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MANOP CHOUMTHONG : THE RELATIONSHIP BETWEEN HEALTH BELIEF ON AIDS AND AIDS PREVENTIVE BEHAVIORS OF CREWMEN IN CHONBURI PROVINCE. THESIS ADVISORS : CHANTANA CHANTAWONG, Dr.P.H., NIKOM MOONMUANG, MS. 120 P. ISBN 974-574-300

This research was aimed at the study of the relationship between health belief concerning AIDS and AIDS preventive behaviors and the investigation of the cooperative prediction of preventive behaviors from health belief variables. The sample consisted of 372 crewmen in Chonburi province. The interview forms were developed by the researcher. The statistics used were descriptive analysis, Pearson's product moment correlation coefficient, and stepwise multiple regression analysis.

As the result of the study it was found that the perceived benefit-barrier of AIDS prevention (tub), the single status (sta1), AIDS informations from various medias (med), experiences of sexually transmitted diseases (exp), age (age), and duration of each time spent at sea (tim) were the factors that could cooperatively predict the AIDS preventive behaviors (beh) at the statistical significance of .05 with the single status as the most influential to the AIDS preventive behavior, and the experiences of sexually transmitted disease, AIDS informations from various medias, perceived benefit-barrier of AIDS prevention, age, and duration of each time spent at sea as lesser influential respectively. The factors that had positive correlation with AIDS preventive behaviors were age, and the perceived benefit-barrier of AIDS prevention. The factors that had negative correlation were the single status, experiences of sexually transmitted diseases, AIDS information from various medias, and duration of each time spent at sea. These six factors of health belief together could cooperatively predict the AIDS preventive behaviors at 24 percent, the equation was :

$$\begin{aligned} \text{AIDS preventive behaviors} = & 4.58 - 0.59(\text{sta1}) - 0.44(\text{exp}) - 0.29(\text{med}) + 0.05(\text{tub}) \\ & + 0.04(\text{age}) - 0.03(\text{tim}) \end{aligned}$$