

EATING BEHAVIOR, BODY IMAGE, AND SELF-ESTEEM AMONG STUDENTS AT ASSUMPTION UNIVERSITY

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ABSTRACT

The purpose of this study was to find out the relationship among eating behavior, body image, and self-esteem in male and female university students at Assumption University. The respondents consisted of 35 males and 65 females, mostly Thai-Thai and Thai-Chinese. The main variables were examined in relation to gender, age, and body type. Results indicated that female students, especially those who were underweight and of normal weight, expected their body type to be underweight.

The research instrument consisted of three kinds of instruments, namely:

1. Demographic questionnaire which gathered background information about the participants such as gender, age, ethnicity, and body type.
2. Eating Behaviors and Body Image Test (EBBIT). The test is a 42-item self-report questionnaire.
3. Self-Esteem Rating Scales (SERS). The SERS is a 40-item instrument that was developed to provide a measure of self-esteem.

The results confirmed that there is no difference in eating behavior between the levels of age. The older the participants, the more self-esteem they have. From 100 respondents, there were only male students wanted to be overweighted while the majority of the female students preferred to be underweighted. Moderate positive relationship was found between eating behavior and body image whereas weak negative relationship exists between body image and self-esteem. However, with regard to self-esteem between male and female students, no significant difference was found.