

ABSTRACT

Title of Research Paper : Knowledge, Attitude, and Behavior toward AIDS Prevention of People in Muang District, Ubonratchathani Province

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The study of "Knowledge, Attitude, and Behavior toward AIDS Prevention of People in Muang District, Ubonratchathani Province" had the following objectives:

1. to study knowledge, attitude, and behavior toward AIDS prevention of people in Muang District, Ubonratchathani Province,
2. to compare the difference of knowledge, attitude and people behavior toward AIDS prevention according personal background, for example; sex, age, marital status, education level, occupation and income.

The random sampling were used by dividing population into 5 groups as follow; 1) Government Official/ State Enterprise employees, 2) having their own business, 3) labor, 4) students and 5) other occupation. Then using accidental sampling by selecting 50 people from each group, totally 250 people. The data was gathering by using questionnaires. The statistics used were percentage, mean, standard deviation, t-test and F-test.

Results

1. The AIDS prevention knowledge of people in Muang District,

Ubonratchathani Province was at a high level.

2. The AIDS prevention attitude of people in Muang District, Ubonratchathani Province was at a high level.

3. The AIDS prevention behavior of people in Muang District, Ubonratchathani Province was at a high level.

4. The hypotheses testing; in the area of knowledge was found that the differences in age, occupation, education level, marital status and income had a significant relationship with the AIDS prevention knowledge. However, the differences in sex had no significant relationship.

In the area of AIDS prevention attitude, it was found that the differences in sex, age, occupation, education level, marital status and income level had no significant relationship. However, the differences in age, education level and marital status had a significant relationship with the AIDS prevention behavior. In the other hand, the differences in sex, occupation and income level had no significant relationship with the AIDS prevention behavior.