

Jiraporn Homcha-em, Lieutenant. 2009: Factors Associating with up to Six Months Breastfeeding Behavior of Mothers Attending Well Baby Clinic, Phramongkutkiao Hospital. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Mr. Thanawat Imsomboon, Dr.P.H. 117 pages.

The purpose of this descriptive research was to study factors associating with up to six months breast feeding behavior of mothers attending well baby clinic at Phramongkutkiao Hospital. The sample were 124 mothers with up to six months breast feeding. The research instrument was the questionnaire developed by the researcher. Data analysis was made by statistical package for percentage, mean, standard deviation, Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis.

The major findings were as follows: Factors associating with up to six months breast feeding behavior of mothers attending well baby clinic at Phramongkutkiao Hospital were at a high level. Predisposing factors namely knowledge of breast feeding behavior and attitude towards breast feeding behavior had no significant relationship with breastfeeding behavior. Enabling factors namely breast feeding information receiving from health service personnel in a clinic had positive relationship with breast feeding behavior with statistical significance at the level of .01. Reinforcing factors namely breast feeding promotion from family, friends or close individuals and breast feeding information receiving through media had positive relationship with breast feeding behavior with statistical significance at the level of .01. Two factors were used for a prediction of breast feeding behavior namely breast feeding information receiving from health service personnel in a clinic and breast feeding promotion from family, friends or close individuals could predict variation of breast feeding behavior for 28.3 percent.

Student's signature

Thesis Advisor's signature

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