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Influence of Sexual Norms on Risky Sexual Behaviors among Undergraduate Students: A Case Study of Main Campuses in Nakuru County, Kenya

ABSTRACT

Risky sexual behaviors have become important problem all over the world and may have major effects on undergraduate students' experiences. The risky sexual behaviors may be under influence of sexual norms among other perceived psycho-social factors. Therefore, the purpose of this study was to examine the influence of sexual norms on risky sexual behaviors among undergraduate students: A case study of main campuses in Nakuru County, Kenya. Social Learning Theory and Person Centered Theory guided the study. The study adopted a correlation research design. The target population was 18570 undergraduate students. The accessible population was 8456 3rd, 4th, 5th and 6th year undergraduate students whose sample was 367. Simple random sampling technique was used to select the respondents. The study included a sample of 10 peer counselors and 2 student counselors. Data were obtained using questionnaire, focus group discussions guide and interview schedule. Cronbach Alpha Coefficient was used to establish reliability coefficient which became 0.703. Both descriptive and inferential statistics were used to analyze quantitative data using SPSS V.25 whereas the qualitative data was analyzed thematically. The analyzed data was presented in tables, graphs, and narratives. The researcher considered ethics of confidentiality and informed consent. The findings indicate that a large proportion of students belief that a number of peers have had sex. Furthermore, the findings indicate that majority of undergraduate students talk about abstinence, condoms and pregnancy prevention with parents or other adult relatives. The study recommends inculcation of sexual norms at home, religious affiliations, primary and secondary schools, institutions of higher learning and society at large in order to curb risky sexual behaviors among undergraduate students.

Key words: Influence, Sexual Norms, Risky sexual behaviors, Undergraduate Students, Case Study, Main campuses

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