

# 孕產婦授乳意圖、授乳行爲及其影響因素之研究

## A Study of Mother's Infant-Feeding Intention and Behavior

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### 摘要

本研究運用理性行爲論(The Theory of Reasoned Action),以解析影響孕婦對授乳的意圖與行爲的因素,並追蹤產後實際的授乳行爲。研究物件爲國立護專附設醫院的 138 位孕婦,先後以自編的結構型「開放式問卷」及「限制式問卷」,訪詢孕婦對授乳的態度、主觀規範,以及授乳意圖;授乳行爲則以電話詢問,采孕婦自我報告評量的方法。研究結果發現,授乳意圖與授乳行爲的相關,達到統計上的顯著水準;對授乳的態度、主觀規範,可以解釋產後住院期與產後出院一個月授乳意圖各 52%及 47%的變異量。不同授乳意圖者,在行爲信念、規範信念上,各有數項達到統計上的顯著差異。最後根據研究結果,提出推廣哺乳教育計畫及未來研究的建議。

### Abstract

The Theory of Reasoned Action was utilized to explore factors related to women's infant-feeding intention and their behavior after delivery. The sample of this study was 138 pregnant women recruited from a college hospital and these women were followed after their deliveries to check their infant-feeding behaviors. The focused interview and structured questionnaire were used to examine the pregnant women's attitudes, subjective norms and intentions of infant-feeding. Women's actual feeding behavior was gathered through telephone interviews after delivery. The results indicates that attitudes and subjective norms accounted for 50% of variance for infant-feeding intention. Women's intention was significantly related to their actual infant-feeding behavior. Among women of different infant-feeding intentions, there were significant differences in their behavior beliefs and normative beliefs. The results of this study can contribute to the promotion of breast-feeding and benefit future study.