

HIV/AIDS PREVENTIVE BEHAVIOR AMONG MALAYSIAN MALE
TOURISTS IN THAILAND

A Thesis submitted to the College of Arts and Sciences in full fulfillment of
the requirements for the degree of Doctor of Philosophy
Universiti Utara Malaysia

By
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ABSTRACT

Sexual behavior is a major social problem amongst male tourists. It can lead to negative outcomes such as disease and unwanted pregnancies. Many factors that may contribute to one's decision to engage in risky behavior have been examined in the literature. Theoretical models, such as the Protection Motivation Theory, have attempted to explain this behavior by conceptualizing the cognitive processes that occur when one makes a decision to use or not use protection. One's motivation to use protection is made up of one's level of perceived risk of the threat and level of self-efficacy. The motives for sex, or reasons why one engages in sexual behavior, have also been found to be influential on one's decision to engage in risky sexual behavior, lower condom use and alcohol/ drug use prior to sexual intercourse.

This study aimed to add to the understanding of risky sexual behavior by establishing a link between motivation for sex and the components of the PMT so that could be combined into a more cohesive framework for explaining risky sexual behavior. The sample consisted of 400 Malaysian male tourists visiting Thai-Malaysian border town. They completed a self-administered survey designed for this study that included measures of HIV/AIDS –related knowledge and component of protection motivation theory (perceived susceptibility, perceived severity, self-efficacy and response-efficacy relating HIV/AIDS preventive behavior, and self-practice concerning HIV/AIDS preventive behavior.

The results revealed that HIV/AIDS related knowledge was high level. The Malaysian male tourists in this study endorsed intimacy and the four components of PMT were high level as well. Most of Malaysian male tourists visited in sex industry were Chinese male tourists. The relationship between socio-demographic and self practice concerning HIV/AIDS preventive behavior was partially associated, and found that four components of PMT were associated with self practice concerning HIV/AIDS preventive behavior. When considered on the relationship between coping, threat appraisals with self-practice concerning HIV/AIDS preventive behavior was moderated by socio-demographic were found that there was an association hence, socio-demographic could explain this association.

There are major important implications for theory development from this study: (1) these results can aid social workers and other human service professionals to increase their sensitivity and understanding of HIV/AIDS issues related to male tourists, (2) Ministry of Public Health together with traveling authorities launches effective primary preventive measures and travelers who visit high prevalence countries should be more targeted. (3) This result could be used as a guideline to improve sex education, counseling, developing strategies to increase condom use and surveillance by a traveler's medical unit or team. Moreover, it should emphasize the self-awareness to have self practice concerning HIV/AIDS preventive behaviors.

ACKNOWLEDGEMENTS

I would like to thank God who has watched over during difficult times and place my faith in him. All are possible with your love.

This dissertation is the fruition of the kindness, time, dedication, support and knowledge that has been given to me by the faculty and staff from Universiti Utara Malaysia, past and present. I express my thanks to Prof. Dr. Mahmood Nazar Mohamed, my supervisor, who has supported my efforts and mentored me since I began my work at UUM. I am deeply grateful for all of the time and energy you have provided during my doctoral process. I want to express my thanks to my journal club , they barely knew me and gave me your support when I shared my ideas for my research with you.

I want to say a special thanks my friends who are Ph.D students in UUM encouraging me to have integrity in the research that I do and all of their support idea in journal club. I want to thank my mother for those times the only thing you had to give was your mercy to God so that he would bless me. I know the sacrifices you made and I thank you. I love you deeply.

I want to thank my two elder sisters; I would not have made it to this point without you. You held me up when I have problem about finance and encouraged me through the hard times, even when you knew I was acting crazy, and has always been supportive of everything I do. Thank you. To all my friends and family, thank you for all of your support and love throughout years. You are my foundation.

Supreecha Kaewsawat

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DEFINITIONS AND ABBREVIATIONS

A. DEFINITIONS

1. Education

SPM 'Sijit Tinggi Pelajaran Malaysia' or equivalent to 11 years of school education.

STPM 'Sijit Tinggi Pelajaran Malaysia' or equivalent to 13 years old school education.

2. Psychometrics and statistical analysis

Validity Refers to the extent to which a measure reality does measure what it sets out to measure

Reliability Refers to the consistency of a measure when applied repeatedly under similar circumstances

B. ABBREVIATIONS

MMTS Malaysian male tourist

HIV/AIDS Human Immune Virus/ Acquire Immuno Deficiency Syndrome

STDs Sexuality Transmitted Diseases

CSWs Commercial Sex worker

WHO World Health Organization

CDC Center of Communicable Disease Control

PMT Protection Motivation Theory

HBM Health belief Model

NGO	Non Government Organization
RM	Ringgit Malaysia
SEM	Structural Equation Modeling
GFI	Goodness of Fit Index
AGFI	Adjusted Goodness of Fit Index
NFI	Normed Fit Index
CFI	Comparative Fit Index
REMSEA	Root Mean Square Error of Approximation
TAT	Thailand Authorized Tourism
GDP	Gross Demand Product

CHAPTER 1

RATIONALE AND BACKGROUND

1.1 Introduction

This chapter presents the background of the study, with focus to the significance and importance of the HIV/AIDS situation and the problem related to it. This is later followed by a description of the rationale, problem statement, research questions, research objectives, summary of hypotheses, scope of the study, significance of study, limitation of study and conceptual definitions. The research focuses on HIV/AIDS preventive behaviors under the conceptual frame work of protection motivation theory that is investigated among Malaysian male tourists visiting Thai-Malaysian border town.

1.2 Background

At the end of 2006, 39.5 million people were estimated to be living with HIV/AIDS worldwide, HIV/AIDS is devastating in many parts of the world. An estimated 4.3 million people became infected with HIV in 2006 and three million people died of HIV/AIDS-related causes in 2006. It was generally agreed that the future generations will face social and economic collapse due to HIV/AIDS if decisive steps are not taken. (UNAIDS Report; 2006). Widespread of HIV/AIDS is usually related to discrimination which undermines the quality of people's lives because of their inability to access to care and support which does not allow them to contribute productively to society. HIV/AIDS will affect women, men, girls and boys differently

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