

## Abstract

The present study examined the determinants of Hong Kong College students' performance of breast self examination (BSE) intention and behavior. A total of 260 participants were recruited (Nursing=142, Non-Nursing=118) in the questionnaire study. Ajzen's theory of planned behavior was used as the theoretical framework for investigation. Besides, variables such as knowledge of performing BSE, perceived risk of having breast cancer and exposure to cancer patients were added. Results show that the components of TOPB significantly predicted BSE intentions in both groups. BSE intention also has a high and positive correlation with the actual BSE behavior three months after completing the questionnaire. These results suggest that there may be different mechanisms at work in affecting BSE intention in different groups of students. For Nursing students, their BSE intentions were best explained by the attitudinal variable whereas for the Non-Nursing students, their BSE intentions were best explained by the subjective norm variable.