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KEY WORD : SOCIOCULTURAL FACTORS / CESAREAN SECTION

PACHARA WICHAIDITSA : SOCIOCULTURAL FACTORS RELATING -
MOTHERS' DECISION IN CHOOSING CESAREAN SECTION . THESIS ADVISOR :
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This study involved both quantitative and qualitative research, and aimed to study the sociocultural factors related to the decision to choose a cesarean section among mothers in a province in southern Thailand. Research methods included interviews using questionnaires and in-depth interviews. One hundred mothers who had cesareans without medical indications, and one hundred mothers who underwent normal labour and who delivered within 6 months of the period of study were interviewed. Purposive sampling and snowball sampling were used to draw the samples in quantitative research. Theoretical sampling was used in qualitative research. The survey data were analyzed statistically using percentages, mean, standard deviations, chi-square test and t-test and the qualitative data were analyzed through content analysis.

It was found that cesarean-mothers' education level and their families' incomes were higher than mothers with normal labour. Occupation, education, families' incomes and gravida were related to the mothers' decision to choose cesarean section. In terms of sociocultural factors, the study found there was a difference between two groups of mothers, in terms of the beliefs about delivery, getting information about cesarean section and whether or not they consulted their significant other. The most common reason mothers gave for cesarean section was fear of labour pain.

The study recommends advising pregnant women during antenatal visits about methods of delivery, especially the cesarean, and their advantages and disadvantages. Proper counseling can then be the basis for decisions in choosing a suitable delivery.