

## ABSTRACT

The present study examined the influence of Chinese cultural values on eating behaviors, beauty standard and body shape preference among Chinese adolescents in Hong Kong. Subjects were 508 male and 574 female high school students, they completed scales assessing endorsement of traditional Chinese values, body dissatisfaction, body parts ranking and the Eating Symptoms Checklist. According to the Chineseness score, subjects were divided into low, medium and high degree groups. As predicted, high degree of Chineseness subjects reported less disordered eating behaviors and less body dissatisfaction. The beauty standard was not differ among subjects with different degree of Chineseness. Body dissatisfaction was observed from body figure preference, female wants slimmer while male wants bigger size. The findings supported that adoption of Western culture affect the eating behaviors and body shape preference. It is suggested that Chineseness may protect adolescents from eating disorders.