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DARINEE SUWABHABH: FACTORS AFFECTING HEALTH-PROMOTING BEHAVIORS
AMONG PREGNANT INDUSTRIAL WORKERS RECEIVING ANTENATAL CARE.

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The objectives of this study are to investigate health-promoting behaviors, and factors affecting health-promoting behaviors among pregnant industrial workers. Four hundred pregnant industrial workers, aged between 15 to 41 years, were purposely selected to be samples. Structured questionnaires were used for data collection and multiple regression was employed for data analysis.

The results revealed that positive overall health-promoting behaviors of pregnant industrial workers were nutrition, health responsibility, stress management, interpersonal relations, and self-actualization. Behaviors concerning developmental tasks during pregnancy is at moderate level, and exercises were at a low level. This study found three behavior-specific cognitions and affects : perceived self-efficacy, perceived benefits, and perceived barriers explain 35 percent of variance in health-promoting behaviors ($p < .001$).

Perceived self-efficacy, and perceived benefits have a significant positive correlation with health-promoting behaviors. Perceived barriers to health-promoting behaviors have a significant negative correlation with health-promoting behaviors of pregnant industrial workers. These results suggest that responsible organizations should utilize self-efficacy and perceived benefits as strategies in a health promotion program especially concerning exercise during pregnancy and health education programs should emphasize developmental tasks during pregnancy especially concerning sexual relationships.