



Factors influencing healthy eating habits among college students: an application of the health belief model.

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Author: Sameer Deshpande
Michael D Basil
Debra Z Basil

Author Affiliation: University of Lethbridge, Lethbridge, Alberta, Canada. sameer.deshpande@uleth.ca

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Abstract: Poor eating habits are an important public health issue that has large health and economic implications. Many food preferences are established early, but because people make more and more independent eating decisions as they move through adolescence, the transition to independent living during the university days is an important event. To study the phenomenon of food selection, the health belief model was applied to predict the likelihood of healthy eating among university students. Structural equation modeling was used to investigate the validity of the health belief model (HBM) among 194 students, followed by gender-based analyses. The data strongly supported the HBM. Social change campaign implications are discussed.

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