

KUANCHAI TUNTIWATANASTIAN : RELATIONSHIPS BETWEEN SELECTED FACTORS AND HEALTH PROMOTION BEHAVIORS AS REPORTED BY THE ELDERLY IN THE RURAL NORTHEASTERN REGION. THESIS ADVISOR : ASSO.PROF. JINTANA YUNIBHAND, Ph.D. 183 PP. ISBN 974-578-606-3

The purposes of this thesis were to study the health promotion behaviors of the elderly in the rural Northeastern Region, and to search for the variables that would be able to predict health promotion behaviors of the elderly. These variables were health locus of control, self-esteem, perceived own health status, health knowledge, sex, age and economic status. The research subjects consisted of 200 elderly, selected by multistage sampling technique. Instruments were the assessment interview and observation tools.

The major findings were as followed :

1. The mean of health promotion of the elderly in the Northeastern Region was in the good level.
2. There were significant relationships between internal health locus of control, self-esteem, perceived own health status, health knowledge, sex, economic status and health promotion behaviors, at the .001 level. In addition, external health locus of control was negatively moderatly related to health promotion behaviors, at the .001 level.
3. There were no significant relationships between external health locus of control by significant others, age and health promotion behaviors.
4. Factors significantly predicted health promotion behaviors of the elderly were self-esteem, sex, perceived own health status, internal health locus of control and health knowledge, at .001 level. These predictors accounted for 57.50 percent ( $R^2 = .5750$ ) of the variance.