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### Behavioral Intention and Behavior for Hepatitis B Vaccination in Rural Residents

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#### = ABSTRACT =

This study was carried out to purpose drawing up the efficient method of rural residents' health management, analyzing factors having influences on the behavioral intention and the behavior of hepatitis B vaccination of rural residents, using the theory of planned behavior(TPB).

Surveying the first questionnaire about TPB to 439 people of rural adults over 40-year old who participated to hepatitis B examination program was made from March 14 to April 23 in 2001 at two primary health care posts in a city in Gyeongsangbuk-do and the second survey for hepatitis B vaccination was made to the last subjects of 332 people(75.6%) that had been proved as subjects of inoculation against the hepatitis B as the result of examination after two months of notification.

In the behavioral intention rate of hepatitis B vaccination of the subjects within a month, 100%(the top) was 45.2%, 80-90%(the middle) was 21.1% and under 70%(the low) was 33.7%.

In simple analysis, vaccination intention was related with significantly health security type and economic status( $p<0.05$ ). And vaccination intention was related with significantly all variables of attitude toward behavior and subjective norm, and economic power of utilizing medical facilities and perceived power variable of perceived behavioral control( $p<0.01$ ).

The vaccination rate of the subjects within a month was 31.3%. In simple analysis, the vaccination rate was higher significantly in the lower the age was, the higher the educational level was( $p<0.01$ ), the larger the family was, and subjects having transport( $p<0.05$ ). And the vaccination rate was higher in the higher the economic power was and the higher the perceived ability was.

As the results of making generalized logit analysis for behavioral intention, the more positive the subjective

norm was, the higher was the score of the perceived behavioral control, the intention was higher significantly in the top class on a basis of the low class of behavioral intention.

In multiple logistic regression analysis for vaccination(behavior) using intention and perceived behavioral control as dependent variables, it showed that perceived behavioral control variable only influenced significantly. The higher was the score of perceived behavioral control, it showed that they got the more vaccination(p <0.01).

And even in the result having analyzed, adding the significant general characteristics variables in the simple analysis to the independent variable, the higher was the score of perceived behavioral control, it showed that they got vaccination more.

KEY WORDS : Rural residents, Behavioral intention, Behavior, Hepatitis B vaccination

가 , ( , 2000).  
 B 가  
 B 가 가 가 ( ' 2 ' , 2001).  
 가 B  
 ( , 1998).  
 3 가 B , B  
 가  
 가 가 가  
 . 가 B ,  
 5-10%가 B .  
 가  
 B 가 . 30%  
 60-70%가 B  
 20-30% C  
 B  
 C . ( , 2001). ,  
 , B 35% ,

B  
 (TPB) 1  
 B 가 B  
 332  
 2 B  
 ( , 1989).  
 2  
 (theory of  
 planned behavior, TPB) B 2.  
 1)  
 ,  
 ,  
 ,  
 ,  
 B  
 B  
 (attitude toward behavior), (subjective  
 norm), (perceived behavioral control)  
 가 (belief)  
 B  
 ,  
 B  
 가 (efficacy evaluation)  
 가  
 1.  
 2 B  
 가 40  
 2001 3 14 4 23 ( ) 가 B  
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 , 40 614 . B  
 439  
 가

, ( ) ( )  
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 B B .  
 1 25 9 ,  
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, , 3) 2  
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 B 가 1  
 1  
 (behavioral intention) 가 1 가 .  
 . B 2001 6 2001 8 .

, , 가 4)  
 가 ( ) 가 가 , , ,  
 . , 가 , ,  
 . , 10 40 , 50 , 60 ,  
 , B 70 , ,  
 1 , 3 , .  
 ,  
 (1 ) 가 B 가 2 , 3 , 4 .  
 . , , ,

2) 1 5 (semantic  
 가 B differential scale)  
 , 1  
 3 , 1  
 ( , , , , , 가 0% 100% 10% 11  
 ) ( , , ,  
 ), B 100%  
 1 , ‘ , ‘ , ‘

'(80-90%) ' ' 3 norm)  
가

(Ajzen Fishbein, 1975; Ajzen

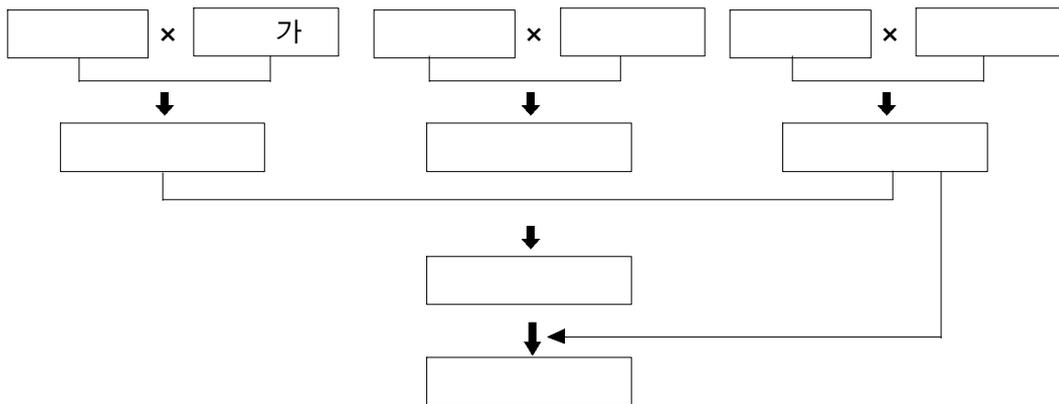
Madden, 1986; Ajzen Driver, 1991; Daniel ,

1997).

5) 1

(TPB) (attitude ,  
toward behavior)

가 , (subjective 1 .



1. 1 B

1.

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1.1	(1), (0)
1.2	40-49 (1), 50-59 (2), 60-69 (3), 70 (4)
1.3	(1), (2), (3)
1.4	(0), (1)
1.5	(1), (2)
1.6	가 (1), (2)
1.7	가 ( ) 2 (1), 3 (2), 4 (3)
1.8	(1), (2), (3)
1.9	(1), (2)

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1.				
2.				
2.1				(3)
-			(V1)	(2)
-				(1)
		B	(V2)	(unipolar scoring)
2.2	가			(1)
-				(0)
-		(V3)		(-1)
-	B		(V4)	(bipolar scoring)
3.				
3.1				
-			가	(1)
-		(V5)		(0)
-				(-1)
	가	(V6)		(bipolar scoring)
-			(V7)	
3.2				
-	가			(3)
-			(V8)	(2)
-			(V9)	(1)
-	가		(V10)	(unipolar scoring)
4.				
4.1				
-			(V11)	(1)
-				(2)
-		(V12)		(3)
-	가	(V13)		(unipolar scoring)
-			(V14)	
4.2				
-				(1)
-				(0)
-			(V15)	(-1)
				(bipolar scoring)

4. 가 64.5% .

1 B  
, B  
1 45.2%, ' ' ' 21.1%, ' '가 33.7%  
1 가  
, ' ' 45.9% 38.9%  
(p<0.05), 가 ' ' (p<0.05). 가 ' ' 40.5%  
48.3% , 60-69 50.8%  
가 , 70 38.0% 가 .

가 ' ' ' ' 47.6% ' ' 가 ,  
(generalized logit ' ' 52.9% .  
analysis) 가 46.3%, 가 4  
49.0%, 가 46.3% ' ' ,

( ) .

SPSS ver. 10.0 for Windows,  
SAS version 6.12 .

1. 1 B  
(p<0.01). 가  
, ' ' ,

1 439 B  
332 (75.6%) .  
2 . 332 가  
39.5% , 가 60.5% . 60 가  
39.2%, 50 가 33.2%, 70 27.7% ,  
43.7% 가 .  
(84.6%),  
가 89.2%, 가 10.8% .  
가 가 75.9% 가 (p<0.01), ' ' (p<0.01), ' ' (p<0.01), ' ' (p<0.01)  
, 가 2 가 69.6% 가 ,  
가 61.4% 가 . 가 ' ' (p<0.01)

2.	1	B	: %		
			1	B	
		131(39.5)	40.5	18.3	41.2
		201(60.5)	48.3	22.9	28.9
( )					
40-49		57(17.2)	43.9	24.6	31.6
50-59		53(16.0)	45.3	30.2	24.5
60-69		130(39.2)	50.8	16.9	32.3
70		92(27.7)	38.0	19.6	42.4
		145(43.7)	44.1	19.3	36.6
		105(31.6)	44.8	21.9	33.3
		82(24.7)	47.6	23.2	29.3
		281(84.6)	43.8	20.6	35.6
		51(15.4)	52.9	23.5	23.5
	*				
		296(89.2)	45.9	23.0	31.1
		36(10.8)	38.9	5.6	55.6
가		252(75.9)	44.8	20.2	34.9
		80(24.1)	46.3	23.8	30.0
가 ( )					
2		231(69.6)	46.8	20.8	32.5
		52(15.7)	34.6	25.0	40.4
3		49(14.8)	49.0	18.4	32.7
4					
	*				
		58(17.5)	65.5	17.2	17.2
		204(61.4)	43.6	23.0	33.3
		70(21.1)	32.9	18.6	48.6
		214(64.5)	46.3	21.0	32.7
		118(35.5)	43.2	21.2	35.6
		332(100.0)	45.2	21.1	33.7

\* p&lt;0.05 by Chi-square test.

3.		가	1	B		
			1	B	: %	
	가 **	211	55.	22.3	22.3	
		68	29.4	22.1	48.5	
		53	24.5	15.1	60.4	
B	가 **	172	57.6	16.3	26.2	
		88	37.5	34.1	28.4	
		72	25.0	16.7	58.3	
가	가 **	237	50.6	20.7	28.7	
		40	40.0	25.0	35.0	
		55	25.5	20.0	54.5	
	**	216	54.6	22.2	23.1	
		48	31.3	18.8	50.0	
		68	25.0	19.1	55.9	
		332	45.2	21.1	33.7	

\*\* p<0.01 by Chi-square test.

‘가’ (p<0.01). B  
 ‘B’ (p<0.01)( 4).  
 1 B  
 ‘ (p<0.01)( 5).

4.

1

B

: %

		1	B		
가	**	150	57.3	20.0	22.7
		57	36.8	21.1	42.1
		125	34.4	22.4	43.2
	가 **	180	56.1	18.3	25.6
		71	38.0	26.8	35.2
		79	26.6	21.5	51.9
	가 **	218	53.7	20.6	25.7
		42	45.2	23.8	31.0
		72	19.4	20.8	59.7
가	가 **	217	54.8	19.4	25.8
		58	20.7	34.5	44.8
		57	33.3	14.0	52.6
	가 **	221	53.4	20.8	25.8
		43	27.9	27.9	44.2
		67	28.4	17.9	53.7
	가 **	249	52.2	23.3	24.5
		29	27.6	13.8	58.6
		54	22.2	14.8	63.0

\*\* p&lt;0.01 by Chi-square test.

5. B : %

	1	B		
	153	39.2	17.6	43.1
	48	37.5	29.2	33.3
	131	55.0	22.1	22.9
	220	47.3	21.8	30.9
	26	26.9	34.6	38.5
	86	45.3	15.1	39.5
가	248	48.0	21.0	31.0
	28	32.1	21.4	46.4
	56	39.3	21.4	39.3
	159	47.8	20.1	32.1
	53	41.5	22.6	35.8
	120	43.3	21.7	35.0
가 **	183	59.6	19.1	21.3
	43	37.2	18.6	44.2
	106	23.6	25.5	50.9

\*\* p<0.01 by Chi-square test.

2. B (p<0.05) B ( 6). B

332 31.3%

B (p<0.01), (p<0.01), (p<0.01),

가 가 (p<0.05), (p<0.01),

6.	B		
	: %		
	131	35.9	64.1
	201	28.4	71.6
( )**			
40-49	57	50.9	49.1
50-59	53	47.2	52.8
60-69	130	26.9	73.1
70	92	16.3	83.7
**			
	145	22.8	77.2
	105	29.5	70.5
	82	48.8	51.2
	281	30.2	69.8
	51	37.3	62.7
	296	32.1	67.9
	36	25.0	75.0
가	252	34.1	65.9
	80	22.5	77.5
가 ( )*			
2	231	26.4	73.6
3	52	32.7	67.3
4	49	53.1	46.9
	58	39.7	60.3
	204	29.4	70.6
	70	30.0	70.0
*			
	214	26.6	73.4
	118	39.8	60.2
	332	31.3	68.7

\* p<0.05, \*\* p<0.01 by Chi-square test.

(p<0.01)( 7).

7.	B		
	: %		
	153	22.2	77.8
	48	22.9	77.1
	131	45.0	55.0
	220	28.6	71.4
	26	23.1	76.9
	86	40.7	59.3
가	248	30.6	69.4
	28	25.0	75.0
	56	37.5	62.5
	159	29.6	70.4
	53	28.3	71.7
	120	35.0	65.0
		가 *	
	183	36.6	63.4
	43	34.9	65.1
	106	20.8	79.2

\* p<0.05, \*\* p<0.01 by Chi-square test.

1 B

가 가  
p=0.0587  
가  
( 8).

8. 1 B

: %

1			
	150	36.7	63.3
	70	28.6	71.4
	112	25.9	74.1

p=0.0587(test for linear association).

B 228

'가 18.9%, '가 17.5%, '가 16.7%

, 'B 12.7% ( 9).

9.

		%
	43	18.9
	40	17.5
	38	16.7
B	29	12.7
	27	11.8
B	19	8.3
가	12	5.3
가	12	5.3
	6	2.6
	2	0.9
	228	100

3.

logit analysis)

가

(generalized

(p<0.05). ,

' ,

, ,

가 1 ,

가

. ' ,

(負) ,

가 1 ,

가

가

( 10).

10.

(1

)

				P
	0.0699	0.0577	1.0724	0.2257
	0.0710	0.0642	1.0736	0.2685
	0.0843	0.0384	1.0880	0.0281
	0.0030	0.0430	1.0030	0.9450
	0.0865	0.0236	1.0904	0.0003
	0.0363	0.0263	1.0370	0.1670

Likelihood Ratio  $\chi^2=510.72(p=0.0335)$

) :

' ,

' ,

:

' ,

' ,

(B

)

(multiple logistic regression analysis)

가

(OR 1.054, 95% C.I. 1.013-1.097).

가

OR 0.643(95% C.I.

0.459-0.899)

,

가

(OR 1.046, 95% C.I. 1.003-1.090)

( 11).



( , 2001),

(Hanson, 1997).

(2001)

(ATTI), (SN), (PBC) 가 (JE) (Hillhouse, 1997).

가

가 , 가

(TPB) (1999)

가

(Frances , 1997).

가 (TRA)

( , 2000)

가 . ,

가 .

, ,

가 .

가

가

가

가

(personality),

3가

50%

가

가 가 (Rannie Craig, 1997).

가

가

가, , , , , 40  
 가 , B 439  
 , TPB 1 , B  
 , 332 (75.6%)  
 가 , 2 2  
 ,  
 (Chang, 1996; Cullen , 1998; Prislun , 1998;  
 , 1999). 332  
 1  
 ‘ (100%)’ ‘ ’  
 가 , 45.2%, ‘ (80-90%)’ ‘ ’ 21.1%, 70%  
 가 ‘ ’가 33.7% .  
 가 ,  
 , , 가 (p<0.05). TPB  
 가  
 , 가 B 가 ,  
 가 가 가  
 가 가 가  
 (p<0.01). B 313% .  
 가 , (p<0.01), 가 가  
 가 , (p<0.05).  
 가 . TPB  
 (p<0.01)  
 (p<0.05) 가 ,  
 ,  
 (theory of planned  
 behavior, TPB) B 가 .  
 (generalized logit analysis)  
 (p<0.05), 가  
 (p<0.01) ‘ ’ ‘ ’  
 가 .  
 2001 3 14 4 23  
 2 가 가

(multiple logistic regression analysis) ,  
 가  
 (OR 1.054, 95% C.I.  
 1.013-1.097).  
 가  
 가  
 (OR 1.046, 95% C.I. 1.003-1.090).

1. , .  
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 , 2000, 12-40
3. . .  
 , 1998, 1-14
4. , . . 2001,  
 1-4
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 1999
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 , 2000
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