

Results:

A multiple regression was conducted to assess whether variables of attitude towards binge drinking, subjective norms and perceived behavioural control predicted participants intentions to engage in binge drinking session. Table 1 summarises the means and standard deviations for each variable, with scores ranging between 1 and 7.

Table 1

Means and standard deviations of all variables included in analysis

	<i>M</i>	<i>SD</i>	<i>N</i>
Intention	3.68	2.09	20
Attitude	3.10	1.19	20
Subjective Norm	2.87	1.49	20
PBC	6.27	.96	20

Correlations between the predictor variables and dependent variable are highlighted in table 2. As can be seen, attitude had a strong positive correlation with intentions to engage in binge drinking, as did subjective norm. Control was found to have a moderate negative correlation with intentions. Between the predictor variables themselves, attitudes and subjective norm were moderately positively correlated with one another ($r = .41, p < .05$). Subjective norm and control were strongly negatively correlated ($r = -.69, p < .001$).

Table 2

Correlations between variables

	Intention	Attitudes	Subjective Norm	Control	
Intention	-	.85**	.65**	-.38*	
Attitudes	.85**	-	.41*	-.09	

Subjective Norm	.65**	.41*	-	-.69**	
Control	-.38*	-.09	-.69**	-	

* significant at .05 level

** significant at .001 level

The regression analysis showed that as an overall model, the set of independent variables (attitude, subjective norm and control) were statistically significant ($F(3,16) = 28.94, p < .001$) and produced an adjusted R-squared value of 0.82. The combined IV's therefore explained 82% of the variance in intention to engage in binge drinking scores.

Table 3 shows the coefficients for the separate IV's in the analysis. The variable Attitude was a unique significant independent predictor ($p < .001$) with a Beta value of .74. This indicated a positive prediction, with an increase of .74 standard deviations for the DV found for every one standard deviation increase in attitude scores. The variables of subjective norm and perceived behavioural control were not statistically significant in contributing to the prediction of participants' intention to binge drink ($p > .05$).

Table 3

Beta coefficients for independent variables on the dependent variable intention.

Variable	Beta value
Attitude	.74**
Subjective Norm	.24
PBC	-.15

** significant at .001 level