Supitcha wongchan.(2014). The Influence of Psycho – Social Characteristics and Self – Regulation on Health Behaviors of Obese Clients in Bangkok. Srinakharinwirot University. Advisor committee: , Assoc Prof. Dr. Ungsinan Intarakamhang , Dr.Pannee Boonprakob

**Abstract** 

The purpose of this study was 1) to develop the model of Psycho – Social Characteristics and Self - regulation variables on Health Behaviors (HB) of Obese. 2) to study influences of Psycho – Social Characteristics on Self – regulation of Obese.3) to Study influences of Psycho – Social Characteristics and Self - regulation variables on HB of Obese. The Sample consisted 442 of body mass index above 25 kg/m² and Participated HB Modification in Metabolic Syndromes of Clients in Bangkok. The data was collected by questionnaire which had reliability between .80 to .95.The Hypothesis test Were Analysis through LISREL Program .

The results were found that the relationships among variables on health behavior was modified to fit the data and chi-square value and goodness-of-fit indices of the modified model was acceptable ( $\Box^2$ = 327.89., df= 164, p-value = 0.0000,  $\Box^2$  / df = 1.98; RMSEA = 0.048; RMR = 0.023; CFI = 0.99; AGFI = 0.90; GFI = 0.94; CN = 279.84 ).And the influence of social – psychology factors were found that 1) Self – regulation had direct effects on HB.2) HB and obesity knowledge had direct on attitude to HB had indirect on self – regulation thru attitude to health behavior. 3) Attitude to HB had direct and indirect effects on to HB.4) Attitude to HB had direct and indirect effects on to self – regulation thru self – efficacy.5) Self – efficacy had direct to self – regulation and indirect effects to HB thru self – regulation 6) Trust to staff in Project had direct to HB 7) Social Support had direct to HB and obesity knowledge Attitude to HB self – efficacy Trust to staff and participate in HB modification Project.

Conclusion 3 – Self behavior modification was appropriate to be used as a conceptual framework, as to describe an effective modification behavior. Specifically, self – regulation ,attitude to health behavior and trust to staff in project are important variables had direct to health behavior. Self – regulation is due to cause variable attitude to health behavior and self –efficacy.