Factors Affecting to Health Promotion Behaviors of Fisherman in Trang Province

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The objectives of this study were to analyze the factors affecting health promotion behaviors of fisherman in Trang province. The data were collected by interviewing 379 head of fisher household samples in Trang Province. Data were analyzed by using multiple regression analysis. with stepwise method. Independent variables selected by stepwise procedure at α = 0.01 that could predict the health promotion behaviors of fisherman including perception of the benefits of treatment and prevention were level of education, liability, perception of perceived susceptibility, marital status, quality of life on job dimension and quality of life on everyday life dimension with R^2_{adj} = .279

Keywords: Health Promotion Behaviors, Health of Fisherman, Health Belief Model

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