

Deep in the relationships between intentions and behaviors with regard
to HIV/AIDS social marketing interventions

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Abstract

This study investigated simultaneously the correlational and causal relationships between the intentions towards abstinence, faithfulness and condom use and both their respective and irrespective behaviours in the context of the fight against the spreading of the HIV virus. Data analysed using Pearson product moment correlation and confirmatory factor analysis revealed unexpected causal relationships. However, these relationships have a logical sense as may explain events influencing individuals to perform behaviours that they did not intent to do. The intention to use condoms predicting significantly unfaithfulness may indicate the failure to consider the perverse effects of some social marketing messages. Therefore, the recommendation of the study was that social marketers should be aware, investigate and consider when designing campaigns, discrepancies between intentions and behaviours created by interventions yet supposed to promote safe sex practices.

Keywords: *Social marketing; Intention; Health Behaviour change*

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