

Manoch Sangsaiyart 2012: Factors Influencing Health Promoting Behavior the Elderly in Bangsakae Sub-district, Bangkhonthi District, Samut Songkhram Province.

Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 115 pages.

The purpose of this descriptive research was to study factors relating to health promotion behavior the elderly in Bangsakae Sub-district, Bangkhonthi District, Samut Songkhram Province. Samples were consisted of 222 people obtained by simple random sampling. Data were collected with the interview form constructed by the researcher and its quality was tested and accepted. The data analysis was made by statistic program for percentages, arithmetic means, standard deviation. The relationships between factors and people's health promotion behaviors were analyzed by Chi-square test and Pearson's Product Moment Correlation Coefficient and Stepwise Multiple Regression.

The majors finding were as follows: The health promoting behaviors the elderly persons in Bangsakae Sub-district, Bangkhonthi District, Samut Songkhram Province were at medium level. The personal factors such as sex and income, had relationship with health promotion behaviors this elderly with statistic significance at the level of .05 and the character of house had relationship with health promotion behaviors of the elder with significance at the level of .01. The other studied were variables have no relationship. The predisposing factors such as knowledge about the elderly, perceiving benefits of health promotion with significance at the levels of .01 and .05 with health promotion behaviors of elderly. Enabling factors had significant relationship of the level of .05 with health promotion behaviors the elderly Reinforcing factors had significance relationship at the level of .05 with health promotion behaviors the elderly. The most powerful predictive variable was perceived Reinforcing factors and attitude all of which could jointly predict for 22.1percent of the health promotion behaviors for the elderly in Bangsakae Subdistrict, Bangkontee District, Samut Songkhram Province.

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