Cappuccino, Cafe Mocha, Macchiato, Flat White, Affogato, Cocoa, and Chocolate.

Health behavior It is an action that affects an individual, family, or community, whether in a way that causes negative health effects, or alternatively, it can have a positive impact on health by promoting good health (Division of Health Education, 2018). Factors that cause health-risk behavior include society, values, beliefs, and stimuli around you. Moreover, detrimental effects on health status have been linked to the consumption of sugary beverages, according to health professionals (Welsh, Lundeen, and Stein, 2013). There is a view that each disease has many causes. There are many components involved, including four components: physical, mental, emotional, social, and spiritual (McEvoy and Duffy, 2008). New concepts about health. There is an opinion that illness and comfort, as well as staying cool and happy, are not continuous things but are in different dimensions on different planes or different axes (O'Donnell, 1989).

METHODOLOGY

This research is survey research. A national university in Thailand has a population of 923 students. We calculated the sample using Yamane's (1973) concept and a 95 percent confidence level to determine the sample size of 280 people using probability sampling and stratified sampling. Using a three-part questionnaire: Part 1 consists of a series of eleven questions concerning demographic data. The questions encompass the following: gender, age, weight, height, waist circumference, academic discipline, year of study, residence, source of income, and congenital maladies. Part 2 comprises five inquiries pertaining to the conduct of beverage consumption. We utilize multiple-choice questions to more accurately represent real-life situations. A rating scale evaluates a total of 28 items in the health status inquiry segment of Part 3. The inquiries comprise closed-ended questions accompanied by a rating scale. The researcher established a five-point Likert scale (1967) for the evaluation's weight, drawing inspiration from the concepts proposed by McEvoy and Duffy. Analysis revealed that the tool quality check yielded a Cronbach's alpha of 0.86, accompanied by a confidence value of 0.95.

The application of statistics in data analysis encompasses the examination of beverage consumption behavior and personal information. By analyzing health status data and distributing frequency and percentage, we can examine the correlation between health status and beverage consumption behavior using the mean and standard deviation. Using Pearson's Product Moment Correlation statistics, we can determine the degree of relationship with the Pearson's correlation coefficient (r) by applying the following criteria: When r equals zero, there is no relationship; r = 0.01–0.30 indicates a low level of relationship; r = 0.31–0.70 indicates a moderate level of relationship; r = 0.71–0.90 indicates a high level of relationship; and r = 0.91–1.00 specifies a very high level of relationship (Wongrattana, 1998). After that, request ethics from the research and development institute, Suan Sunandha Rajabhat University (COA.1-072/2023).

FINDINGS

According to the beverage consumption behavior analysis findings, the majority of the sample population consumed one drink daily (148 individuals, or 52.90%), consumed beverages three days per week (89 individuals, or 31.80%), and did not prepare their own beverages (243 individuals). A total of 228 individuals (81.40%) consumed beverages with a sweetness level of 100% (normally sweet).

The research results found that health status level $\bar{x}$ overall 3.50 S.D. 0.96 is at a good level. When analyzing the data in each aspect, it was found that the highest average was the social aspect, $\bar{x}$ 4.19 S.D. 0.92, at a good level, followed by the spiritual aspect, $\bar{x}$ 3.73 S.D. 0.93, at a good level, and the physical aspect, $\bar{x}$ 3.21 S.D. 0.96, at a good level, the mental and emotional aspect, $\bar{x}$ 2.87 S.D.1.05, which is at a moderate level.

The analysis of the relationship between the sample students' health status and their beverage consumption behavior revealed that the level of sweetness in the drinks played a significant role. The type of drink correlates with health status. Regarding the quantity of beverages consumed, it's important to consider the amount of added sugar in those drinks.

Frequency of beverage consumption. There was no relationship between beverage consumption duration and health status. Statistically significant at the.05 level

CONCLUSION AND DISCUSSION

The results showed consumed one drink per day at 52.90 percent, with three days a week (31.80%) and did not make their own drinks (86.80%). They consumed beverages with a sweetness level of 100% (normally sweet) at (41.10%) during the period from 12.01 p.m. to 6.00 p.m. at (81.40%) Consistent with Sridonpai, Yaemborisut, and Sridonpai (2017). Most students consume sweetened beverages. And more than 65 percent of employees consume beverages more than three times a week, once per day. They drink during school or work days, and most of them drink between 12.01 p.m. and 6.00 p.m. when considering data on frequency and volume of beverage consumption. The sweet taste and popularity of beverage types led to an average consumption of 32.8 grams (8.2 teaspoons) of sugar from beverages, with a median value of 22.3 grams (5.6 teaspoons). This amount exceeds the recommended daily intake of 24 grams of added sugar by approximately 8.8 grams.

The results of the analysis of health status level x ōverall 3.50 S.D. 0.96 āre at a good level. It is not consistent with the hypothesis that the sample group has a moderate level of health. This may be because the sample group consisted of students who studied health sciences, medicine, and public health. They learned about health subjects and applied them to their daily lives. When analyzing the data in each aspect, it was found that the social aspect x 4.19 S.D. 0.92 was at a good level and came first, followed by the spiritual aspect x 3.73 S.D. 0.93 is at a good level, the physical aspect x 3.21 S.D. 0.96 is at a moderate level, and the mental and emotional aspect x 2.87 S.D. 1.05 is at a moderate level, consistent with Taecharoenwiriya, Joisuarai, Wattasrithanang and Somthat (2020) studied health conditions. The study focused on the health behavior and health promotion needs of working age groups. In the area of responsibility of the Health Promoting Hospital, Ban Khmer Fang Tai Subdistrict, Nakhon Nayok Province The results of the study found that mental health conditions were within normal limits. The level of awareness of health status (x 2.12 S.D. 0.67) and health behavior (x 2.94 S.D. 0.34) were at a moderate level. and there is a need for overall health promotion x 3.16 S.D. 0.64 at a high level.

The results of the analysis of the relationship between beverage consumption behavior and health status found that the level of sweetness of the beverage type is related to health conditions. Statistically significant at the.05 level, consistent with Collin L.J. et. al. (2019), studying the consumption of high-sugar beverages and the risk of death in adults in the United States. The research results found a relationship between drinking sugary drinks, sugary drinks, soft drinks, and 100% fruit juices and death rates. When compared using statistical methods, it was found that the group of volunteers who drank beverages that contained a high amount of sugar, more than 10 percent or more of the total energy received per day, increased the risk of dying from coronary heart disease by 44 percent and from other causes by 14 percent, which was 5 percent higher than those who drank less than 5 sugary drinks per day.

Conclusion – The results demonstrated a relationship between health conditions and the sweetness level and types of drinks. The study also revealed that the majority of the sample drank beverages with a normal sweetness level, typically containing 10–15 teaspoons of sugar.

Therefore, the researcher proposes advising students to lower their beverage sweetness levels for optimal health. Universities should organize activities to educate students about proper consumption and have annual health examinations. To realize the importance of taking care of one's health, there should be research on activities to prevent the consumption of beverages that have excessive health effects.

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