

Supaporn Sinsupan 2009: Factors Affecting Behavior in Breast Cancer Examination of Female Customer with Mammography at Ladprao Hospital, Bangkok. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Alisa Nititham, M.Ed. 111 pages.

The purpose of this descriptive research was to study factors affecting behavior in breast cancer examination of female customer with mammography at Ladprao hospital, Bangkok. The sampling group were 210 students by questionnaires. The result's were analyzed by application software. The statistics are percentage, average, standard deviation and Pearson's coefficient correlation.

The results were found as follows: 1) factors affecting behavior in breast cancer examination of female customer with mammography at Ladprao hospital, Bangkok were at moderate and little level. 2) The bio-social factors such as age, occupation, level of education, quantity of child and having menstruation had no relationship with behavior obtaining in breast cancer with mammography but marital status and income had positive relationship with behavior obtaining in breast cancer with mammography with statistic significance at the level of .001 and .05 3) The predisposing factors such as knowledge in breast cancer with mammography, attitude and having self-confidence had no relationship with behavior obtaining in breast cancer with mammography 4) The enabling factors such as the clearness of policies on behaviors obtaining in female customer with mammography, perceiving benefits and obstructions of behavior obtaining in breast cancer, the accessing of service and value of behavior obtaining in breast cancer with mammography had positive relationship with behavior obtaining in breast cancer with mammography with statistic significance at the level of .001 and .05 5) The reinforcing factors such as the receiving social support from friends, relatives and family and the receiving in data from various places had positive relationship with behavior obtaining in breast cancer with mammography with statistic significance at the level of .001

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