

## Abstracts

The present study rested on the study by Bagozzi, Wong, Abe and Bergami (2000) to examine the applicability of the theory of reasoned action (TRA) in fast food restaurants patronage among Hong Kong college students ( $N = 218$ ). This study then modified from Bagozzi et.al.'(2000) study by using specific subjective norms of friends and parents instead of the general subjective norm, in order to investigate the relative influence of friends and parents on college students' fast food restaurants consumption. Furthermore, self-construal was expected to moderate the effects of attitudes and subjective norm on TRA. Results showed that TRA could be applied to the Hong Kong sample. It was also found that Hong Kong college students were influenced by friends to a greater extent than parents in fast food patronage. Finally it was surprising to find that only interdependent self-construal could moderate the prediction of attitudes on intention in the Hong Kong sample, but not subjective norm. Hence it called for further studies to look into the impact of self-construal on the strength of attitudes and subjective norm in predicting the intention to eat at fast food restaurants.