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<th>ID: 460</th>
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<td><strong>Congress:</strong> The First International &amp; 4th National Congress on health Education &amp; Promotion, 2011</td>
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<td><strong>Title:</strong> Comparison of social and personal norms and habits with intention, and also frequency of fish consumption</td>
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**Abstract:** Background and Objective: Seafood is an important part of a healthy diet. The aim of this study was to compare social and personal norms and habits with intention, and also frequency of fish consumption in Bandar Abbas, Iran.

Methods: In this cross-sectional study, a total of 321 individuals were selected and a self-administered questionnaire including demographic characteristics and items related to social and personal norms and habits within the framework of theory of planned behavior were used to collect data during face to face interview.

Results: The mean age of the participants was 43.7 (SD=14.1) years. Males and females accounted for 37.1% and 62.9% of the intended sample, respectively. 55.8% of participants had consumed fish at least once a week.

Multiple regression analyses revealed that social and personal norms and habits could significantly predict intention of fish consumption frequency ($R^2 =0.52$, $F=114.4$, $p<0.001$). The contribution of habits to the prediction of intention of fish consumption frequency was more than the contribution of personal and social norms.

Furthermore, multiple regression analysis revealed that intention, social and personal norms and habits significantly predict fish consumption frequency ($R^2 =0.64$, $F=143.3$, $p<0.001$). The contribution of intention to the prediction of fish consumption frequency was more than the contribution of personal and social norms and habits.

Multiple regression analysis without intention, revealed that the contribution of habits to the prediction of fish consumption frequency was more than the contribution of personal and social norms ($R^2 =0.57$, $F=142.5$, $p<0.001$).

Conclusion: This study revealed that subjects, who perceived more social and personal norms, had more habits and more intention, were more likely to consume fish. Moreover, the contribution of habits to the prediction of fish consumption frequency was more than the contribution of personal and social norms.

**Keywords:** Theory of planned behavior, social norms, personal norms, fish

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