บทคัดย่อ

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Attitudes, Subjective Norms, and Perceived Behavioral Control
Relating to Smoking Intention among Adolescents

นรารัตน์ ชัยวัฒน์, D.N.S. (Waraporn Chayawat, D.N.S.)*
ชารุต ภูพัยภูมิ, D.N.S. (Rutja Phuphaibul, D.N.S.)*

*คณะพยาบาลศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
**มหาวิทยาลัยราชภัฏนครราชสีมา
Abstract

The purpose of this correlational-predictive research was to identify the predictors of intention to smoke cigarettes among high school students in public and private high schools under the Department of General Education (DGE). Six hundred and eighty-nine students (42.38% male students and 57.62% female students) were recruited using multistage random sampling. The theory of planned behavior (Ajzen, 1985, 1988) was applied in this study. The instruments used for data collection were the demographic data, attitudes toward smoking cigarettes, subjective norms, perceived behavioral control, and intention to smoke cigarettes. All questionnaires except for the intention questionnaire were tested for content validity by five experts and their reliabilities were .71, .76, and .70, respectively. Multiple regression was used to analyze the data. The results revealed that attitudes toward smoking cigarettes and perceived behavioral control explained 23% of the variance in smoking intention of the high school students (p < .001).

The findings suggest that interventions among high school students should focus on enhancing perceived behavioral control and attitudes to prevent them from smoking cigarettes. Furthermore, the program should develop media which is appropriate for the Thai context.

Keywords: Attitudes, Subjective norms, Perceived Behavioral Control, Smoking intention, Adolescents.