

**IMPACT OF SOCIO-CUTURAL CONSTRAINTS AND MASS
MEDIA EXPOSURES ON CONDOM USE FOR HIV/AIDS
PREVENTION AMONG MARRIED COUPLES
IN CAMBODIA**

KHUN SITHON

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR
THE DEGREE OF MASTER OF ARTS
(POPULATION AND REPRODUCTIVE HEALTH RESEARCH)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY
2006**

**ISBN 974-04-7581-7
COPYRIGHT OF MAHIDOL UNIVERSITY**

IMPACT OF SOCIO-CULTURAL CONSTRAINTS AND MASS MEDIA EXPOSURES ON CONDOM USE FOR HIV/AIDS PREVENTION AMONG MARRIED COUPLES IN CAMBODIA

KHUN SITHON 4838758 PRRH/M

M.A. (POPULATION AND REPRODUCTIVE HEALTH RESEARCH)

**THESIS ADVISORS: APHICHAT CHAMRATRITIRONG, Ph.D.
CHAI PODHISITA, Ph.D.**

ABSTRACT

The purpose of this study is to investigate the influence of socio-cultural constraints and mass media exposure on condom use among married couples aged 19-49 years, in Cambodia.

It is found that socio-cultural constraints have a negative effect on condom use among married couples. In other words, if they are free from socio-cultural constraints, they are more likely to use condoms. For example, those who think that condom use suggests that they do not trust their partner are .291 times less likely to use a condom than those who do not think so. Significantly, those who think that it is acceptable for married women to buy condoms are 2.531 times more likely to have used a condom with their spouse in their last sexual encounter. Additionally, the proportion using condoms among married couples is smaller when they are strongly shaped by socio-cultural constraints. These findings indicate that socio-cultural constraints do indeed militate against condom use among married couples. This result is consistent with the environmental barrier of socio-cultural constraints as spelled out in the health action model (HAM).

The findings also reveal that those who were exposed to mass media used condoms more than those who did not. Mass media exposure has a positive effect on condom use among married couples, regardless of socio-economic and demographic factors, but the size of the mediating effect is quite small, less than .10. The findings from the path analyses challenge the Hypodermic Model of mass media; mass media has a limited effect on condom use among married couples.

KEY WORDS: MASS MEDIA/ HIV/AIDS/ CONDOM USE/ SPOUSES/ CAMBODIA

105 P. ISBN 974-04-7581-7