This study was conducted to examine the child feeding and caring behavior of mothers with children aged between 1 and 3 years in the urban poor communities in Bangkok by looking at the causalities and underlying socio-psychological factors influencing their decision pertaining to child feeding and caring behavior. The data were collected through the home visit to 200 mothers in 10 randomly selected urban slums in Bangsu District of Bangkok during the period of 24 March to 9 April 1997.

The research findings suggested that urbanization, migration history, increased role of mothers in household economy and support of the extended family had an ambivalent impact on child feeding and caring behavior. Higher income of family and mothers do not necessarily facilitate more appropriate child care. Particularly, breastfeeding appeared to be most vulnerable to the modernization. It was reaffirmed in the study that mothers resort to various compensatory mechanisms that might buffer the negative effects of time constraints in the rapidly urbanizing society.

The attitudes of mothers toward child feeding and caring among the studied population were very positive and contributed to more beneficial behavior of all aspects of child care, yet the on-going health and nutrition education program appeared to counteract in improving the attitude levels of the mothers. The subjective norms were found to have consistently negative influence on performing the quality child feeding and caring behavior. These socio-behavioral analysis suggested various strategies to more effectively utilize the current primary health care program for urban poor communities.