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CHILDREN 12 - 36 MONTHS OLD

PISSAMAI WATTANASIT: THE HEALTH BELIEFS AND BOTTLE FEEDING BEHAVIORS OF MOTHERS WITH CHILDREN 12 - 36 MONTHS OLD. THESIS ADVISORS: WILAI LEESUWAN, M.Ed., JARIYA WITTAYA-SOOPORN, D.N.S. 107 P. ISBN 974-664-817-9

This descriptive research was designed to investigate the health beliefs, modifying factors, and bottle feeding behaviors of mothers who have children aged 12-36 months and to identify factors influencing bottle feeding behaviors of these mothers. The Health Belief Model by Rosenstock (1974) was used in this study. The sample consisted of 400 mothers whose children were clients of the Pediatric Clinic, Songklanakarind Hospital, Songkhla, between February and May 2000. Subjects were selected by purposive sampling. A self-administered questionnaire was used to collect data. This questionnaire included demographic data, bottle feeding behaviors of mothers, and maternal health beliefs regarding bottle feeding. Data were analyzed using descriptive statistics and multiple regression analysis.

The results of this study indicated that the majority of mothers had correct health beliefs ($\bar{x} = 111.023$, S.D. = 7.522) and had appropriate bottle feeding behaviors ($\bar{x} = 61.513$, S.D. = 4.349). Correlation analysis showed that there were significant correlations between education level of mother, family income, perceived severity, perceived benefits, perceived barriers, and bottle feeding behaviors of mothers (r ranged from .205 to .498, $p < .001$ for each variable). Stepwise multiple regression showed 31.2% of variance of the bottle feeding behaviors of mother with children 12-36 months old could be explained by the maternal health beliefs on perceived barriers, perceived benefits, family income, and perceived severity.

This study is important for nurses concerned with maternal health beliefs. This study showed that perceived barriers, perceived benefits, family income, and perceived severity that are significant factors in enhancing proper bottle feeding behaviors.