



information source and knowledge level. Frequency of communication with Japanese friends and sex partner including wife were revealed to be significantly associated with the acquisition of better knowledge, perceptions, attitude, intentions, and behavioural change.

More than 50% of the subjects answered that they perceived AIDS to be serious threat to Japanese society for now, and for the next few years. About 90% of subjects answered they are short in AIDS information. 90% percent of subjects are strongly worried of being infected with AIDS. About 80% of subjects intended to talk about the danger of AIDS. All these perceptions, attitude, and intention had a significant associations with the AIDS knowledge score. On the other hand, those who answered they had changed behaviour after getting AIDS knowledge amounted to more than 70%, but no association with AIDS knowledge score was detected.

Aversive emotion toward AIDS had association with perception of threat to Japanese society in Thailand. But, it did not have an association with perception of individual susceptibility nor with satisfaction about information acquisition.

About intention to talk with close persons about the danger of AIDS, it was related to satisfaction of information acquisition, or perception of threat of AIDS to Japanese society in Thailand, or belief in self-efficacy, or aversive emotion. But it was not relate to information source or perception of individual susceptibility.

Behavioural change was related with the perception of the threat of AIDS to Japanese society in Thailand, or with the perception of individual susceptibility, or aversive emotion toward AIDS, or intention to talk

about AIDS to closer persons, but not with the satisfaction about information acquisition, nor belief in self-efficacy. About the contents of behavioural change, those who mentioned condom usage were highest.

As for the demand for countermeasures of various organizations, spread of accurate information was strongest toward every organizations, especially for Japanese Government.

Modified health belief model proposed in this study seemed to be effective in explaining the condition of Japanese businessmen in Thailand. As a countermeasure for AIDS, spread of accurate information about AIDS is anticipated strongly.