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NUTTAYA PATANAVANICHNUN : PERCEIVED SELF - EFFICACY AND
HEALTH PROMOTING BEHAVIORS AMONG PREGNANT INDUSTRIAL WORKERS.
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Health promotion is a universal strategy for the process of empowering people to improve their health. There is evidence that pregnant women who perform healthy lifestyle behaviors regularly can benefit their health and pregnancy outcome.

The purpose of this study was to investigate health-promoting behaviors and perceived self-efficacy among pregnant industrial workers. This study examined the power of predictive factors such as perceived self-efficacy and selected demographic characteristics (education, family income, parity , gestational age and pregnancy planning) which may influence health promoting behaviors. The conceptual frameworks used for this study were Pender's (1996) Health Promotion Model and Bandura's (1997) Model of Social Cognitive Theory.

Multiple regression analysis was used to analyze the data gathered from a multistage sample of 200 pregnant industrial workers. The results showed that health promoting behaviors and perceived self-efficacy were at a moderate level. Pregnant industrial workers were more likely to engage in health-promoting behaviors if they had higher perceived self-efficacy for health promoting behaviors and were multi-parity. Stepwise multiple regression revealed that the perceived self-efficacy and parity accounted for 29.6 percent of the variance in health-promoting behaviors.

The findings of the study suggest that interventions aimed at enhancing health promoting behaviors among pregnant industrial workers should be strengthened by promoting their perceived ability to master their lifestyle and pregnancy situation , particularly the ability to successfully carry out health-promoting behaviors throughout their first-time pregnancy.