ABSTRACT

The purpose of this study was to examine gender differences in HIV-related sexual beliefs and safer sex intentions among vocational students in the Bangkok Metropolitan, Thailand, by using the Theory of Reasoned Action combined with the Health Belief Model and the Social Learning Theory.

Independent variables were: risk perception and risk reduction attitude toward HIV/AIDS, subjective social norm and cues to action for safer sex, and dependent variable was safer sex intentions. Self-efficacy for safer sex was also included as an additional explanatory variable.

A sample of vocational students comprising males (n=236) and females (n=244) was drawn from two public vocational colleges located in Bangkok by using a stratified, random sampling technique. Their ages were between 15 and 26 years.

The study revealed prominent gender-based differences in HIV-related beliefs and their associations. The most significant predictor of safer sex intentions was cues to action for males while it was risk perception and risk reduction attitude toward HIV/AIDS for females. Social norm and self-efficacy were respectively second and third predictors of intentions for both genders. No association was found between attitude and safer sex intentions among males and it connotes that males’ safer sex intentions are not necessarily attributable to their perceived threat of HIV/AIDS. Overall, social norms was revealed to play an important role to enhance safer sex intentions. However, in order to realize their actual safer behavior, self-efficacy needs to be further improved.

It is therefore recommended that educational efforts should be more directed to develop social networking and communication skills for gaining the youth’s consensus on the importance of safer sex. This would create enabling circumstances for them to improve their own efficacy for safer sex. Since keen interests in this efforts lie on behavioral changes for AIDS prevention, longitudinal study with several interventions is ultimately called for and may definitely advance existing behavioral models.