The aim of this study was to investigate the use and the potential of the psychological theory of human behavior modeling, called the theory of planned behavior (TPB), in a user modeling domain. We performed a user experiment involving a well studied problem of user modeling: recommender system (RS) for movies.. As a part of the TPB, a

survey to estimate behavioral, normative and control beliefs regarding movie selection, was designed. Using participants’ responses, Ajzen model for movie genres was built and evaluated. Existing public dataset for

context-aware movie recommendation CoMoDa was used to evaluate the proposed method. Results had shown that the TPB approach lead to an accurate prediction of selected movie genres. Among others, the potential

applications of TPB in recommender systems and what is the architecture of such RS were addressed. Based on the observations of the ??? in this paper provided example or TPB and the experience with TPB in other

fields of user behavior analysis a broad discussion is also given.