

THESIS TITLE : A STUDY OF EFFECT OF COGNITIVE-PERCEPTUAL FACTORS,
MODIFYING FACTORS ON HEALTH PROMOTIVE BEHAVIOR OF
PREGNANT WOMEN IN RURAL AREA, UBONRATCHATANEE
PROVINCE.

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ABSTRACT

A descriptive research was conducted to study the relationship between Cognitive-perceptual factors, Modifying factors, and Health promotive behavior of pregnant women and factors which could predict health promotive behavior of pregnant women in rural area, Ubonratchatanee province.

Two hundred and fifteen primipara mothers in Chanuman district, Ubonratchatanee province were interviewed for the demographic data, the perception of health importance, the perception of health status, the perception of benefit of health promotive behavior, the

perception of barrier of health promotive behavior, the spouse support support and the health promotive behavior.

The finding show that

1. the cognitive-perceptual factor were related to health promotive behavior of pregnant women as follow ;

1.1 the perception of importance of health showed positive significantly correlation to health promotive behavior of pregnant women. (r = .7077, P < .001)

1.2 the perception of health status showed positive significantly correlation to health promotive behavior of pregnant women. (r = .7429 ; P < .001)

1.3 the perception of benefit of health promotive behavior showed positive significantly correlation to health promotive behavior of pregnant women. (r = .7611 ; P < .001)

1.4 the perception of barrier of health promotive behavior showed negative significantly correlation to health promotive behavior of pregnant women. (r = -.7361 ; P < .001)

2. The modifying factor : spouse support showed positive significantly correlation to health promotive behavior of pregnant women. (r = .6508, P < .001)

3. The factors which could statistical significantly predict 70.29% of health promotive behavior of pregnant women were perceived benefit of health promotive behavior, perceived barrier of health promotive behavior, perceived health status and the spouse support.

The research finding suggested that health care providers should obtain the perceived benefit of health promotive behavior, the perceived barrier of health promotive behavior, the perceived health status and encourage spouse supporting role in order to achieve health promotion for the pregnant women.