

## A STUDY ON THE INTENTION OF LEARNING BODY PAINTING

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### ABSTRACT

The study aimed to explore the intention to learn body painting. In this research, the questionnaire survey sampling was conducted via convenient sampling method. A total of 200 hard copies of the questionnaire were sent out, while 162 valid questionnaires were adopted. This study used SPSS for data analysis, where the research hypotheses were tested by regression analysis to verify the causal relationships between the mentioned variables, and to investigate the mediating effect of attitude and perceived behavioural control. The conclusions of this study were listed as follows: There are significantly positive influence on the students' behavioural intention, attitude, subjective norm and perceived behavioural control. Subjective norm has a significant positive influence both on attitude and on perceived behavioural control. Attitude has a complete mediation effect on the relationship between subjective norm and behavioural intention. Perceived behavioural control has a partial mediation effect on the relationship between subjective norm and the behavioural intention. Rather than direct influence, subjective norm has an indirect influence on students' behavioural intention through attitude and perceived behavioural control.

**KEYWORDS:** Body Painting, Theory of Planned Behaviour, Attitude, Subjective Norm, Perceived Behavioural Control

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